

2009 KNOP-TV PUBLIC FILE REPORT

Period Covered: January 22, 2009-January 21, 2010

STATION KNOP-TV

FACILITY ID: 49273

Licensee: Hoak Media of Nebraska, LLC

Address: 500 Crescent Court, Suite 220, Dallas, TX 75209

Community of License: North Platte, Nebraska

1. The following are all full-time job vacancies filled between January 22, 2009-January 21, 2010, identified by job title and indicating the recruitment source that referred the successful candidate.

<u>POSITION</u>	<u>RECRUITMENT SOURCE</u>
Sports Reporter/Photographer/Anchor	University of NE - Lincoln
News Reporter/Photographer/Anchor	tvjobs.com
Technical Engineer	NE Workforce Development
Master Control Switcher	Website

2. Total number of persons interviewed for the full-time vacancies between January 22, 2009-January 21, 2010: 13

3. The following are all sources used to recruit the full-time vacancies filled between January 22, 2009-January 21, 2010.

Recruitment Source	Contact Person	Address	Telephone	Total Number of Interviewees Referred by Recruitment Source
Ohio Center for Broadcasting	Mark Lillie	1310 Wadsworth Blvd #100 Lakewood, CO 80214	303-937-7070	1
KNOP website	JayDee Walters	PO Box 749 North Platte, NE 69103	308-532-2222	1
NE Workforce Development	Joan Perry	114 S Chestnut North Platte, NE 69101	308-535-8320	8
tvjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052	800-374-0119	1

University of NE at Lincoln	Trina Creighton	240 Anderson Hall, UNL Lincoln, NE 68588-0131	402-472-4796	1
tvjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052	800-374-0119	1

4. The following are the long-term menu options implemented between January 22, 2009-January 21, 2010 including a brief description of each:

A. **GENERAL EMPLOYMENT OUTREACH/JOB BANKS:** The Station's general employment outreach is done on an on-going basis. When positions become available, the Station widely disseminates information about Station job openings through online job banks, printed media and continual communication with the local, state and other colleges. The primary sources for hiring include industry websites and job banks such as <http://www.tvjobs.com> and <http://medialine.com>. Both tvjobs.com and medialine.com are nationwide, broadcast industry-specific websites that attract a broad range of applicants. The Station also routinely posts open positions on general websites and job banks. In addition, the Station provides tours to students of all ages as well as to local high school students. The station tours are designed to provide students with a first-hand look at the on-air broadcast industry and to encourage awareness of broadcast job opportunities both in the industry and at the Station.

B. **JOB FAIRS:** The Station participated in local job fairs at Leadership Lincoln County at NPCC, Expanding Young Horizons at NPCC, Ohio School for Broadcasting at Denver, Leadership Lincoln County at KNOP-TV, Jacque Harms spoke at Wayne State College and Tara Naughtin spoke with school students.

The purpose of the job fairs is to raise awareness of employment in the on-air broadcast field and to specifically advertise for potential position with the Station.

C. **COLLEGIATE BROADCAST PARTICIPATION:** The Station maintains ongoing contact with professors at the University of Nebraska at Lincoln, the University of Nebraska at Kearney, and Mid Plains Community College, regarding recruitment opportunities for their institutions' students. When asked, station personnel lecture at their schools, and talk about opportunities in the broadcast field.

5. Website available at www.knopnews2.com.