

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period:

5/23/2023 to 5/22/2024

1) Employment Unit: * Reno Media Group, LP
 ** Americom Limited Partnership
 [Reno Media Goup, LP and Americom Limited Partnership are affiliated entities. All Stations reported on this form are co-located and share at least one employee.]

2) Unit Members (Stations and Communities of License):

* KLCA-FM/HD1	Tahoe City, CA
* KLCA-HD2	Tahoe City, CA
* KLCA-HD3	Tahoe City, CA
* KLCA-HD4	Tahoe City, CA
* KODS-FM	Carnelian Bay, CA
** KBZZ-AM	Sparks, NV
** KOLC-FM	Carson City, NV
** KRNO-FM	Incline Village, NV
** KZTQ-AM	Reno, NV

3) EEO Contact Information for Unit Members:

Mailing Address: 961 Matley Lane, Suite 120 Reno, NV 89502	Telephone #: (775) 829-1964 Contact Person: Tracy White E-mail Address: tracy@renomediagroup.com
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4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
Account Executive	Industry Referral
Account Executive	On-Air Advertising
On-Air Personality / Asst PD	All Access
Digital Director	Exigent Circumstances
Executive Assistant	Exigent Circumstances
On-Air Personality	Industry Referral
Digital Sales Executive	On-Air Advertising

Job Title: RADIO SALES ACCOUNT EXECUTIVE (7/31/23)

Referral Source(s) of Hire: INDUSTRY REFERRAL

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly	900 E. Long Street	Carson City	89706	775-283-7579 / kibarra@carson.org		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	775-335-3138		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	775-355-0600		NO
Job Opportunities In Nevada	Perry White	1005 Terminal Way #202	Reno	89502	775-336-4450 x200 / pwhite@join.org		NO
Latino Business Chamber of Commerce	Job Postings	1301 Cordone Avenue (In RISE Academy)	Reno	89502	775-848-0338		NO
NAACP - Reno/Sparks	Job Postings	P.O. Box 7757	Reno	89510	775-322-2992		NO
Sierra Nevada Job Corps Center	Career Transition Specialist	14175 Mt. Charleston St.	Reno	89506	775-789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	www.employnv.gov	Reno		775-284-9636		NO
University of Nevada, Reno - Student Employment	Handshake	www.unr.edu/cn	Reno	89557	775-682-6119 / app.joinhandshake.com/jobs		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	775-784-4912		NO
University of Nevada, Reynolds School of Journalism	Jessica Fagundes, Communications Spec.	1664 N Virginia Mail Stop 310	Reno	89557	775-784-4783 / journalism.unr.edu/post-internship-job/		NO
Nevada Broadcaster Association	Jeanette Cerne-Hill, Member Services	https://nevadabroadcasters.org	Las Vegas		702-794-4994 / jeanette@nevadabroadcasters.org		NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	1	NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	1	NO
Job Fair 4/26/23	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
Industry Referral						1	NO
Walk-in							NO

Job Title: RADIO SALES ACCOUNT EXECUTIVE (7/31/23)

Referral Source(s) of Hiree: ON-AIR ADVERTISING

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly	900 E. Long Street	Carson City	89706	775-283-7579 / kibarra@carson.org		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	775-335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	775-355-0600		NO
Job Opportunities In Nevada	Perry White	1005 Terminal Way #202	Reno	89502	775-336-4450 x200 / pwhite@join.org		NO
Latino Business Chamber of Commerce	Job Postings	1301 Cordone Avenue (In RISE Academy)	Reno	89502	775-848-0338		NO
NAACP - Reno/Sparks	Job Postings	P.O. Box 7757	Reno	89510	775-322-2992		NO
Sierra Nevada Job Corps Center	Career Transition Specialist	14175 Mt. Charleston St.	Reno	89506	775-789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	www.employNV.gov	Reno		775-284-9636		NO
University of Nevada, Reno - Student Employment	Handshake	www.unr.edu/cn	Reno	89557	775-682-6119 / app.joinhandshake.com/jobs		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	775-784-4912		NO
University of Nevada, Reynolds School of Journalism	Jessica Fagundes, Communications Spec.	1664 N Virginia Mail Stop 310	Reno	89557	775-784-4783 / journalism.unr.edu/post-internship-job/		NO
Nevada Broadcaster Association	Jeanette Cerne-Hill, Member Services	https://nevadabroadcasters.org	Las Vegas		702-794-4994 / jeanette@nevadabroadcasters.org		NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	1	NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	1	NO
Job Fair 4/26/23	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
Industry Referral						1	NO
Walk-In							NO

Job Title: ASSISTANT PROGRAM DIRECTOR/ON-AIR PERSONALITY (9/5/23)

Referral Source(s) of Hiree: ALL ACCESS

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly	900 E. Long Street	Carson City	89706	775-283-7579 / kibarra@carson.org		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	775-335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	775-355-0600		NO
Job Opportunities In Nevada	Perry White	1005 Terminal Way #202	Reno	89502	775-336-4450 x200 / pwhite@join.org		NO
Latino Business Chamber of Commerce	Job Postings	1301 Cordone Avenue (In RISE Academy)	Reno	89502	775-848-0338		NO
NAACP - Reno/Sparks	Job Postings	P.O. Box 7757	Reno	89510	775-322-2992		NO
Sierra Nevada Job Corps Center	Career Transition Specialist	14175 Mt. Charleston St.	Reno	89506	775-789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	www.EmployNV.gov	Reno		775-284-9636		NO
University of Nevada, Reynolds School of Journalism	Jessica Fagundes, Communications Spec.	1664 N Virginia Mail Stop 310	Reno	89557	775-784-4783 / journalism.unr.edu/post-internship-job/		NO
Nevada Broadcaster Association	Jeanette Cerne-Hill, Member Services	https://nevadabroadcasters.org	Las Vegas		702-794-4994 / jeanette@nevadabroadcasters.org		NO
Company Sponsored Job Fair 4/26/23	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	2	NO
Social Media (Facebook, Instagram, Twitter)	RMG digital department	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
AllAccess.com	Ad placed by our consultant Gary Berkowitz	www.AllAccess.com				1	NO
Radio Insite	Ad placed by our consultant Gary Berkowitz					2	NO
Ramp	Ad placed by our consultant Gary Berkowitz						NO
LinkedIn.com	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
Industry Referral						4	NO
Walk-In							NO

Job Title: DIGITAL DIRECTOR (10/24/23)

Referral Source(s) of Hiree: EXIGENT CIRCUMSTANCES

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
EXIGENT CIRCUMSTANCES - RMG VENDOR NEEDED TO DIRECT NEW RMG DIGITAL VENTURE UNDER THIRD PARTY DEADLINE							

Job Title: EXECUTIVE ASSISTANT (11/1/2023)

Referral Source(s) of Hiree: EXIGENT CIRCUMSTANCES

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
EXIGENT CIRCUMSTANCES - POSITION WAS FILLED THROUGH TWO SHORT TERM HIRES BASED ON PREVIOUS YEAR RECRUITMENT SOURCES WHICH LEAD TO A TEMPORARY EMPLOYMENT AGENCY HIRE, UNDER TIME CONSTRAINTS, THAT BECAME PERMINANT							
Industry Referral						1	NO
Walk-In - EMPLOYMENT STAFFING AGENCY	STS Staffing					3	NO

Job Title: ON-AIR PERSONALITY (1/1/2024 Full-Time)

Referral Source(s) of Hire: INDUSTRY REFERRAL

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly	900 E. Long Street	Carson City	89706	775-283-7579 / kibarra@carson.org		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	775-335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	775-355-0600		NO
Job Opportunities In Nevada	Perry White	1005 Terminal Way #202	Reno	89502	775-336-4450 x200 / pwhite@join.org		NO
Latino Business Chamber of Commerce	Job Postings	1301 Cordone Avenue (In RISE Academy)	Reno	89502	775-848-0338		NO
NAACP - Reno/Sparks	Job Postings	P.O. Box 7757	Reno	89510	775-322-2992		NO
Sierra Nevada Job Corps Center	Career Transition Specialist	14175 Mt. Charleston St.	Reno	89506	775-789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	www.EmployNV.gov	Reno		775-284-9636		NO
University of Nevada, Reynolds School of Journalism	Jessica Fagundes, Communications Spec.	1664 N Virginia Mail Stop 310	Reno	89557	775-784-4783 / journalism.unr.edu/post-internship-job/		NO
Nevada Broadcaster Association	Jeanette Carne-Hill, Member Services	https://nevadabroadcasters.org	Las Vegas		702-794-4994 / jeanette@nevadabroadcasters.org		NO
Company Sponsored Job Fair 4/26/23	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	2	NO
Social Media (Facebook, Instagram, Twitter)	RMG digital department	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
AllAccess.com	Ad placed by our consultant Gary Berkowitz	www.AllAccess.com				1	NO
Radio Insite	Ad placed by our consultant Gary Berkowitz					2	NO
Ramp	Ad placed by our consultant Gary Berkowitz						NO
LinkedIn.com	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
Industry Referral						4	NO
Walk-In							NO

** Originally interviewed under the job opening of Program Director/On-Air Personality and hired part-time in Promotions/Sales 6/26/23 then promoted to full-time On-Air Personality 1/1/24

Job Title: DIGITAL SALES ACCOUNT EXECUTIVE (4/29/24)

Referral Source(s) of Hiree: ON-AIR ADVERTISING

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Mailing Address or Website	City	ZipCode	Telephone, email or website address	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services	Workforce Program	900 E. Long Street	Carson City	89706	775-283-7579		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	775-335-3136		NO
Community Services Agency	Workforce Program	1090 E 8th Street	Reno	89512	775-786-6026 / workforce@csareno.org		NO
Hispanic Center	Luis Fernando Marin	742 F Street	Sparks	89431	775-313-5094		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	775-355-0600		NO
Jobs 4 Nevada Graduates	Margie Goforth	www.i4ng.com	Reno		775-276-5832 / 725-235-3670		YES
Job Opportunities In Nevada	Perry White	1005 Terminal Way #202	Reno	89502	775-336-4450 x200 / pwhite@join.org		NO
Latino Business Chamber of Commerce	Job Postings	1301 Cordone Avenue (In RISE Academy)	Reno	89502	775-848-0338		NO
NAACP - Reno/Sparks	Job Postings	P.O. Box 7757	Reno	89510	775-322-2992		NO
Sierra Nevada Job Corps Center	Career Transition Specialist	14175 Mt. Charleston St.	Reno	89506	775-789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	www.EmployNV.gov	Reno		775-284-9636		NO
University of Nevada, Reno - Student Employment	Handshake	www.unr.edu/cn	Reno	89557	775-682-6119 / app.joinhandshake.com/jobs		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	775-784-4912		NO
University of Nevada, Reynolds School of Journalism	Jessica Fagundes, Communications Spec.	1664 N Virginia Mail Stop 310	Reno	89557	775-784-4783 / journalism.unr.edu/post-internship-job/		NO
Nevada Broadcaster Association	Jeanette Cerne-Hill, Member Services	https://nevadabroadcasters.org	Las Vegas		702-794-4994 / jeanette@nevadabroadcasters.org		NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com	1	NO
Job Fair 5/14/24	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203 / tracy@renomediagroup.com		NO
Indeed		Indeed.com			Indeed.com		NO
Industry Referral							NO
Walk-In							NO

6) **Total # of Interviewees Referred:** For the period from 5/23/2023 to 5/22/2024, this Employment Unit interviewed 17 interviewees for Full-Time job vacancies.

Reponses by source:

- 4 On-Air Advertising
- 1 Station Website Posting
- 6 Industry Referral
- 1 All Access
- 2 Radio Insite
- 3 Employment Agency

7) **Supplemental Recruitment Initiatives:**

(a) Initiative: HOSTING OF JOB FAIR

Reno Media Group LP and Americom Limited Partnership and their stations hosted our annual Job Fair at 961 Matley Lane, Suite #120, Reno, NV on 5/14/24 from 1:00pm-6:00pm. In-person interviews were conducted for open positions for Radio and Digital Account Executives and Administrative Assistant. Hiring managers for each department were available for interviews.

(b) Initiative: JOB SHADOWING

Reno Media Group LP and Americom Limited Partnership and their stations offer job shadowing opportunities to individuals in the community, youth organizations, Washoe County School District and local universities under the supervision of the Director of Operations/Reno Media Group at 961 Matley Lane, #120 in Reno. Individuals have the opportunity to follow an employee of Reno Media Group as they perform their duties, which allows the individual to observe and ask questions about a career in radio broadcasting. This can also be described as an in-depth "field trip". Individuals learn basics such as: hours of work, office etiquette, teamwork, interviewing and resume skills, as well as specific skills related to broadcasting. We had two individual job shadows who were interested in working in the broadcast industry. Date of Job Shadows were 9/20/23 and 2/12/24.

(c) Initiative: HOSTING EVENT FOR ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN CAREERS IN BROADCASTING

On 2/06/24, Bill Schulz, Director of Operations, hosted a media workshop for the Girl Scouts of Sierra Nevada. He walked them through how to effectively perform a media interview, how to project themselves and promote their mission. The workshop was completed by recording several interviews with the attendees that ran on the radio stations to promote their Girl Scout cookie campaign.

(d) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

On 8/23/23 and 12/5/23 members of the United Cerebral Palsy of Nevada met with Bill Schulz, Director of Operations, and Mike Bushey, Program Director, for a station tour and question & answer session.

(e) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

On 3/14/24 members from the Down Syndrome Network of NN visited with Bill Schulz, Director of Operations, Kara Brown, GM, and on-air personalities Panama, Mike and J Lynn for a station tour and Q&A session.

(f) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

On 4/4/24 Bill Schulz, Director of Operations, met with an aspiring broadcaster about programming in today's radio industry. They discussed multiple formats including English and Spanish deliveries.

(g) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING

On 3/7/24, On-Air Personality, Jlynn, from KLCA Alice@96.5 visited Mendive Middle School in Sparks, NV to meet students and attend their assembly. She talked about the radio industry and answered questions from the students and staff.

(h) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING

On 4/22/24, a student from Damonte Ranch High School in Reno, NV conducted an onsite interview at the studios with Bill Schulz, Director of Operations, about the use of AI and how it could affect employment in the broadcasting industry.

7 (i) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING

All Americom Limited Partnership and Reno Media Group LP stations partnered with Bill Pearce Honda and the Washoe County School District to promote their annual attendance promotion throughout the 2022/2023 school year. This event is to award a new car to a student with perfect attendance. Students wanting to enter into the drawing must have perfect attendance throughout the school year, must graduate and have no disciplinary actions. The award ceremony was held on 6/24/23 and hosted by RMG Director of Operations, Bill Schulz. He and other representatives from Americom and RMG spoke with local high school students in attendance about working in the radio broadcast industry.

(j) Initiative: ESTABLISHMENT OF TRAINING PROGRAMS DESIGNED TO ENABLE STATION PERSONNEL TO ACQUIRE SKILLS THAT COULD QUALIFY THEM FOR HIGHER LEVEL POSITIONS

Americom Limited Partnership and Reno Media Group LP have established training programs for part/time and full/time staff to move up to either Assistant Program Directors or Program Directors. Training includes teaching music scheduling software, adding songs to music database, and assisting with scheduling rotations. We are also training for our new digital product for our sales department and administrative department.