

2023 ANNUAL EEO PUBLIC FILE REPORT

Channel 5 Public Broadcasting, Inc.

Station: PBS Reno
 Community of License: Reno, NV

Reporting Period: May 22, 2022 – May 21, 2023

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/06/2022	Development Assistant	Linkedin.com
08/01/2022	Executive Assistant & Board Liaison	Linkedin.com
08/29/2022	Building Maintenance Technician	Word of Mouth
10/03/2022	Content Resource Coordinator	Word of Mouth
10/03/2022	Website Specialist	Indeed.com
10/10/2022	Education Manager II	Indeed.com
11/14/2022	Associate Content Creator	Word of Mouth
11/14/2022	Development Officer	Indeed.com
12/13/2022	Broadcast Engineering Technician	Indeed.com
01/09/2023	Community Partnership Coordinator	Indeed.com
04/17/2023	Grants Officer	Indeed.com
04/19/2023	Education Manager	Word of Mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 81

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	56
Word of Mouth	10
Society of Broadcast Engineers	0
Nevada Broadcasters Association	0
PBSRENO.org	2
Linkedin.com	6
Handshake (UNR)	0
Facebook	0
Twitter	0
Instagram	0

AFP Sierra Chapter	2
Walk-in	4
Internal Posting	1

RECRUITING SOURCES USED

Job Title of Position: Development Assistant Date of Hire: 06/06/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
AFP Sierra Chapter	N	N/A	Sherry Griffin Grundy	http://community.afpnet.org/afpsierrachapter/career/center
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Instagram	N	N/A	N/A	Instagram.com/pbsreno
Facebook	N	N/A	N/A	Facebook.com/pbsreno
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Executive Assistant & Board Liaison Date of Hire: 08/01/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	http://indeed.com
Linkedin.com	N	N/A	N/A	https://www.linkedin.com/talent/projects
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies

Job Title of Position: Building Maintenance Technician Date of Hire: 08/29/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno

pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
Internal Posting	N	N/A	N/A	N/A

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Content Resource Coordinator

Date of Hire: 10/03/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
Internal Posting	N	N/A	N/A	N/A

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Website Specialist

Date of Hire: 10/03/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Education Manager II

Date of Hire: 10/10/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno

Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Associate Content Creator

Date of Hire: 11/14/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A
UNR Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
SBE	N	N/A	N/A	https://sbe.org/resources/jobs/
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
Postjobsfree.com	N	N/A	N/A	https://Postjobsfree.com

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Development Officer

Date of Hire: 11/14/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
AFP Sierra Chapter	N	N/A	Sherry Griffin Grundy	http://community.afpnet.org/afpsierrachapter/career/center
pbsreno.org	N	N/A		http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Broadcast Engineering Technician

Date of Hire: 12/13/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
SBE	N	N/A	N/A	https://sbe.org/resources/jobs/
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
UNR Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Community Partnership Coordinator

Date of Hire: 01/09/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
AFP Sierra Chapter	N	N/A	Sherry Griffin Grundy	http://community.afpnet.org/afpsierrachapter/career/center
UNR Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Grants Officer

Date of Hire: 04/17/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno

Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

Job Title of Position: Education Manager

Date of Hire: 04/19/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	indeed.com
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
UNR Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of job vacancies.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives:

*Participation in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

1. Dayton High School Career Fair

Location: Dayton High School

Date: March 28, 2023

Two PBS Reno staff members attended the Dayton High School Career Fair where we were met with great interest and engagement from the Sophomores, Juniors, and Seniors. Our reach was 300 to 350 students and we had at least 100 students visit the PBS Reno table. With the attention on STEM Works and careers in public broadcasting, we had a few students who were eager to gather information about internships and job opportunities at PBS Reno.

2. Wooster High School Career Fair

Location: Wooster School High School

Date: April 13, 2023

This was career fair specific to Wooster High School students that provides a chance to showcase careers and job opportunities for students after High School. This is a perfect event to share PBS Reno STEM works and what it is like working in a STEM driven field.

3. Brookfield Career Day

Location: Brookfield School

Date:

A night dedicated to introducing middle school students to tangible interests and careers paths following high school. Highlight the prevalence of STEM based careers and ways to get involved.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

1. General Internships at PBS Reno

PBS Reno does have specific work that the interns do that prepares them for broadcast employment as well as our Curiosity Classroom program. We have job outlines for each of the positions and candidates are interviewed before we select them. During the reporting period PBS Reno had 3 interns who shadowed in the Content department during the year. 1 during the summer semester of 2022 and 2 in the spring semester of 2023. PBS Reno also works with the UNR Department of Education to provide an ongoing internship program within our Curiosity Classroom program. There was 1 intern during the Spring Semester of 2023.

2. UNR Pack Internship Program

PBS Reno has applied for and received a grant for the last 5 years from the University of Nevada, Reno Pack Internship Program. We had two interns during the Spring Semester of 2023. The Pack Internship Grant Program is a partnership between the Nevada Career Studio and the Associated Students of the University of Nevada that provides funding for forty individual student internships with Northern Nevada businesses, nonprofits and public or government agencies. The internship program is used to assist with PBS Writer's Contest and general Curiosity Classroom activities.

3. Bank of America Student Leader Program

PBS Reno also applied for and received a grant from Bank of America in the 5th year of their internship program that provides funding for 2 interns to complete an 8 week program at PBS Reno starting June 2022 through August 2022. They are introduced to all the different areas of PBS Reno during a rotating schedule of different learning opportunities in each department.

Providing training to management level personnel as to methods of

1. CPB Harassment Prevention Training

*ensuring equal employment opportunity
and preventing discrimination*

All PBS Reno staff members and officers participated in a webinar focused on anti-harassment, equal opportunity and DEI which is required to annually and was completed in August of 2022.

2. PMBA Conference (virtual)

PBS Reno administrative staff participated virtually in the PMBA conference which held different ranging sessions relating the DEI and equal opportunity initiatives. This took place May 31,2022 – June 3, 2022.

Other initiatives:

1. Featured Speaking engagements (Reno Rotary Club, Reno Kiwanis, Reno Central Lions Clubs, Reno Newcomers Club, Bank of America Student Leadership Selection Committee, Washoe County School District Meetings).

Kurt Mische – CEO participated presentations that provide an overview the broadcast industry, station operations and a discussion of volunteer and employment opportunities as well as professional development.

Kurt Mische – CEO is a member of the Northern NV Grade Level Reading Coalition which provides opportunities to interface with Nevada students, parents, teachers, counsellors and other residents about literacy and how it leads to in-demand jobs and career opportunities in the new Nevada. He is also the past chair and current executive committee member of the Board of Directors of the Reno-Sparks Chamber which provides opportunities to speak with community groups about opportunities in broadcasting. Kurt is also a board member of the Nevada Broadcaster's Association which actively promotes a statewide job bank and education efforts, including a scholarship program, for aspiring broadcasters. In addition to the Nevada Broadcaster's Board Kurt is also the Vice Chair of California Public Television which further

provides opportunities to speak with groups and individuals in the region about career opportunities.

2. Training offered for staff and management with reimbursement and/or stipend
Master Control Operators are offered an increase in their hourly rate of \$.50 per hour once they complete their SBE Television Operator Certification. One Master Control Operator participated in this.

Participation in events or programs relating to career opportunities sponsored by educational institutions

1. Station Tours

Throughout the year, various staff members participate in conducting station tours for school kids of varying grade-levels. They spend time showing them through many aspects of PBS Reno from Curiosity Classroom programs, internship opportunities, broadcast, production and other content operations.

In the last year we have begun a tour schedule that is the 2nd Tuesday of each month, where anyone from the community can sign up and participate. We also offer tours to groups such as schools, special needs organizations, retirement communities etc.