

2025 ANNUAL EEO PUBLIC FILE REPORT

Channel 5 Public Broadcasting, Inc.

Station: PBS Reno
 Community of License: Reno, NV

Reporting Period: May 22, 2024 – May 21, 2025

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
09/23/2024	Education Coordinator	Internal Hire
09/23/2024	Education Coordinator	Indeed.com
10/28/2024	Broadcast Content Operator	Indeed.com
11/07/2024	Traffic Manager	Internal Hire/Promotion
12/09/2024	Development Officer	Indeed.com
01/21/2025	Community Partnership Coordinator	PBS Reno Website
01/30/2025	Director of Marketing	Internal Hire/Promotion
03/31/2025	Community Partnership Director	Indeed.com
04/02/2025	Content Creator	Indeed.com
04/02/2025	Content Creator	Indeed.com
05/15/2025	Traffic Assistant	Indeed.com
05/20/2025	Executive Assistant/Board Liaison	Internal Hire/Promotion

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 48

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	31
Word of Mouth/Personal Referral	4
Society of Broadcast Engineers	0
Association of Fundraising Professionals	0
PBSRENO.org	4
Linkedin.com	2
Handshake (UNR)	0
Facebook	0
Twitter	0
Instagram	0

AFP Sierra Chapter	0
Walk-in	1
Internal Posting	6

RECRUITING SOURCES USED

Job Title of Position: Education Coordinator

Date of Hire: 09/23/2024

Two Positions

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Indeed.com	N	N/A	N/A	http://indeed.com
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Facebook	N	N/A	N/A	https://www.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: Broadcast Content Operator

Date of Hire: 10/28/2024

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
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Twitter	N	N/A	N/A	Twitter.com/pbsreno
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Facebook	N	N/A	N/A	https://www.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: Traffic Manager

Date of Hire: 11/07/2024

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/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Facebook	N	N/A	N/A	https://www.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: Development Officer

Date of Hire: 12/09/2024

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
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/PBSReno/
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
AFP Sierra	N	N/A	N/A	https://community.afpnet.org/afpsierrachapter/career/center
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: 01/21/2025

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

X	N	N/A	N/A	https://x.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
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: Director of Marketing

Date of Hire: 01/30/2025

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
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/PBSReno/
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
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 Director

Date of Hire: 03/31/2025

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
X	N	N/A	N/A	https://x.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
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.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: Content Creator

Date of Hire: 04/02/2025
Two Positions

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
X	N	N/A	N/A	https://x.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
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: Traffic Assistant

Date of Hire: 05/15/2025

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
X	N	N/A	N/A	https://x.com/pbsreno
Facebook	N	N/A	N/A	https://www.facebook.com/pbsreno
Instagram	N	N/A	N/A	https://www.instagram.com/pbsreno/
Veteran Job Listing	N	N/A	N/A	https://www.veteranjoblistings.com/
Postjobfree.com	N	N/A	N/A	https://www.postjobfree.com/
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Nevada Broadcasters Association	N	N/A	N/A	https://nevadabroadcasters.org/careers/job-bank/
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: 05/20/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
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. UNR STEM Career and Internship Fair

Location: UNR Joe Crowley Student Union
Date: February 12, 2025

Vice President of Technology, Bryan Carr, attended the STEM career fair to meet with students and discuss PBS Reno and careers in broadcast engineering or operations.

2. UNR Spring Career and Internship Fair

Location: UNR Joe Crowley Student Union
Date: February 13, 2025

Two PBS Reno staff members met with students at the spring career fair to discuss PBS Reno and careers in Media and Journalism.

*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. PBS Reno also works with the UNR Department of Education to provide an ongoing internship program within our Curiosity Classroom program. There were interns during the Spring Semester of 2025.

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 3 interns during the Spring Semester of 2025. 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. Path to Independence Internship

This is an inclusive, two-year, non-degree certificate program offering a college experience to students with intellectual disabilities. PBS Reno partners with UNR by bringing interns who are in the program in to work with our Education team on various tasks relating to our Curiosity Classroom Workshops.

4. Bank of America Student Leader Program

PBS Reno also applied for and received a grant from Bank of America in the 6th year of their internship program that provides funding for 2 interns to complete an 8 week program at PBS Reno starting June 2024 through August 2024. 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 ensuring equal employment opportunity and preventing discrimination

1. CPB Harassment Prevention Training

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 2024.

2. The PBS Programming Advisory Council (PAC)

The PAC is comprised of a group of leaders within the PBS member station system that manages the local and national content experience for local communities. The members act as advocates for station program needs, collaborate on improving system-wide programming capabilities, and provide guidance to PBS Programming on content, strategy, and services for the system. The PAC convenes monthly scheduled conference calls and meets for strategic planning 1-2 times a year. The PBS Reno VP of Content is a member of this committee.

3. Executive Content Managers (ECM)

This is a network of public media professionals that engage in content leadership, innovation, collaboration and professional development. Mission: To provide education and direction for public media content managers in order to effectively lead staff, promote the curation, production and distribution of high-quality content in all platforms to elevate local voices regionally and nationally. Executive Content Managers break silos, promote diversity and inclusion, and provide leadership within the public media system. The PBS Reno VP of Content is a member of the cohort.

4. Vistage International

Three PBS Reno senior staff participate in monthly and quarterly meetings where they share goals, victories and challenges with peers. They also participate in monthly speakers series on a variety of different topics.

Other initiatives:

1. Featured Speaking engagements (Reno Rotary Club, Reno Kiwanis, Reno Central Lions Clubs, Northern Nevada Executive

Council, Bank of America Student Leadership Selection Committee, Washoe County School District Meetings).

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

Kurt Mische – CEO is 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. He is also a member of the UNR’s School of Public Health Community Advisory Board, which allows chances to discuss internship opportunities with students at the college.

Kurt Mische Spoke to the Reno Newcomer’s Club about PBS Reno, its role in the community, and employment and internship opportunities. This was on September 5, 2024.

He attended NV Broadcasters Scholarship Gala on September 7, 2024 and spoke one to one with association scholarship recipients about intern & career opportunities.

Christina Le – Manager of Creative Services presented to the UNR School of Journalism on April 24 where she discussed her work on “Refugee’s Daughter” and how she developed the stories for the podcast. She also spoke to the 21 students about internship opportunities and ways to get more involved in public broadcasting.

2. Training offered for staff and management

Staff training is also offered in the form of annual conference participation both in person and virtually. They are also offered the opportunity to attend Vistage speaker sessions monthly as it pertains to their skills and job scope.

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 as well as homeschooling groups, Boy Scouts and Girl Scouts. They spend time showing them through many aspects of PBS Reno from Curiosity Classroom programs, internship opportunities, broadcast, production and other content operations.

We have 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.