

2026 ANNUAL EEO PUBLIC FILE REPORT

Channel 5 Public Broadcasting, Inc.

Station: PBS Reno
 Community of License: Reno, NV

Reporting Period: May 22, 2025 – May 21, 2026

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/02/2025	Senior Designer	Indeed.com
06/16/2025	Director of Membership	Indeed.com
06/30/2025	Administrative Assistant	Internal Hire/Promotion
07/14/2025	Membership Outreach Coordinator	Word of Mouth/Personal Referral
09/02/2025	HR Generalist	Word of Mouth/Personal Referral
09/22/2025	Content Creator I	Internal Hire/Promotion
10/20/2025	Development Officer	PBS Reno Website
11/04/2025	Broadcast Operator	PBS Reno Website
01/05/2026	Social Media Coordinator	PBS Reno Website
05/04/2026	Graphic Designer	PBS Reno Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 49

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	17
Word of Mouth/Personal Referral	4
Society of Broadcast Engineers	0
Association of Fundraising Professionals	0
PBSRENO.org	21
Linkedin.com	3
Handshake (UNR)	1
Facebook	0
X	0
Instagram	0
AFP Sierra Chapter	1
Walk-in	0

Internal Posting	2
Nevada Broadcasters Association (NBA)	0

RECRUITING SOURCES USED

Job Title of Position: Senior Designer

Date of Hire: 06/02/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	http://indeed.com
Linkedin.com	N	N/A	N/A	https://www.linkedin.com/pbsreno
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/
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

* 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 Membership

Date of Hire: 06/16/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	N/A	N/A	http://indeed.com
Linkedin.com	N	N/A	N/A	https://www.linkedin.com/talent/projects
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/
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
AFP Sierra	N	N/A	N/A	https://community.afpnet.org/afpsierrachapter/career/center

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

Job Title of Position: Administrative Assistant

Date of Hire: 06/30/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Linkedin.com	N	N/A	N/A	Linkedin.com/pbsreno
Internal Posting	N	N/A	N/A	N/A
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

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

Job Title of Position: Membership Outreach Coordinator

Date of Hire: 07/14/2025

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
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

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

Job Title of Position: HR Generalist

Date of Hire: 09/02/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	N/A	N/A	N/A
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

* 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 I

Date of Hire: 09/22/2025

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	https://www.linkedin.com/talent/projects
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/
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

* 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: 10/20/2025

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	https://www.linkedin.com/talent/projects
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/
Internal Posting	N	N/A	N/A	N/A
AFP Sierra	N	N/A	N/A	https://community.afpnet.org/afpsierrachapter/career/center

* 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 Operator

Date of Hire: 11/04/2025

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
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/
pbsreno.org	N	N/A		http://www.pbsreno.org/about/jobs/

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

Job Title of Position: Social Media Coordinator

Date of Hire: 01/05/2026

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
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

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

Job Title of Position: Graphic Designer

Date of Hire: 05/04/2026

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	https://www.linkedin.com/talent/projects
Internal Posting	N	N/A	N/A	N/A
Handshake	N	N/A	N/A	https://joinhandshake.com/career-centers
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/
pbsreno.org	N	N/A	N/A	http://www.pbsreno.org/about/jobs/

* 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 Fall Networking Mixer

Location: UNR Joe Crowley Student Union

Date: November 4, 2025

One PBS Reno staff member met with students at the Fall Networking Mixer to discuss PBS Reno, careers in Media and Journalism, the importance of tailoring resumes to the role they want and provide assistance in interview preparation.

2. UNR Fall Career and Internship Fair

Location: UNR Joe Crowley Student Union

Date: November 5, 2025

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

3. Sparks High School Job Fair

Location: Sparks High School

Date: April 8, 2026

Two PBS Reno staff members met with students at the job fair to discuss internships with PBS Reno and careers in a nonprofit organization, Media, and Journalism.

4. Hug High School Career Fair

Location: Hug High School; Sparks, NV

Date: April 10, 2026

Two PBS Reno staff members met with students at the job fair to discuss internships with PBS Reno and careers in a nonprofit organization, Media, and Journalism.

5. 2026 Biggest Business Expo & Career Fair

Location: Reno-Sparks Convention Center

Date: May 7, 2026

Several PBS Reno staff members met with the public 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 5 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 3 interns during the Fall Semester of 2025 and the Spring Semester of 2026.

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 2 interns during the Spring Semester of 2026. 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 7th year of their internship program that provides funding for 2 interns to complete an 8-week program at PBS Reno starting June 2025 through August 2025. They are introduced to all the different areas of PBS Reno during a rotating schedule of different learning opportunities in each department.

5. Journalism 499 – Internship

PBS Reno received funding from the Greg Nelson Trust for four UNR School of Journalism interns to complete 12 -14 weeks with the PBS Reno Content & Marketing Departments, learning the different roles and systems that each role uses to create and edit their work while accruing credits at the UNR School of Journalism.

PBS Reno had two Summer 2025 UNR School of Journalism interns shadow the content department for 12 weeks from May 19, 2025, through August 8, 2025.

PBS Reno had two Fall 2025 UNR School of Journalism interns shadow the content department for 14 weeks from September 2, 2025, through December 5, 2025.

Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

1. AI Training

All PBS Reno staff members and officers participated in four webinars focused on AI Training which focused on the rising and proper use of AI in the workplace, as well as the dangers of AI producing biased results especially in the realms of hiring.

2. NAE Preventing Workplace Harassment Training

All PBS Reno staff members participated in an hour-long online training focused on identifying and preventing harassment and discrimination, equal opportunity, and DEI in the workplace. This training was previously required by CPB and PBS Reno has elected to continue this type of training annually and was completed in April of 2026.

3. NAE Management & Supervisory Harassment & Discrimination Prevention Training

All PBS Reno supervisors and managers participated in a two-hour long in-person training focused on the legal responsibilities and heightened expectations for those in a leadership role in identifying and preventing harassment and discrimination in the workplace, and going over equal opportunity and DEI initiatives and policies that we follow in our employee handbook.

4. 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.

5. 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.

6. Vistage International

Four 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.

7. Mental Health Ally Training & Certification

One PBS Reno staff member participated in a training and certification program put on by the SHRM Foundation and Psych Hub to become a certified Workplace Mental Health Ally and to identify and bring awareness to mental health stigmas causing inequality and discrimination in the workforce. This staff member now has access to Psych Hubs many trainings and resources for any employee in need.

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.

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.

3. Washoe County Juvenile Services

In June of 2025, PBS Reno hosted a tour of kids aged 13 – 18 from the Washoe County Juvenile Services Program to introduce them to community resources and possible career ideas.

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.

2. Upward Bound Program

The Upward Bound Programs of the University of Nevada, Reno provides first-generation, income-qualified students with a comprehensive and enriching educational experience that prepares the students for success in life, college and beyond. The program is designed to equip students with the academic skills, leadership, professional development, critical thinking abilities, and personal qualities necessary to excel in higher education and thrive in their future careers.

PBS Reno has presented for Upward Bound students (July 2025 -80 students & November 8th - 50 students) all about PBS Reno—what we are, what we do, and possible job opportunities and internships that are available. Both groups completed community service projects of putting together thousands of student workshop materials for PBS Reno's Curiosity Classroom program.