

EEO ANNUAL PUBLIC FILE REPORT BACKUP DATA
Employment Unit: NRG Media, LLC - Kearney, NE
KGFW AM/FM, KQKY-FM, KRNY-FM
February 1, 2023 -January 31, 2024

I. VACANCY LIST

See Section II. The "Master Recruitment Source List" ("MRSL") for Recruitment Source Data

| Full Time Job Vacancies Filled by this Employment Unit: | | | | |
|---|--|-----------------------------------|--|--|
| | Job Title & Hire Date | Recruitment Source Referring Hire | Recruitment Sources Used to Advertise Position | Total Number of Interviews for this position by referral source, including hire |
| 1 | Director of Digital Content Hire Date: 8.7.2023 | 8.Non-Employee Referral | 1-7, 11-14, 16-31 | LinkedIn: 1 Non-Employee Referral: 1 |
| 2 | Business Administrator Hire Date: 9.7.2023 | 6. Current Employee | 1-7, 11-14, 16-31 | Current Employee:1 |
| 3 | On-Air Talent Hire Date: 1.22.2024 | 6. Current Employee | 1-7, 10-14, 16-31 | Current Employee: 1 Non-Employee Referral: 1 KRNY Website: 1 Unspecified Job Board: 1 |
| TOTAL INTERVIEWS THIS REPORTING PERIOD | | | | 7 |

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

| Recruitment Sources Detail: | | | | # Interviewees Referred | Did Source request notification |
|-----------------------------|--------------------------------|--------------------------------|---|-------------------------|---------------------------------|
| 1 | KGFW 1340AM/96.1FM | kgfw.com | 2223 Central Avenue, Kearney, NE. 68847 308.698.2100 | | N |
| 2 | KQKY 106 FM | kqky.com | 2223 Central Avenue, Kearney, NE. 68847 308.698.2100 | | N |
| 3 | KRNY 102 FM | krny.com | 2223 Central Avenue, Kearney, NE. 68847 308.698.210 | 1 | |
| 4 | On Air/Online | unspecified | | | N |
| 5 | NRG Media corporate website | nrgmedia.com | 2875 Mt Vernon Rd SE, Cedar Rapids, IA 52403, 319.200.1900, fax (319)286-9383 | | N |
| 6 | Current Employee | | | 2 | N |
| 7 | Current Employee Referral | | | | N |
| 8 | Non-Employee Referral | | | 2 | N |
| 9 | Self-Referral | | | | N |
| 10 | Facebook | | 1 Hacker Way Menlo Park, CA 94025 | | N |
| 11 | Indeed | Indeed.com | 6433 Champion Grandview Way Building 1, Austin, TX 78750 | | N |
| 12 | LinkedIn | LinkedIn.com | LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085 | 1 | N |
| 13 | NE Broadcasters Assn. | https://ne-ba.org/ | 11414 West Center Road, Suite 342, Omaha, NE 68144 Jim Timm | | N |
| 14 | Careerpage | Careerpage.org | National Alliance of State Broadcasters, 2333 Wisconsin St., Albuquerque NM 87110 | | N |
| 15 | Unspecified job board | unknown | | 1 | N |
| 16 | Nebraska Workforce Development | https://networks.nebraska.gov/ | 550 So. 16th St., Lincoln, NE 68508, Amber Ward | | N |
| 17 | Bellevue Universtiy | handshake.com | Career Services, 1000 Galvin Rd. South,Bellevue, NE 68005 Terra Beethe | | Y |
| 18 | Concordia Univ. NE | handshake.com | Career Services, 800 N. Columbia Ave, Seward, NE 68434 Daisha Thomas | | N |

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|--|-------------------------------------|---|--|-------------------------|---------------------------------|
| 19 | Creighton University | handshake.com | Career Center, Suite 2015 2500 California Plaza Omaha, NE 68178, Jeremy Fisher | | N |
| 20 | Doane University | handshake.com | Career Center, 1014 Boswell Ave., Crete, NE 68333 Sarah Begay | | N |
| 21 | Hastings College | handshake.com | Career Services, 710 N. Turner Ave., Hastings, NE 68901 Kim Graviette | | N |
| 22 | Mid-Plains Community College | http://mpcc.edu/student-resources/career-services | Career Services, 1101 Halligan Drive, North Platte, NE 69101, Amy Sabatka | | N |
| 23 | Midland University | handshake.com | Personal & Career Development Center, 900 North Clarkson, Fremont, NE 68025 Connie Kreikemeier | | N |
| 24 | Nebraska Wesleyan University | handshake.com | Career & Counseling Center, 5000 Saint Paul Avenue, Lincoln, NE 68504-2794 Janelle Andreini | | N |
| 25 | Northwest Missouri State University | www.nwmissouri.edu/career/ | Career Services, 800 University Drive, Admin. #130, Maryville, MO 64468, Hannah Christian | | N |
| 26 | Peru State College | www.peru.edu/careerservices/jobs/ | Career Services, 600 Hoyt Street, P.O. Box 10, Peru NE 68421 Dana Stovall | | N |
| 27 | Union State College | handshake.com | Career Center, 3800 South 48th Street, Lincoln, NE 68506 Roger Woolsey | | N |
| 28 | University of Nebraska - Kearney | handshake.com | Academic & Career Services MSAB #140 Kearney, NE 68849, Amy Rundstrom | | N |
| 29 | University of Nebraska - Lincoln | handshake.com | Career Services, 225 Nebraska Union, Lincoln, NE 68588, Tracy Lungrin | | N |
| 30 | University of Nebraska - Omaha | handshake.com | Academic and Career Development Ctr., EAB 115, 6001 Dodge Street, Omaha, NE 68132, Laura Sansoni | | N |
| 31 | Wayne State College | https://wsc-csm.symplicity.com/employers | Career Services, 1111 Main Street, Wayne, NE 68787 Jason Barelman | | N |
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III. RECRUITMENT INITIATIVES

| Recruitment Outreach Initiatives: | | | | | |
|-----------------------------------|-----------|---|---|--|--------|
| | Date | Type of Recruitment Initiative | Brief Description of Activity | Participant Title | Points |
| 1 | 2023 | Participation in scholarship programs | The stations participated in the Nebraska Broadcasters Association scholarship program for 2023. This program is setup to assist students enrolled in broadcasting related educational programs at four year public or private colleges and universities. The Stations were actively involved in the contribution of funds to setup and maintain the scholarship fund, the two plus month promotion of the program, and the review and judging of applications for the scholarship program. Two \$2,000 scholarships were awarded for 2023. | Market Manager Promotions Manager Traffic Manager | 1.00 |
| 2 | 2.22.2023 | Participation in events or programs sponsored by educational institutions | Station personnel participated in a tour of the station for Kearney High School Students. | Operations Manager Other Station personnel | 0.25 |
| 3 | 4.5.2023 | Participation in events or programs sponsored by educational institutions | A Central City high student did a job shadow on this day to observe the morning shows and how the preparation for future days programming was performed. They received exposure to the roles, tasks and responsibilities performed by staff at NRG and the equipment that is used to assist with these. A career in broadcasting was also discussed with this student. | Station personnel | 0.25 |
| 4 | 5.10.2023 | Participation in events or programs sponsored by educational institutions | Station personnel participated in a tour of the station for Central Elementary School Students. | Market Manager Other Station personnel | 0.25 |
| 5 | 5.18.2023 | Participation in events or programs sponsored by educational institutions | Station personnel participated in a tour of the station for UNK/KLPR Radio Students. There was a tour of the studios and a discussion on technology and where the industry has grown - especially in technology. The tour also discussed employment opportunities for college graduates and requirements needed for employment. | Operations Manager Other Station personnel | 0.25 |
| 6 | 6.7.2023 | Participation in events or programs sponsored by educational institutions | NRG Media participated in the annual UNK Digital Expressions Camp sponsored by the University of Nebraska of Kearney for high school students. Campers tour local media outlets to learn from professionals about career opportunities. The high school campers were given a historical account and tour of NRG stations in Kearney, NE. The Market Manager & Operations Manager gave a presentation & Q&A session on the radio industry and the impact the stations have on the Grand Island and Kearney communities. | Market Manager Operations Manager | 0.25 |

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| | Date | Type of Recruitment Initiative | Brief Description of Activity | Participant Title | Points |
|---|------------|---|--|--------------------|--------|
| 7 | 10.6.2023 | Participation in events or programs sponsored by educational institutions | A Central City high student did a job shadow on this day to observe the morning shows and how the preparation for future days programming was performed. They received exposure to the roles, tasks and responsibilities performed by staff at NRG and the equipment that is used to assist with these. A career in broadcasting was also discussed with this student. | Operations Manager | 0.25 |
| 8 | 10.28.2023 | Participation in job fairs | Operations Manager participated in the Kearney Chamber of Commerce/National Guard Career Fair | Operations Manager | 0.25 |
| 9 | 11.6.2023 | Participation in events or programs sponsored by educational institutions | Market Manager spoke to University of Nebraska – Kearney students about careers in radio/broadcasting and the duties of each role, all the platforms available to connect with listeners and the business of broadcasting. | Market Manager | 0.25 |
| | | | | TOTAL | 3.00 |