SELF ASSESSMENT ON FCC EEOC ANNUAL REPORT

EMPLOYEE ASSESSING	Elyse Monroy	**DATE**	5/31/2011
POSITION-TITLE	Personnel Clerk	**DEPT**	G&A
STATION EVALUATING	KENV		
FCC EEOC ANNUAL REPORT EVALUATION-PERIOD	5/21/2010	**THRU**	5/20/2011

Process Evaluation

(Attach any tools used to support your efforts)

1. **Efforts made in widely dissemination job postings to bring in a diverse pool of applicants.**

A. Ruby Mountain Communication Company has successfully done broad outreach of its employment information. KENV posts to various industry websites that are used by broadcast and journalistic professional seeking employment in the broadcasting field. KENV also sends all station job opportunities via fax to the Nevada Job Connect, a local employment center that helps people in the Northern Nevada are find employment. KENV utilizes an online employment service company called Broadcast Compliance Service (BCS). After its initial independent posting efforts are complete KENV posts its open jobs to the BCS online system. BCS then posts each job to its extensive list of school job boards, career centers, and 3rd party posting locations all over the county. KENV is very pleased with its decision to start using BCS as we are now able to reach more posting locations and can reach a much more diverse pool of potential candidates in a much broader way. The BCS system allows for this broad outreach to be done in a very efficient and cost effective way

2. **Efforts made to review interviewed pool to analyze if selected applicants are from a wide variety of recruitment sources.**

A. Elko is a very small community of less than twenty thousand residence. KENV employs only five full time employees. KENV only had 5 positions posted all year.

Resource referrals given were definitely from a variety of venues so it definitely seems we are distributing posting widely enough to reach interested parties but the market is so very small only a handful of qualified applicants would accept the wage range allowed in this small of a market. Considering the location and market, we feel the distribution of postings is more that can be expected. We do local, regional and national postings to help bring a variety of qualified applicants.

3. Efforts made to notify organizations helping job seekers to request to be notified on each job opening.

A. KENV continues to send all of our job postings to Sylvia Wells with the California Chicano News Media Association upon their request for our job openings.

For the first month of KENV's reporting period the station ran a TV promo asking all hiring business in the area to send us their job postings so we could notify our viewers of open jobs in the area. Due to an error in Master Control the promo did only aired for the 1st month. The error was discovered and fixed at the end of the reporting period. The TV promo will begin airing for the next reporting period.

4. Efforts made in educating hiring managers, employees and applicants on our EEO program.

A. Throughout the year all hiring managers are receive trade magazine and or email newsletters that contain EEO hiring information. This year, no specific training was done for hiring managers. This is an area that could be improved upon.

To inform all our of applicants about our companies EEO program all of our job postings have that following verbiage about the Stations EEO policy. "**Ruby Mountain Broadcasting Company is an Affirmative Action/ Equal Opportunity Employer. This employer does not discriminate on the basis of sex, age, race, color, religion, handicap, national origin, marital or veteran's status.**"

5. Identifying problem areas. What areas need most improvement?

A. Every year KENV has met its EEO Supplemental Recruitment Initiative. For the past few years the station has done primarily the same type of recruitment. Next year the station could try something else it hasn't done before, like hosting a job fair for hiring organization in the community to come to.

Now that the station has a designated person at the Corporate Office to help make sure that jobs are posted and initiatives the station should do a quarterly review of all job postings, and supplemental recruitment activities to ensure that the station is on track to meeting all of the requirements.

6. Progress since last assessment.

A. This station still continues to use the 3rd party posting system. KENV's employees

continue to participate in a number of supplemental recruitment activities each reporting year.

Employee Signature	5/31/2011 Date
General Counsel Signature	Date
Station Manager Signature	Date
President & C.O.O.	Date