

Annual Equal Employment Opportunity (EEO) Public File Report for February 1, 2008-January 31, 2009
KNCY-AM Nebraska City, NE and KNCY-FM Auburn, NE
Licensee: Riverfront Broadcasting, LLC

This report is required by FCC Rules and Regulations (47 CFR Section 73.2080) and is placed into the KNCY public file and on the KNCY web page (www.knccountry.com).

Questions about this report and requests to receive notices of full time openings can be mailed to the General Manager, KNCY Radio, Box 278, Nebraska City, NE 68410.

The FCC's EEO requires this report contain the following information:

- 1) A list of all full-time jobs filled by KNCY, identified by job title.
- 2) For each such vacancy, a list of all the recruitment sources used to seek potential candidates for the vacancy, corresponding contact information for every source, and the recruitment source that referred the people hired for each vacancy. KNCY received no requests during this period to send job vacancies to organizations that distributes information about employment opportunities to job seekers or refers job seekers to employers.
- 3) Data reflecting the total number of persons interviewed for all full-time vacancies during the preceding year.
- 4) For each recruitment source the station used to seek potential candidates for all vacancies filled during the year, the total number of persons referred by each source that KNCY interviewed for all vacancies.
- 5) Descriptions of any non-job specific outreach initiatives completed during the last two years.

During this reporting period, KNCY had 6 full time job openings. With each listing is where postings were made for the opening, the number of applicants for the position, where the applicants learned of the position, how many were interviewed, where those interviewed learned of the position, the date the vacancy was filled and the recruitment source that referred the hiree. Not all applicants disclosed where they learned of job openings.

- 1) Salesperson** This position was posted on the Nebraska Workforce Development website and on KNCY-AM and FM. 12 applied, none who indicated where they learned of the position. No record of if any or how many applicants were interviewed. No one was hired.
- 2) General Manager** This position was posted on the Nebraska Broadcasters Association (NBA) website (www.ne-ba.org), the EEO1Source.com website, and announcements were aired on KNCY-AM and FM. 8 applied, 1 who learned of the position from the NBA website. 3 were interviewed, 1 who learned of the position from the NBA website. Position filled June 2, 2008 by a candidate who learned of this position from the NBA website.
- 3) News Director** This position was posted on the NBA and EEO1Source websites, and announcements were aired on KNCY-AM and FM. 3 who learned of the position from the NBA website and 1 referral. 2 were interviewed, 1 who learned of the position from the NBA website and 1 referral. Position was filled July 18, 2008 by a candidate who learned of the position from the NBA website.
- 4) Office Manager** This position was posted on the NBA, EEO1Source, and Nebraska Workforce Development (<http://nejoblink.dol.state.ne.us>) websites, and announcements were aired on KNCY-AM and FM. 11 applied, 2 by referral, 1 by the Nebraska Workforce Development website, and 1 who walked in. 4 were interviewed, 2 by referral and 2 others who did not cite their source. A candidate who was referred was hired September 3, 2008.

- 5) Sales Manager/
Sports Director** This position was posted on the Nebraska Workforce Development, NBA, EEO1Source, and Sportscasters Talent Agency of America (STAA) websites and announcements were aired on KNCY-AM and FM. 9 applied, 2 by referral and 2 from the STAA website. Two interviews were conducted, one with a candidate who was referred to the position and one who learned of the position from the STAA website. The candidate who was referred to was hired September 29, 2008.
- 6) News Reporter/
Board Operator** This position was posted on the NBA and EEO1Source websites and announcements were aired on KNCY-AM and FM. On January 5, 2009 this position was removed and the General Manager assumed its responsibilities on an interim basis. There was one applicant, who did not indicate where they learned of the position.
- 7) Part-time
programming/
office position** While this is a part time position, this person is expected to work a minimum 30 hours a week, making it reportable for EEO purposes. This position was posted on the Nebraska Workforce Development, NBA, EEO1Source, and nebraskaradio.com websites and announcements were aired on KNCY-AM and FM. As of January 26, 2009 there were nine candidates. One did not disclose but was asked where they learned of the position, one was referred, one came from nebraskaradio.com, one came from the EEO1Source website, and five candidates learned of this opening from the Nebraska Workforce Development website. As of January 26, 2009, one candidate had been interviewed. They learned of the opening from the Nebraska Workforce Development website.
- 8) Salesperson** This position was posted on the Nebraska Workforce Development, NBA, EEO1Source, and the nebraskaradio.com websites, announcements were aired on KNCY-AM and FM, and e-mail notifications were sent to the following recruitment sources:
- Bellevue University (djg@scholars.Bellevue.edu)
 Chadron State College (jhartman@csc.edu)
 College of St. Mary (crc@csm.edu)
 Experience Unlimited (kjohnson@dolstate.ne.us)
 Nebraska Department of Vocational Rehabilitation (melson@vocrehab.state.ne.us)
 Nebraska Wesleyan University (career@nebrwesleyan.edu)
 Northwest Missouri State University (career@mail.nwmissouri.edu)
 Peru State College (aholtz@oakmail.peru.edu)
 Southeast Community College (greigsti@sccm.cc.ne.us)
 University of Nebraska-Kearney (terryk@unk.edu)
 University of Nebraska-Lincoln (ralloway@unl.edu)
 University of Nebraska-Omaha (mhitt@unomaha.edu)
 Urban League of Nebraska (dcoran@urbanleagueneb.org)
 Wayne State College (tehegge1@wsc.edu)

As of January 26, 2009 there were seven candidates. Three learned of the position from the Nebraska Workforce Development website and four had not indicated but were asked where they learned of the opening. As of January 26, 2009, no candidates had been interviewed.

KNCY participated in the following EEO outreach initiatives from 2/1/07-1/31/09, with the corresponding FCC regulation 47 CFR section 73.2080(c)(2) [in brackets]:

- [section (iv)]** KNCY-AM and FM was a co-sponsor of the Lincoln Area Broadcasters 2007 Job Fair held August 16, 2007 at the Cornhusker Marriott Hotel in Lincoln, Nebraska. General Manager Scott Kooistra represented KNCY.
- [section (iv)]** KNCY-AM and FM was a co-sponsor of the Lincoln Area broadcasters 2008 Job Fair held August 7, 2008, at the Embassy Suites Hotel in Lincoln, Nebraska. General Manager Bill Oliver represented KNCY.
- [section (v)]** Weekly broadcast on KNCY-FM produced by students at Syracuse High School.
- [section (v)]** Weekly broadcast on KNCY-FM produced by students at Nebraska City Lourdes Catholic High School.

- [section (v)]** Weekly broadcast on KNCY-FM produced by students at Johnson-Brock High School.
- [sections (vi) and (xvi)]** Announcements each month on KNCY inviting individuals and organizations to contact KNCY if they want to be notified of job vacancies and that KNCY is an equal opportunity employer.
- [section (vii)]** KNCY-AM and FM participated in the 2007 and 2008 Nebraska Broadcasters Association Foundation Student Scholarship Program.
- [section (xiv)]** KNCY General Manager Scott Kooistra attended the Nebraska Broadcasters Association 2007 convention, which included a seminar on August 15, 2007, titled "What the FCC Wants You to Know About EEO Obligations, and Other Burning Issues in Employment Law" and presented by John Hewitt of Cline Williams Johnson & Oldfather law firm.
- [section (xiv)]** KNCY General Manager Bill Oliver attended the Nebraska Broadcasters Association 2008 convention, which included a seminar on August 7, 2008 on Legal/FCC issues that included discussion of EEO matters.
- [section (xiv)]** KNCY General Manager Bill Oliver attended a manager's meeting of Riverfront Broadcasting stations August 27, 2008, which included discussion of EEO recordkeeping and related matters.
- [section (xiv)]** KNCY General Manager Bill Oliver participated in the review of the updated Riverfront Broadcasting employee handbook, which was published and distributed to employees in January 2009. The current and former employee handbook addresses EEO issues in the first section.