

2026 ANNUAL EEO PUBLIC FILE REPORT

Board of Regents of the University of Nebraska  
through the University of Nebraska at Omaha

Station(s): KVNO 90.7 FM

Community(ies) of License: Omaha, Nebraska

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

No. of Full-time Employees: 5-10  / More than 10 \_\_\_\_\_

Small Market Exemption:

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.*

KVNO experienced openings in two (2) positions during 2025; however, we did not participate in job fairs due to lack of available and appropriate job fairs in our area.

*Hosted at least one job fair.*

*Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

We routinely promote open positions on our website for both students and professional job seekers. UNO also promotes student openings through Handshake. We also promote our positions to periodicals and websites that include substantial participation by women and minorities. This list includes Public Radio Program Directors, Public Media Business Association, Current, and Women in Communication.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

KVNO has an established internship and student worker program that provides UNO students the opportunity to learn skills needed for employment in the broadcast industry. We currently have two student workers who are employed at KVNO.

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

KVNO participated in the Nebraska Broadcasters Association's EEO Scholarship Program that helps fund a college or university student's broadcasting and journalism studies.

*Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

**KVNO's General Manager** attended the following: 1) The Audience Development summit, an on-line conference hosted by Greater Public, February 11-12, 2025. 2) Attended Public Media Content Conference in Salt Lake City, August 25-28, 2025.

Webinars: 1) Tech Survey put on by the Jacob Brothers, April 15, 2025. 2) Greater Public's *Responding to Funding Threats*, April 21, 2025.

**KVNO's Development Director** attended the following: 1) Greater Public Roundtable: Classical Music Station Fundraising on January 28, 2025 (webinar/roundtable). 2) Greater Public Audience Development Summit, February 11-12, 2025.

**KVNO's Development Associate (Membership Manager)** attended: 1) Public Media Development and Marketing Conference, July 7-10, 2025, Philadelphia. Public Media in-person conference devoted to issues surrounding revenue generation, marketing, and management.

Attended breakouts and sessions: a) Direct mail strategies, b) Corporate support and sponsorship growth, c) Audience growth and engagement, d) Building a fundraising board that engages, represents, and drives revenue, e) Underwriting compliance, f) Transforming public media fundraising with AI and Machine Learning.

Webinars: 1) Audience Development Summit, February 11-12, 2025. Help us fully engage in strategic audience growth and connection. Brings together content, marketing, and development leaders to offer insights and expertise on ways to reach new audiences. 2) Greater Public: FCC Underwriting Guidelines & Compliance Workshop, February 19, 2025. Overview of the FCC guidelines, as well as real-world public radio copy scenarios. Copy approval process best practices. 3) Blackbaud Queries, April 15, 2025. Overview of how to create effective queries in our donor database (constituent relationship management). 4) Local Broadcast Sales: How to Create an Unforgettable Presentation for Your

Local Client, May 13, 2025. Insights on crafting presentations and effectively selling a long-term advertising schedule by developing unique ideas. 5) Greater Public: Trends in Nonprofit Individual Giving, June 16, 2025. Reviewed the fundraising performance of non-profit organizations outside of public media, providing insights into the effectiveness and trends across various donor segments, offering a nuanced understanding of our fundraising landscape. 6) Greater Public Town Hall: Mobilizing Support and Securing Public Media's Future, July 23, 2025. Leveraging and sustaining fundraising momentum with proactive donor engagement strategies and smart campaign planning. Deepen relationships with major and mid-level donors to ensure continued support through uncertainty.

***KVNO's Marketing Manager*** attended: 1) Greater Public Audience Development Summit on February 11-12, 2025. The conference focused on helping us fully engage in strategic audience growth and connection. Brings together content, marketing, and development leaders to offer insights and expertise on ways to reach new audiences. 2) Public Media Development and Marketing Conference, July 7-10, 2025. Public Media conference devoted to issues surrounding revenue generation, marketing, and management. Attend breakouts and sessions related to social media, podcasts, DEI marketing, and more.

Classes/Webinars/Talks: 1) Content Experimentation in 2025: Expert insights from LinkedIn, Meta, and Canva. Hootsuite Webinar. January 29, 2025 on Zoom. Explored the 2025 social media trend of content experimentation, featuring experts from LinkedIn, Meta, and Canva on breaking creative boundaries and building authentic audience connections. 2) RealTalk: with YAYAHPs: No-Cringe Networking Zoom Webinar: February 24, 2025. Learning practical strategies for connecting with potential mentors, collaborators, and clients with networking expert Robbie Samuel.

3) Greater Public Roundtable: March 25, 2025. Engaging Communities with Events. A roundtable discussion on best practices, challenges, and innovative approaches to hosting events in your communities. Share insights, exchange ideas, and gain inspiration to enhance your station's engagement and impact. 4) UNO Audio and Video Accessibility Workshop, April 9, 2025. This hands-on session teaches participants how to make audio and video content accessible. 5) SEO in an AI-First World: How to Adapt and Win, June 24, 2025. We unpacked what's happening with search, what you should stop doing, and how to stay visible when clicks are harder to earn. How AI is changing SEO and what to do about it, whether SEO still deserves a spot in your marketing budget, how to measure brand impact in AI-generated answers. 6) Mid-Year Check-in: What's working in Digital Advertising – and What's Not, AdCellerant, July 24, 2025. We share the latest industry trends, reveal what's driving success (and what's holding advertisers back), and offer proven strategies to help you plan for a winning Q4. 7) Radio Research Consortium Marketing, September 9, 2025. How to use your audience data to choose optimal billboard locations, identify fund drive premiums that appeal to your listeners, and build strategic partnerships that can reach new audiences without spending hard cash.

***KVNO's Audio Engineer/Producer*** attended the Engineering Academy 2025 on November 12, 2025 in Kansas City, Missouri. Shared information about the technical aspects of Radio and TV broadcasting.

***KVNO's Business Manager*** attended virtual and in person training sessions related to business and accounting practices at UNO (P2P Monthly User Forum, February 27, 2025, 2025 Fiscal Year End Meeting, May 15, 2025, Position Description Training, July 17, 2025, and ORCA Fall 2025 GIG Session, October 7, 2025), as well as 2025-2026 NU Annual Information Security Fundamentals and 2025-2026 Title IX Training. Also attended Introduction to Financial Reporting on January 28, 2025, and What is NFFS? on February 4, 2025. (Required participation relative to CPB:CSG Grants.)

All full-time staff at UNO are encouraged to participate in the Bridge Learning courses that are offered on campus in conjunction with UNMC. KVNO management makes every effort to modify employee work schedules to accommodate and promote the furthering of our employees' education. KVNO managers also attend offsite, onsite and online training seminars that are related to their area of expertise and to gain knowledge in related areas that benefit the organization at large.

*Established a **mentoring** program for station personnel.*

All full-time personnel will attend a staff retreat on March 20, 2026 (reviewing 2025 accomplishments/highlights and discussing challenges and priorities for the next year or two. KVNO's General Manager continues to meet with senior staff for Leadership Luncheons, providing an opportunity for senior staff to bring important issues to her. Luncheons were held on May 21 and August 21, 2025.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

***Listed** each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

As part of the process defined by the University of Nebraska, all members of our search committees are required to take part in search committee training (every two years) that ensures equal employment opportunity and prevents discrimination. All KVNO staff members have earned certification as having completed *Title IX Training* provided by the University of Nebraska Omaha. All KVNO student workers have also completed *Title IX Training (formerly U Got This!1)*. KVNO managers are encouraged to attend meetings and seminars virtually and on campus that are sponsored by the university on issues relating to updated Title IX enforcement provisions, identifying, and eliminating discrimination in the workplace, as well as issues related to workplace/domestic violence and regulatory updates relative to the Americans with Disabilities Act.

Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE 2.10.2025	JOB TITLE MEMBERSHIP MANAGER	RECRUITMENT SOURCE REFERRING HIREE UNIVERSITY WEBSITE
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INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
University Website	1
Indeed	1
Other	3
Total Number of Persons Interviewed during the Reporting Period:	5

RECRUITING SOURCES USED

Job Title of Position: Membership Manager

Date of Hire: 2/10/2025

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			

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