

BROADCAST EQUAL EMPLOYMENT OPORTUNITY PROGRAM

NEBRASKA RURAL RADIO ASSOCIATION

WEST POINT , NEBRASKA

In compliance with 47 C.F.R. Section 73.2080 , Nebraska Rural Radio Association, licensee of KTIC AM and KTIC FM in West Point , Nebraska , hereby establishes its Equal Employment Opportunity program. KTIC AM and KTIC FM comprises a Station Employment Unit of five or more full-time employees, and West Point is a small market.

1. This station employment unit will afford equal employment opportunity in all personnel actions without regard to race, color, religion, national origin, or sex, and has adopted this EEO program to fully utilize the skills of qualified persons.
2. The official responsible for implementing this program is Dwight Lane, General Manager, or his successor.
3. This station employment unit will communicate its EEO policy to employees and prospective employees in the following manner:

Utilize an employment application form which contains a notice informing job applicants that KTIC AM & FM is an Equal opportunity Employer. A notice has been posted which informs job applicants and employees that KTIC AM & FM is an equal opportunity employer and that they may notify appropriate government authorities if they believe they have been discriminated against.

A notice is included in the benefits page that KTIC AM & FM is an equal opportunity employer.

Announcements will be broadcast on both stations stating that KTIC AM and KTIC FM is an equal opportunity employer. These announcements will also state that organizations which assist their members with employment issues may ask for notification of all job openings at KTIC AM & FM..

4. If and when job openings occur at KTIC AM & FM, it will be widely disseminated with notice of those openings, including but not limited to the following:
 - a. Broadcast notice of the opening on the air.
 - b. Place notice of the opening on the station web sites.
 - c. Contact all organizations which have requested notification.
 - d . Contact any organizations which are thought to have potential to refer qualified candidates, particularly minorities and women.
 - e. Periodically the effectiveness of those sources which are contacted or which receive notice of job openings will be reviewed to determine whether they are productive sources.
 - f. Additional sources which may be able to refer qualified applications for job openings will be constantly sought.
 - g. A separate file will be kept on each opening showing recruitment sources, interviews, hires, and the referral source that led to the employee.

Dwight Lane

KTIC AM & FM General Manager

January 31, 2010

Date

LIST OF POSITIONS FILLED

List all full-time job vacancies filed by employment unit, identified by job title, and indicate source-referring person hired.

February 2009-January 2010

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Date of Hire	Job Title	Recruitment Source Referring Hiree *
Aug 22, 2009	Announcer/News Director	AllAccess.com Radio Employment website* On-Air Announcements KTIC/AM & FM Nebraska Broadcasters Association, Omaha Rural Radio Network, KRVN/KNEB/KTIC
October 16,2009	Production Director	On air announcements KTIC AM/FM* Nebraska Broadcasters Association AllAccess.com Radio Employment website Rural Radio Network Announcements

EEO February '09 – January '10 ~ Additional comments

KTIC AM/FM Radio in West Point, Nebraska had two full-time employment vacancies during the period. One was an on-air position as News Director and KTIC-AM Morning Show Co-Host. The other was for a Production/Continuity Director, for writing, recording and assigning commercials to be completed.

KTIC AM/FM Radio continued its employment outreach through ongoing efforts in our "High School Job Shadowing Program." West Point Central Catholic high school student Brian Wordekemper shadowed the KTIC-AM and FM Radio morning shows; the Station Manager: Production Director: and practiced news delivery for one semester.

"Team Up with Tom" continued with Sports Director/KTIC-FM Morning Co-Host Tom McMahon. This effort focuses on, but is not confined to high school students getting to do play-by-play coverage of area sports events. "Team Up with Tom" also has a public-service element, as students submit written essays telling Tom why they choose to be alcohol and drug-free.

KTIC AM/FM Station manager Dwight Lane also took part in the West Point Chamber of Commerce "Mock Interview Program," and interviewed three local high school students who may consider going to college and enter the area of broadcasting or new media.

The stations continue to have contact with John Skogstoe, Director of Broadcast Services at Northeast

Community College, Norfolk which is a recruiting source. One student, Joel Janicek , from NECC worked part-time for both stations until the fall semester 2009.

In 2009, KTIC AM & FM helped the National Association of Broadcasters in airing all scholarship efforts, along with similar efforts by Nebraska Broadcasters Association Scholarships. KTIC AM/FM runs daily PSA's regarding these scholarships. KTIC's Station Manager attended the also the "EEO Workshop" and related workshops during the August Convention held in Omaha, for the Nebraska Broadcasters Association as part of ongoing education regarding EEO.

KTIC AM & FM once again ran a heavy schedule of PSA's in support of the "2009 Nebraska Broadcasters Association Foundation Student Scholarship Program." This was to assist students in broadcasting in their educational process and award scholarship money to the winners through the NAB. The KTIC Station Manager, Dwight Lane was one of several Radio and TV managers statewide who judged the entries.

KTIC AM & FM also reaches out though day-to-day events in letting listeners know about possible employment at our stations, and sister-stations KRVN and KNEB. We have a presence at large area events such as the Cuming County Fair; Great Nebraska Tractor Ride and the American Cancer Society' "Relay for Life" in Cuming County. At these events, staff members build relationships with people, which includes making them aware of our policy of being an Equal Opportunity Employer. We also gave station tours for 11 groups in 2009.

Retain list of positions filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report January 31, 2010

(enter the anniversary of the date the station must file its renewal application, which is four months prior to expiration of the license)

Total Number of Persons Interviewed in Preceding Year: 29

List total number of interviewees generated by each recruitment source in the preceding year (use as many pages as necessary.)

Recruitment Sources Used in Proceeding Year	Number of Person Interviewed that the Source Referred
On-Air announcements	4
KTIC Website	7
Rural Radio Website	0
NBA Website	1
AllAccess.com website	17

Retain until after the grant of the next renewal application.

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RECRUITING SOURCES USED

Job Title of Position: Announcer/Promotions Director

Date of Hire: October 16, 2009

Job Title of Position: Announcer/News Director

Date of Hire: August 22, 2009

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

Referral Source Tel. No. and E-Mail	Address of Source	Contact Person at Source
NBA Website 402-778-5178	12020 Shamrock, Omaha , NE 68154	Marty Reimenschneider
KTIC On Air announcements 402-372-5423	1011 N Lincoln, West Point , NE 68788	Dwight Lane
KTIC Website kticradio.com	1011 N Lincoln, West Point , NE 68788	Dwight Lane
KRVN Website; krvn.com	P.O. Box 880, Lexington, NE 68850	Eric Brown
KNEB knebradio.com	P.O Box 960, Scottsbluff, NE	Craig Larson
AllAccess.com	National Radio Employment website	allaccess.com

Retain for each position filled until after the grant of the next renewal application.

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