

**KMIZ/KQFX-LD
NPG OF MISSOURI, LLC
EEO PUBLIC FILE REPORT**

(October 1, 2016 thru September 30, 2017)
[as amended April 12, 2018]

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources, indicating name, address, and contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of full-time job vacancies.

**FULL-TIME POSITIONS FILLED; RECRUIT SOURCES USED
[With Hire's Recruitment Source Noted in Brackets and Sources of Interviews in
Parentheses]**

News Reporter (#4-3,#3-1) Position posted to: #3,#4,#6,#8,#9,#21,#29, #33, #34	[Hire #4]
Newscast Director (#22-1) Position posted to: #3,#4,#6,#8,#10,#19,#20,#21,#22	[Hire #22]
Sports Anchor/Reporter (#8-2,#22-1) Position posted to: #3,#4,#6,#8,#10,#19,#22, #31	[Hire #22]
Newscast Director (#22-1,#20-1) Position posted to: #3,#4,#6,#8,#10,#19,#20, #22	[Hire#20]
Traffic Assistant (#3-1,#4-1, #22-1) Position posted to: #3,#4,#6,#10, #22	[Hire #3]
News Reporter (#4-1#8-2) Position posted to: #3,#4,#6,#8,#10	[Hire #4]
Local Sales Manager (#3-1,#4-5,#10-1,#15-1,#17-1) Position posted to: #3,#4,#6,#8#10,#15,#17,#20,#21,#29	[2 hires #4]
News Anchor (#8-2,#22-3) Position posted to: #3,#4,#6,#8#10,#22	[Hire #22]
Chief Videographer (#3-1,#8-1#22-1) Position posted to: #3,#4,#6, #8,#10,#22,#29	[Hire #22]
Videographer (#22-1) Position posted to: #3,#4,#6,#16#19,#21,#22,#24,#32	[Hire #22]
Morning Meteorologist (#8-2,#22-1)	[Hire #22]

Position posted to: #3,#4,#8,#10,#14#19,#22,#31,#32

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

37 persons

NUMBER OF REFERRALS FROM SOURCES USED

#3 (4 persons), #4 (10 persons), #8 (9 persons), #10 (1 person), #15 (1 person), #17 (1 person), #20 (1 person), #22 (10 persons)

APPENDIX A

MASTER LIST OF RECRUITMENT SOURCES

(An asterisk (*) after the source denotes organizations that requested notification of full-time job vacancies.)

October 1, 2016-September 30, 2017

No.	Source (name, address, contact person, telephone, email address)	No.	Source (name, address, contact person, telephone, email address)
1.	Columbia Daily Tribune 573-815-1851 (fax) 101 N. Fourth St. Columbia, MO 65201 Ruby Wheeler rwheeler@columbiatribune.com	17.	Spots n Dots- 888-884-2630 ads@spotsndots.com
2.	Columbia Missourian 573-884-5293 (fax) 221 S. 8 th St. Columbia, MO 65201 Anna Horine horinea@missouri.edu	18.	TVNewsCheck- 610-420-6003 Patty Hersh Steve.stolz@newscheckmedia.com
3.	KMIZ-TV Breakroom 501 Business Loop 70 East Columbia, MO 65201	19.	University of Missouri-Columbia Barbara Willis www.hiremizzoutigers.com
4.	KMIZ-TV Website www.abcl7news.com	20.	Indeed website- 512-684-6168 Jessica Gray www.indeed.com
5.	Frank N. Magid Associates Barb Frye bfrye@magid.com	21.	Linked In www.linkedin.com
6.	Missouri Career Center- 573-441-6342(phone) Lisa Marshall Lisa.marshall@ded.mo.gov	22.	Internal Promotion/Internal Employee
7.	KMIZ TV Advertising- on air ads	23.	RBR-TVBR www.rbr.com
8.	TV Jobs 760-754-2115 (fax) 800-374-0119 (phone) www.tvjobs.com	24.	University of Central Missouri- 660-543-8554 Dr. Charles Schwepker schwepker@ucmo.edu www.ucmo.edu/efm
9.	Medialine 800—237-8073 www.medialine.com	25.	Missouri State University- 417-836-6861 Chalanda Johnson www.missouristate.edu.mkt
10.	News Press & Gazette website/NPG Career Site https://recruiting.adp.com/srccar/public/RTI.home?c=1059541&d=External-	26.	William Woods University- 573-592-4313 Amy Dittmer amy.dittmer@williamwoods.edu

	Corporate&city=%22Columbia%22		
11.	Craigs List www.craigslist.com	27.	Rick Gevers website Rick Gevers www.rickgevers.com
12.	Jefferson City News Tribune-573-636-3131 P. O. Box 420 Jefferson City, MO 65101 Brenda Perkins brenda@newstribune.com	28.	Regional Emmys Office Maggie Eubanks Maggie@emmymid-america.org
13.	Westminster College- 573-592-5381 Susie Wilson Susi.wilson@westminster-mo.edu CareerSrv@westminster-mo.edu	29.	MBA Website Terry Harper tharper@mbaweb.org mbaweb.org
14.	Stephen College- 573-876-7109 Amanda Wooden awooden@stephens.edu	30.	Intentionally omitted
15.	Corporate Referral	31.	Communications Department @ Mizzou 573-882-4431 Cathy Illingworth communications@missouri.edu
16.	Central Methodist University- 660-248-6986 Jessie Maxwell career@centralmethodist.edu	32.	Columbia College- 573-875-7425 Angie Pauley alpauley@ccis.edu
		33.	Twitter
		34.	Facebook

APPENDIX B
Supplemental Outreach Initiatives
 (October 1, 2016 through September 30, 2017)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
6	TVJobs, ABC17news.com website, News Press & Gazette website, Missouri Career Center, On Air Ads, online ads and local newspaper. Listing positions available in broadcast industry, October 1, 2016-September 30, 2017. Trent Poindexter-General Sales Manager, Curtis Hancock-News Director, Donna Farmer-Human Resources.
5	<ul style="list-style-type: none"> • Summer paid internship program in the sales department and news department that goes 12 weeks from June-August 2017. We had 2 paid interns in News and Sales this summer. We also had one sales intern in the Spring Semester from January-May 2017. Those participating from the station were Trent Poindexter and Curtis Hancock. • Internship with Rock Bridge High School's Extended Educational Experiences (EEE) program. Unpaid internship working with promotions manager, writing and editing news promotions. One student participated this year. Dates included 1-23-17 to 5-1-17. Amy Hudson led the program in the station.
1	Interviewed upperclassmen students at University of Missouri-Columbia in the journalism department as well as sales/business students interviewed by News Press & Gazette corporate employees on March 14-15, 2017. Those in attendance were Curtis Hancock and Marissa Hollowed. Also attending were Michael Fabac and Laura Clark from corporate.

8	<ul style="list-style-type: none"> • Missouri Broadcasters Association Seminar guest speaker Mark Levy- “Write More Large Orders More Often”. Sales tactics, pursuing the right kind of businesses. Following the sales cycle. Date attended was 8/24/17. Those in attendance were Curtis Varns, Trent Poindexter, Les Borgmeyer, Roula Ligonis, Christian Neuenswander, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson. • Promax training for Sales Staff. Sales techniques to better educate sales strategies and how to sell to businesses. Dates attended 8/30/17 & 8/31/17. Those in attendance were Michelle Magee, Curtis Varns, Les Borgmeyer, Christian Neuenswander, Bob Smith, Diana Selken, Gayle Thompson, Ryann Gildersleeve, Rachel Johnson, JB Rose, Trent Poindexter, Randi Green, Amy Hudson and Roula Ligonis. • Promax training for Sales Staff. Learned sales trends and relationship building skills. Learned new industry changes and new digital viewing/using habits of consumers. Dates attended were 4/18/17 and 4/19/17. Those in attendance were Trent Poindexter, Bob Smith, Diana Selken, Roula Ligonis, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson. • TVB training for Sales Staff. Seminar explaining the difference in Nielsen and comScore. Date attended was 4/6/17. Those in attendance were Curtis Varns, John Greenwood, Bob Smith, Diana Selken, Roula Ligonis, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson. • TVB training for Sales Staff. Seminar titled “Purchase Funnel, The Impact of Advertising on Purchase Behavior”. Date attended was 5/11/17. Those in attendance were Trent Poindexter, Christian Neuenswander, Bob Smith, Diana Selken, Roula Ligonis, JB Rose, Ryann Gildersleeve, Gayle Thompson, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson. • TVB training for Sales Staff. Seminar explaining the power of Digital AND broadcast together. Date attended was 5/16/17. Those in attendance were Trent Poindexter, Christian Neuenswander, Bob Smith, Diana Selken, Roula Ligonis, JB Rose, Ryann Gildersleeve, Gayle Thompson, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson. • Frank Magid and Associates, a leading research and consulting firm in the broadcast industry led a conference for management training and workshops. Middle managers attended this conference. The focus of the conference was to grow middle managers’ skills in an effort to help them have more of an impact on our operation and to give them the opportunity to grow. Date attended was August 7-9, 2017. Those that attended were Katie Greathouse and Marie Bowman. • Frank Magid and Associates, a leading research and consulting firm in the broadcast industry led a conference for management training and workshops. Training was given in the field of news that they are employed. Dates attended were November 29-December 1, 2016 for Marissa Hollowed and January 16-17, 2017 for Sharon Graves.
4, 10	<p>Station tours and appearances by Station employees</p> <ul style="list-style-type: none"> • November 9, 2016: Chief Meteorologist gave weather presentation and spoke about broadcasting to staff at Boone Hospital Center (Columbia, MO) • January 11, 2017: Chief Meteorologist gave weather presentation and spoke about broadcasting to students at Beulah Ralph Elementary School (Columbia, MO) • January 24, 2017: Chief Meteorologist gave weather presentation, spoke about broadcasting, and gave tour of Station to students from Columbia Independent School (Columbia, MO)

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| | <ul style="list-style-type: none">• April 8, 2017: Chief Meteorologist gave weather presentation and spoke about broadcasting at Girl Scouts Full S.T.E.A.M. Ahead! Event (Stephens College, Columbia, MO)• April 11, 2017: Chief Meteorologist gave weather presentation and spoke about broadcasting to staff at Boone Hospital Center (Columbia, MO)• April 26, 2017: Chief Meteorologist gave weather presentation and spoke about broadcasting to students at Mill Creek Elementary School (Columbia, MO)• May 9, 2017: Chief Meteorologist gave weather presentation, spoke about broadcasting, and gave tour of Station to students from Daly Elementary School (Fayette, MO) |
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