

EEO Public File Report

October 1, 2022 through September 30, 2023
Stations KOZK-TV and KSMU-FM, Springfield, MO
Missouri State University

KOZK-TV and KSMU-FM engages in robust promotion and recruitment of each staff vacancy. Additionally, as a part of Missouri State University, the stations benefit from the University's broad recruitment efforts. Specific information about each station vacancy filled during the reporting period is outlined below, followed by details on the University's general recruitment efforts.

Total full-time vacancies filled from October 1, 2022 through September 30, 2023: 3

(1) News Director KSMU

Start Date: February 16, 2023

Referral Source(s) for person hired:

Personal Contact with Station Staff (**Provided 2 interviewees**)

Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Sources Utilized:

www.missouristate.edu

Crystal Ponder
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below) (**Provided 1 interviewee**)

Crystal Ponder
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Job Board (CareerBuilder.com, Monster, etc.)

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

On-air spots on KSMU Radio Network and Ozarks Public Television

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6634

Spots are written, produced, scheduled and aired by station staff.

www.optv.org and www.ksmu.org

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6634

(2) Morning Host/Reporter – KSMU

Start Date: June 29, 2023

Referral Source(s) for person hired:

On-air spots on KSMU Radio Network and Ozarks Public Television (**Provided 1 interviewee**)

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Spots are written, produced, scheduled and aired by station staff.

Sources Utilized:

www.missouristate.edu (**Provided 1 interviewee**)

Crystal Ponder

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below) (**Provided 1 interviewee**)

Crystal Ponder

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

CPB Jobline

www.cpb.org/jobline

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Missouri Broadcasters Association
<https://www.mbaweb.org/job-openings/>
Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

www.optv.org and www.ksmu.org
Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

(3) Broadcast Operations Manager - OPT
Start Date: July 5, 2023

Referral Source(s) for person hired:

Personal Contact with Station Staff (**Provided 1 interviewee**)
Brent Moore
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Sources Utilized:

www.missouristate.edu
Crystal Ponder
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below)
Crystal Ponder
Missouri State University
901 South National

ANNOUNCEMENT DISTRIBUTION

Station vacancies are posted through the Missouri State University Office of Human Resources, which utilizes the following recruitment sources to reach historically underrepresented groups.

Community Recruitment Sources:		
Broadway United Methodist Church	Springfield	MO
Gibson Presbyterian Church	Springfield	MO
Greater Metropolitan Missionary Baptist Church	Springfield	MO
Harvest Tabernacle UPC	Springfield	MO
Turning Point Church	Springfield	MO
Northwest Missouri State University/Career Development Coordinator	Maryville	MO
General Affirmative Action Recruitment Sources:		
Missouri State University Career Center	Springfield	MO
Missouri State University Career Center	Springfield	MO
MO Career Center	Springfield	MO
MO Career Center	Springfield	MO
HigherEdJobs.com	Oak Park	IL
Unite of Southwest Missouri, Inc.	Springfield	MO
Minority Recruitment Sources:		
Grupo Latinoamericano de Springfield	Springfield	MO
NAACP	St. Louis	MO
NAACP	Springfield	MO
NAACP - Kansas City	Kansas City	MO
Kansas City Indian Center	Kansas City	MO
Minorities in Business (MIB)	Springfield	MO
The University of Tulsa – Multicultural Student Programs	Tulsa	OK
University of Tulsa – Diversity, Equity and Inclusion Office	Tulsa	OK
Tulsa Area United Way	Tulsa	OK
International Institute SW MO	St. Louis	MO
International Institute SW MO	St. Louis	MO
Disability Recruitment Sources		
Developmental Center of the Ozarks	Springfield	MO
Joplin Vocational Rehabilitation	Joplin	MO
Springfield North Vocational Rehabilitation	Springfield	MO
Empower Abilities	Springfield	MO
State of Missouri Department of Elementary and Secondary Education Vocational Rehabilitation	Jefferson City	MO
Ozark Independent Living	West Plains	MO
Ability Connection Oklahoma	Oklahoma City	OK
Ability Resources	Tulsa	OK

Office of Disability Concerns	Oklahoma City	OK
Green Country Workforce	Tulsa	OK
Abilities First	Springfield	MO
Organization for Autism Research	Springfield	MO
Veterans Recruitment Sources:		
Department of Veterans Affairs	Kansas City	MO
Springfield Veteran Center	Springfield	MO
University of Missouri Veteran Center	Columbia	MO
Columbia Veteran Center		
St. Louis Veteran Center	Creve Coeur	MO
Missouri State University Veteran Student Services	Springfield	MO
Missouri Army National Guard	Jefferson City	MO
Air National Guard	St. Joseph	MO
Scott Air Force Base	Scott AFB	IL
Scott Air Force Base	Scott AFB	IL
Veterans Success Center	Tulsa	OK
Wounded Veterans of Oklahoma		
The American Legion Post 1	Tulsa	OK
Volunteers of America – Oklahoma	Tulsa	OK
Other Recruitment Sources:		
Missouri State University, West Plains Business Office	West Plains	MO
Missouri State University, West Plains Business Office	West Plains	MO

Additionally, the following organizations have requested notice of all job vacancies at KSMU-FM and KOZK-TV. These organizations are notified of each station vacancy via the email address they provided at the time of their request.

- MERS Goodwill Career Center
- Missouri Department of Elementary & Secondary Education Vocational Rehabilitation
- Preferred Family Healthcare Employment Services
- Drury University Career Planning & Development

SUPPLEMENTAL OUTREACH INITIATIVES
October 1, 2022 through September 30, 2023

Initiative One: Execution of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date(s): Fall Semester 2022; Spring Semester 2023; Summer Semester 2023

Description and Scope of Involvement: In cooperation with area colleges and universities, KSMU-FM and KOZK-TV provide paid internships to students interested in careers in the media industry. Students gain practical experience while earning college credit. Students have the opportunity to work in the areas of production/programming, engineering, fundraising, and business operations.

Personnel Involved:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Dax Bedell, Assistant Production Manager, TV
Michele Skalicky, News Director, Radio
Sue Robinson, Director of Community Support, Radio & TV
Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV

Interns Included:

FA22 – 2
SP23 – 1
SU23 – 0

Initiative Two: Hosting of at least one job fair.

Date: September 20, 2023

Description and Scope of Involvement: KSMU-FM and KOZK-TV hosted a job fair at our studios. Tours were provided to interested students and staff spent one-on-one time with students, answering questions about careers in the media industry in general and opportunities at KSMU-FM and KOZK-TV specifically. Staff members were available to review resumes and offer job search advice to students.

Personnel Involved:

Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV
Sue Robinson, Director of Community Support, Radio & TV
Rachel Knight, General Manager, Radio & TV
Brent Moore, Chief Engineer, TV
Michele Skalicky, News Director, Radio
Gregory Holman, Reporter/Editor, Radio
Dax Bedell, Assistant Production Manager, TV
Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Initiative Three: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Events:

- November 4, 2022: Missouri State University Mock Interview Day
- November 18, 2022: Logan-Rogersville High School Career Day
- February 22, 2023: Missouri State University Job & Internship Career Fair
- March 1, 2023: Marshfield High School Mock Interviews

Description and Scope of Involvement:

A station representative answered questions regarding job opportunities available at the station, distributed information about the stations, presented information about station programming and services, accepted resumes and applications.

Personnel Involved:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV
Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV
Dax Bedell, Assistant Production Manager, TV
Sue Robinson, Director of Community Support, Radio & TV
Phil Case, IT Coordinator, TV

Brent Moore, Chief Engineer, TV

Initiative Four: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Dates: February 1, 2023 – March 13, 2023

Description and Scope of Involvement: KSMU-FM and KOZK-TV participated in the Missouri Broadcasters Association Scholarship Program. KSMU-FM and KOZK-TV ran on-air spots promoting the program, accepted applications and forwarded recommended applicants to the Missouri Broadcasters Association for consideration.

Personnel Involved:

Rachel Knight, General Manager, Radio & TV

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Nico Burasco, Videographer/Editor, TV

Liz Malarkey, Traffic Coordinator & Operations Assistant, Radio

Monica Cataldo, Traffic Coordinator, TV