

EEO Public File Report
October 1, 2007 through September 30, 2008
Stations KOZK-TV and KSMU-FM, Springfield, MO
Missouri State University

All vacancies available at KSMU-FM and KOZK-TV are mailed to the University vacancies mailing list which is attached.

Additionally, vacancy information was made available for each position as outlined below.

Total Full-Time Vacancies Filled During Past Year: 9

(1)-(2) Membership Coordinators, Radio and TV

Start Dates: 10-9-07 and 10-2-07

Referral Source(s) for Persons Hired:

Personal Contact with Station Staff

Tammy Wiley

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6634

www.optv.org

Rachel Ferguson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Sources Utilized:

(First Membership Coordinator Search – September/October 2007)

Springfield News Leader

615 North Boonville

Springfield, MO 65806

Phone: 417-836-1100

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

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

www.eeolsource.com **(Provided 1 interviewee)**

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

Position is posted by station staff through Missouri Broadcasters Association website.

Missouri Broadcasters Association contact: Don Hicks, President/CEO
1025 NE Drive
Jefferson City, MO 65109
Phone: 573-636-6692

On-air spots on Ozarks Public Television (KOZK-TV and KOZJ-TV) and on KSMU-FM

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

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

www.optv.org and www.ksmu.org

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

Personal Contact with Station Staff **(Provided 3 interviewees)**

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

(3) Administrative Specialist I

Start Date: 11-12-07

Referral Source(s) for Persons Hired:

www.missouristate.edu (Provided 5 interviewees)

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616
Springfield News Leader
615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

Sources Utilized:

www.missouristate.edu

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

www.ee1source.com

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

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

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

(4) Videographer-Editor

Start Date: 12-07-07

Referral Source(s) for Persons Hired:

www.missouristate.edu (Provided 2 interviewees)

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

Springfield News Leader (Provided 2 interviewees)

615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

Sources Utilized:

www.missouristate.edu

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

www.ee1source.com

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

Position is posted by station staff through Missouri Broadcasters Association website.

Missouri Broadcasters Association contact: Don Hicks, President/CEO
1025 NE Drive
Jefferson City, MO 65109
Phone: 573-636-6692

On-air spots on Ozarks Public Television (KOZK-TV and KOZJ-TV) and on KSMU-FM

Rachel Ferguson
Missouri State University
901 South National
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Phone: 417-836-3511

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

(5) Distributed User Support Specialist

Start Date: 12-10-07

Referral Source(s) for Persons Hired:

Personal Contact with Station Staff

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

Sources Utilized:

Personal Contact with Station Staff (**Provided 1 interviewee**)

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

Springfield News Leader
615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

www.missouristate.edu (Provided 1 interviewee)

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

www.ee1source.com

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

Position is posted by station staff through Missouri Broadcasters Association website.

Missouri Broadcasters Association contact: Don Hicks, President/CEO
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Phone: 573-636-6692

On-air spots on Ozarks Public Television (KOZK-TV and KOZJ-TV) and on KSMU-FM

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

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www.optv.org and www.ksmu.org

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

(6) Senior News Producer, Radio & TV & Student Training Coordinator

Start Date: 3-20-08

Referral Source(s) for Persons Hired:

Personal Contact with Station Staff
Tammy Wiley
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

Sources Utilized:

Personal Contact with Station Staff (**Provided 1 interviewee**)

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

Springfield News Leader (**Provided 1 interviewee**)

615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

www.missouristate.edu

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

www.eo1source.com

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

Position is posted by station staff through Missouri Broadcasters Association website.

Missouri Broadcasters Association contact: Don Hicks, President/CEO
1025 NE Drive
Jefferson City, MO 65109
Phone: 573-636-6692

On-air spots on Ozarks Public Television (KOZK-TV and KOZJ-TV) and on KSMU-FM

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

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

www.optv.org and www.ksmu.org

Rachel Ferguson
Missouri State University
901 South National

Springfield, MO 65897
Phone: 417-836-3511

National Association of Black Journalists
<http://nabj.org>

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

National Association of Hispanic Journalists
www.nahj.org

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

Asian American Journalists
www.aaja.org

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

(7) Corporate Support Representative & Special Events Coordinator

Start Date: 7-7-08

Referral Source(s) for Persons Hired:

Personal Contact with Station Staff
Tammy Wiley
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

Sources Utilized:

Personal Contact with Station Staff (**Provided 1 interviewee**)
Tammy Wiley
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

Springfield News Leader (**Provided 1 interviewee**)

615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

www.missouristate.edu

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

www.eeolsource.com

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

Position is posted by station staff through Missouri Broadcasters Association website.

Missouri Broadcasters Association contact: Don Hicks, President/CEO
1025 NE Drive
Jefferson City, MO 65109
Phone: 573-636-6692

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

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www.optv.org and www.ksmu.org

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

Ethnic Events
www.ethnicevents.com
Rachel Ferguson
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

(8)-(9) Membership Coordinators, Radio and TV

Start Dates: 9-02-08 and 9-18-08

Referral Source(s) for Persons Hired:

www.missouristate.edu (2 hires)
Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Sources Utilized:

(Second Membership Coordinator Search – August/September 2008)
Springfield News Leader
615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

www.missouristate.edu (Provided 2 interviewees)
Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

www.ee1source.com
Rachel Ferguson
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Position is posted by station staff through Missouri Broadcasters Association website.
Missouri Broadcasters Association contact: Don Hicks, President/CEO
1025 NE Drive
Jefferson City, MO 65109
Phone: 573-636-6692

On-air spots on Ozarks Public Television (KOZK-TV and KOZJ-TV) and on KSMU-FM

Rachel Ferguson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

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

www.optv.org and www.ksmu.org

Rachel Ferguson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

**Total Number of Interviewees for Full-Time Vacancies Filled During the Past Year:
25**

Number of Interviewees Per Recruitment/Referral Sources:

Recruitment/Referral Source

www.missouristate.edu # of Interviewees Referred: 12

Jill Murphy

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

www.ksmu.org # of Interviewees Referred: 2

Rachel Ferguson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Personal Contact with Station Staff # of Interviewees Referred: 6

Tammy Wiley

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6634

Springfield News Leader **# of Interviewees Referred: 4**
615 North Boonville
Springfield, MO 65806
Phone: 417-836-1100

www.ee1source.com **# of Interviewees Referred: 1**

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

*Position is posted by station staff through Missouri Broadcasters
Association website.*

ANNOUNCEMENT DISTRIBUTION

All station vacancies are announced through the Office of Human Resources and are automatically distributed to the following minority recruitment sources. These recruitment sources did not provide any interviewees.

Veterans Assistance Commission
Madison County Administration Bldg.
157 North Main St., Ste. 115
Edwardsville, IL 62025-1963

Kenneth L. Estes, Executive Director
Southwest Missouri Indian Center
543 South Scenic
Springfield, MO 65802

NAACP
P.O. Box 8983
Springfield, MO 65801

NAACP - St. Louis Branch
625 North Euclid, Suite #405
St. Louis, MO 63108

NAACP
P.O. Box 1933
Little Rock, AR 72203

Ms. Jan Harris
ACAP Center
140 Replacement Avenue
Bldg. 470, Suite 2219
Ft. Leonard Wood, MO 65473-8935

Broadway United Methodist Church
Rev. Barry Freese
545 South Broadway
Springfield, MO 65806

Gibson Presbyterian Church
Rev. Donald Glunt
536 East Tampa
Springfield, MO 65806

Silver Springs Church of God
Rev. Bradley Garnella
1010 East Pythian Street
Springfield, MO 65802
Korean Presbyterian Church
of Springfield
1559 South Grant
Springfield, MO 65807

Richard Haege, District Supervisor
Rehabilitation Services for the Blind
149 Park Central Square, Room 640
Springfield, MO 65806

Kathy Christy
Dir., OTC Job Placement Office
1001 E. Chestnut Expressway
Springfield, MO 65802

Ms. Shelly Francka
Lakes Country Rehabilitation Center
P. O. Box 1277
Springfield, MO 65801-1277

Southwest Center for
Independent Living
2864 S. Nettleton Ave.
Springfield, MO 65807

Theresa Terry, MO Career Center
MO Div. of Workforce Development
1514 S. Glenstone
Springfield, MO 65804

Washington Avenue Baptist Church
Rev. Maurice Tate, Sr.
1722 North National Avenue
Springfield, MO 65803

Grupo Latinoamericano de Springfield
318 Park Central E, Suite 623
Springfield, MO 65806

Greater Metropolitan Missionary
Baptist Church
1400 North West Avenue
Springfield, MO 65802

Ms. Jill Fall
MERS Goodwill
111 Park Central Square
Springfield, MO 65806

Ms. Carol Kerley
Workforce Development Specialist I
Missouri Career Center
3417 Division Drive, Suite 1
West Plains, MO 65775

Zelldrick L. Preston
Veterans Admin. Regional Office
Fed. Bldg, 400 S. 18th Street
St. Louis, MO 63103

Mid-American All-Indian Center
The Indian Center
650 North Seneca Street
Wichita, KS 62703

NAACP
1601 East 18th Street
Kansas City, MO 64108

Heart of America Indian Center
600 West 39th Street
Kansas City, MO 64111

Harvest Tabernacle UPC
3114 E. Sunset Street
Springfield, MO 65804

Faith Tabernacle Apostolic Church
Rev. Jones Foote
2548 North Fremont
Springfield, MO 65803

Judy Wingate
Director of Career Services
Vatterott College
3850 South Campbell
Springfield, MO 65807

Springfield Public Schools
Minority Affairs
940 N. Jefferson Avenue
Springfield, MO 65802

SUPPLEMENTAL OUTREACH INITIATIVES

October 1, 2007 through September 30, 2008

Initiative One:

Internship Program

Date(s): Fall Semester 2007; Spring Semester 2008; Summer Semester 2008; Fall Semester 2008

Description and Scope of Involvement: In cooperation with area colleges and universities, KSMU-FM and KOZK-TV provide internships to students interested in careers in the media industry. Students gain practical experience in the broadcast industry while earning college credit. Students have the opportunity to work in the areas of production/programming, engineering, fundraising and business operations. Students who show proficiency during the internship experience are often hired for part-time paid positions.

Personnel Involved:

Rachel Ferguson, Assistant to the General Manager, KSMU & OPT

Missy Shelton-Belote, Director of News – Content Coordinator

Jennifer Moore, Senior News Producer, Radio & TV & Student Training Coordinator

John McMellen, Senior Broadcast Engineer - Radio

Lori Street, Membership Manager, Radio & TV

Interns Included:

FA07 3

SP08 4

SU08 3

FA08 6

Initiative Two:

Host Job Fair/Panel Discussion

Date: September 19, 2008

Description and Scope of Involvement: KSMU-FM and KOZK-TV hosted a job panel discussion at its studios. Tours were provided to interested students and staff responded to questions about careers in the media industry in general and opportunities at KSMU-FM and KOZK-TV specifically. Staff also reviewed resumes and offered job search advice to students.

Personnel Involved:

Rachel Ferguson, Assistant to the General Manager, KSMU & OPT

Missy Shelton-Belote, Director of News – Content Coordinator

Jennifer Moore, Senior News Producer, Radio & TV & Student Training Coordinator

Tammy Wiley, General Manager, KSMU and OPT

Tom Carter, Manager, Programming and Production - TV

John McMellen, Senior Broadcast Engineer - Radio

Initiative Three: Participation in at least four Events/Programs sponsored by educational institutions

Dates:

- October 5, 2007: Springfield Public Schools Teacher Workshops Presentation
- February 14, 2008: Missouri State University Career Fair
- August 15, 2008: Missouri State University Citizenship & Service Learning Community Partner Workshop
- August 19, 2008: Missouri State University New Faculty Orientation
- August 24, 2008: Missouri State University New Student Festival

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 and accepted resumes and applications.

Personnel Involved:

Rachel Ferguson, Assistant to the General Manager, KSMU & OPT
Hannah Combs, Corporate Support Representative & Special Events Coordinator
Lori Street, Membership Manager, Radio & TV
Brittany Carter, Membership Coordinator, Radio & TV
Sara Noyes, Graduate Assistant

Initiative Four: Providing training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination

Dates: Ongoing

Description and Scope of Involvement: Any employee who is part of a search committee in the hiring process must review and follow the University's handbook which outlines the University's affirmative action recruitment guidelines.

Personnel Involved:

Search Committee Participants

Arlen Diamond, Director of Broadcast Services
Tammy Wiley, General Manager, KSMU & OPT
Rachel Ferguson, Assistant to the General Manager, KSMU & OPT
Missy Shelton-Belote, Director of News – Content Coordinator
Lori Street, Membership Manager, Radio & TV
Liz Malarkey, Radio Traffic Coordinator & Operations Assistant
Barb McMeekin, Manager, Corporate Support
Tom Carter, Manager, Programming and Production - TV
Gerald Wynn, Assistant Manager for Production - TV
Monica Cataldo, Traffic Coordinator
John Nagle, Videographer-Editor

Initiative Five/Six: Participation in scholarship and internship program directed at students interested in pursuing a career in broadcasting.

Dates: February and March 2008

Description and Scope of Involvement: KSMU-FM and KOZK-TV participated in the Missouri Broadcasters Association Internship Program and 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:

Tammy Wiley, General Manager, KSMU & OPT

Rachel Ferguson, Assistant to the General Manager, KSMU & OPT