

KBSI, WDKA
EEO PUBLIC FILE REPORT
April 1, 2021 - March 31, 2022

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
General Manager	1-10, 12-20, 22-25, 27-39, 41-44, 46-55, 57	20
Marketing Consultant	1-8, 10-20, 22-25, 27-44, 46-55, 57	20
Marketing Consultant	1-8, 10-20, 22-25, 27-44, 46-55, 57	11
Marketing Consultant	1-8, 10-20, 22-25, 27-44, 46-55, 57	20
Master Control Operator	1-8, 10, 12-20, 22-25, 27-39, 41-44, 46-55, 57	20
Sales Coordinator	1-3, 5-8, 10-11, 13-14, 16-22, 24-25, 27-37, 39, 41-44, 46-55, 57	11
Digital Content Producer	1-8, 10, 12-20, 22-25, 27-39, 41-44, 46-55, 57	20
Creative Services Producer	1-8, 10-11, 13-20, 22-25, 27-39, 41-44, 46-55, 57	11
Master Control Operator	1-8, 10, 12-13, 15-17, 19-20, 22, 24-37, 39, 41-43, 46-57	20
Sales Coordinator	1-8, 10-13, 15-17, 19-20, 22, 24-25, 27, 29-30, 32-37, 39, 41-43, 46-57	11
Master Control Operator	20, 23, 46	46
Business Manager	1-8, 10, 13, 16-17, 19-20, 22, 24-25, 27-39, 41, 43, 45-57	20
Multimedia Journalist	1-3, 5-8, 10, 13, 16-17, 19-20, 22, 24-39, 41, 43, 46-57	26
Multimedia Journalist	1-3, 5-8, 10, 13, 16-17, 19-20, 22, 24-39, 41, 43, 46-57	20
Multimedia Journalist	1-3, 5-8, 10, 13, 16-17, 19-20, 22, 24-39, 41, 43, 46-57	20

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 4349 E Colter Street Phoenix, Arizona 85018 Phone : 704-543-1426 Url : http://www.602communications.com Email : gnewell@602communications.com Graham Newell	N	0
2	Alabama A & M University 4900 Meridian Street N Huntsville, Alabama 35811 Phone : 256-372-5836 Url : https://www.aamu.edu/ Email : sherry.pruitt@aamu.edu Sherry Pruitt	N	0
3	Albany State University 504 College Dr Albany, Georgia 31705 Phone : 229-500-2026 Url : http://www.asurams.edu/ Email : hrasu@asurams.edu Career Planning	N	0
4	Alternative Opportunities 3105 Independence Suite B Cape Girardeau, Missouri 63701 Phone : 573-334-9344 Email : hr@pfh.org Stacy Slanders	N	0
5	Arizona State University/Walter Cronkite School of Journalism 555 N Central Ave Ste 302 Phoenix, Arizona 85004 Phone : 602-496-7430 Url : https://cronkite.asu.edu/ Email : mike.wong@asu.edu Mike Wong	Y	0
6	Bishop State Community College 351 N. Broad Street Mobile, Alabama 36603 Phone : 251-662-5371 Url : https://www.bishop.edu/ Email : jwomack@bishop.edu Juliette Womack	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Cape Girardeau Career & Tech 1080 S. Silver Springs Road Cape Girardeau, Missouri 63703 Phone : 573-334-0826 Url : https://ctc.capetigers.com/ Email : claytonk@capetigers.com Kathleen Clayton	N	0
8	Cheyney University of Pennsylvania 1837 University Circle Cheyney, Pennsylvania 19319 Phone : 610-399-2275 Url : https://cheyney.edu/ Email : HR@cheyney.edu Career Services	N	0
9	Current Employee	N	1
10	Elizabeth City State University 1704 Weeksville Rd Elizabeth City, New York 27909 Phone : 252-335-3052 Url : http://www.ecsu.edu/ Email : hr@ecsu.edu Career Center	N	0
11	Employee Referral	N	5
12	Florida A & M University 1601 S Martin Luther Jr Blvd Tallahassee, Florida 32307 Phone : 850-599-3612 Url : https://www.famu.edu/ Email : joyce.leggett@famu.edu Joyce Leggett	N	0
13	Foundation for Minority Interests in Media (FMIM) 825 7th Avenue 4th Floor New York, New York 10019 Phone : 212-664-3773 Url : http://www.emmabowenfoundation.com Email : crystal.aldape@nbcuni.com Crystal Aldape	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Grace Hill Neighborhood Services 2600 Hadley St. Louis, Missouri 63106 Phone : 314-539-9500 Url : http://www.gracehill.org Email : info@gracehillsettlement.org Career Services	N	0
15	Hampton University 100 E Queen St Hampton, Virginia 23669 Phone : 757-727-5331 Url : https://www.hamptonu.edu/ Email : HROffice@hamptonu.edu Career Center	N	0
16	Harris-Stowe State University 3026 Laclede Ave St. Louis, Missouri 63103 Phone : 314-340-3512 Url : http://www.hssu.edu/ Email : info@hssu.edu Career Center	N	0
17	Howard University 5258 Bryant St, NW Washington, District of Columbia 20059 Phone : 202-806-5807 Url : http://www.howard.edu Email : humanresources@howard.edu Carol Dudley	Y	0
18	Huston-Tillotson University 900 Chicon Street Austin, Texas 78702 Phone : 512-505-3041 Url : https://htu.edu/ Email : hr@htu.edu Career Center	N	0
19	Illinois Workforce Development System 8195 Express Drive Marion, Illinois 62959 Phone : 618-241-6705 Url : http://www.illinoisskillsmatch.com Email : scott.cohoon@illinois.gov John Otey	N	0

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20	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Career Services Manual Posting	N	31
21	Internet Ad	N	1
22	Ithaca College 101 Muller Faculty Center 953 Danby Rd Ithaca, New York 14850 Phone : 607-274-3365 Url : https://www.ithaca.edu/ Email : careers@ithaca.edu Career Services	Y	0
23	KBSI / WDKA 806 Enterprise St. Cape Girardeau, Missouri 63703 Phone : 573-331-2113 Url : https://www.kbsi23.com/ Email : hr.kbsi.wdka@kbsi23.com Rhonda Mirgaux	N	0
24	Kentucky State University 400 E Main St Frankfort, Kentucky 40601 Phone : 502-597-6700 Url : https://www.kysu.edu/ Email : kendra.herve@kysu.edu Kendra Herve	N	0
25	Lincoln University of Missouri 820 Chestnut St Jefferson City, Missouri 65101 Phone : 573-681-5021 Url : https://www.lincolnu.edu/ Email : schlosserk@lincolnu.edu Kelly Schlosser	N	0
26	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : https://www.linkedin.com/ Account Manager Manual Posting	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Media Match 8112 1/2 West 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk	Y	0
28	Miles College 5500 Myron Massey Blvd Fairfield, Alabama 35064 Phone : 205-929-1000 Url : https://www.miles.edu/ Email : mwilson@miles.edu Patricia Wilson	N	0
29	Missouri Broadcasters Association 1025 Northeast Dr PO Box 104445 Jefferson City, Missouri 65109 Phone : 573-636-6692 Url : http://www.mbaweb.org Email : tharper@mbaweb.org Terry Harper	N	0
30	Missouri State University 901 South National Carrington Hall 309 Springfield, Missouri 65804 Phone : 417-836-5636 Url : http://www.smsu.edu Email : humanresources@missouristate.edu Jill Wiggins	N	0
31	Missouri's Workforce Resource Website 760 S Kingshighway Street Suite C Cape Girardeau, Missouri 63701 Phone : 573-751-3981 Url : https://www.job4you.org/ Email : ttankersley@job4you.org Tammy Tankersley	N	0
32	Morgan State University 1700 E Cold Spring Lane Baltimore, Maryland 21251 Phone : 443-885-3195 Url : https://www.morgan.edu/ Email : Debbie.duran@morgan.edu Career Center	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	NAACP 1156 15th Street NW Suite 915 Washington, District of Columbia 20005 Phone : 877-622-2798 Url : http://www.naACP.org Email : washingtonbureau@naACPnet.org Career Services	N	0
34	National Assoc of Broadcasters 1 M Street SE Washington, District of Columbia 20003 Phone : 202-429-5300 Url : http://www.nab.org Email : nab@nab.org Career Services	N	0
35	National Assoc of Hispanic Journalists 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Url : http://www.nahj.org Email : contact@nahj.org Virginia Gallido	N	0
36	National Hispanic Media Coalition 65 South Grand Ave Unit 200 Pasadena, California 91105 Phone : 626-792-6462 Url : http://www.nhmc.org Email : info@nhmc.org Alejandra Valenzuela	N	0
37	National Organization For Women 1100 H St. NW 3rd Floor Washington, District of Columbia 20005 Phone : 202-628-8669 Url : http://www.now.org Email : now@now.org Bonnie Rice	N	0
38	National Organization For Women PO Box 120523 Nashville, Tennessee 37212 Phone : 615-259-7141 Url : http://www.now.org Email : tennesseehow@comcast.net Cliff Seigler	N	0

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39	National Urban League of Central Carolinas, Inc 740 W 5th Street Charlotte, North Carolina 28202 Phone : 704-373-2256 Url : https://www.urbanleaguecc.org Email : melissa.herbert@urbanleaguecc.org Melissa Herbert	N	0
40	Non-Employee Referral	N	2
41	Norfolk State University 700 Park Ave Norfolk, Virginia 23504 Phone : 757-823-8462 Url : https://www.nsu.edu/ Email : careerservices@nsu.edu Career Services	N	0
42	North Carolina A&T University 1601 E Market St Greensboro, North Carolina 27411 Phone : 336-285-3772 Url : https://www.ncat.edu/ Email : mabelvin@ncat.edu Mechelle Belvin	N	0
43	Purdue University Young Hall Room 132 155 S Grant Street West Lafayette, Indiana 47907 Phone : 765-494-4768 Url : https://www.purdue.edu Email : hr@purdue.edu Paula McLain	N	0
44	Radio-TV News Directors Assoc 4121 Plank Rd #512 Fredericksburg, Virginia 22407 Phone : 202-659-6510 Url : http://www.rtdna.org Email : tatrap@rtdna.org Tara Puckey	N	0
45	Robert Half 622 Emerson Suite 300 Creve Couer, Missouri 63141 Phone : 314-656-0420 Email : dana.james@roberthalf.com Dana James	N	4

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46	Southeast Missouri State University One University Plaza Cape Girardeau, Missouri 63701 Phone : 573-651-2583 Url : http://www.semo.edu Email : careerservices@semo.edu Daniel Presson	N	2
47	Southern IL University Carbondale, Illinois 62901 Phone : 618-453-1040 Url : https://www.siu.edu/ Email : cjenk@siu.edu Cindy Jenkins	N	0
48	Texas Southern University 3100 Cleburne St Houston, Texas 77004 Phone : 713-313-7541 Url : http://www.tsu.edu/ Email : placementservices@tsu.edu Andreus Boise-Fontenot	N	0
49	The Professional Center 415 Fourth Ave Suite 1 Tarentum, Pennsylvania 15084 Phone : 412-224-9006 Email : info@theprofessionalcenter.org Nancy Kuritzky	N	0
50	The Urban League 3701 Grandel Square St. Louis, Missouri 63108 Phone : 314-615-3624 Url : https://www.ulstl.com/ Email : hr@urbanleague-stl.org Kim Love	N	0
51	Tvjobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : https://www.tvjobs.com/ Email : jobs@tvjobs.com Mark Holloway	N	0

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52	University of Arkansas - Pine Bluff 1200 University Dr Pine Bluff, Arkansas 71601 Phone : 870-575-8052 Url : http://www.uapb.edu/ Email : hardena@uapb.edu Angela Harden	N	0
53	US Army Wounded Warrior Program 200 Stovall St Room 7N53 Alexandria, Virginia 22332 Phone : 703-428-7536 Email : vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
54	West Virginia State University PO Box 1000 Institute, West Virginia 25112 Phone : 304-766-3185 Url : https://www.wvstateu.edu/ Email : jsaldivar@wvstateu.edu Julie Saldivar	N	0
55	Winston-Salem State University 601 S Martin Luther King Jr Dr Winston-Salem, North Carolina 27110 Phone : 336-750-3240 Url : https://www.wssu.edu/ Email : careersvcs@wssu.edu Career Services	N	0
56	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
57	Xavier University 1 Drexel Dr New Orleans, Louisiana 70125 Phone : 504-520-7537 Url : https://www.xavier.edu/ Email : sleblan1@xula.edu Sharlene LeBlanc	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			49

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Participation in other activities designed by the station employment unit	The employment unit has a relationship with the Mass Communications department at Southeast Missouri State University. Throughout the year, the Creative Services Director has ongoing communications regarding open positions at the station. The Mass Communications department also passes along students who may be potential candidates for job openings.	3	Creative Services Director GM Production Manager
2	4/21/2021	Participation in events or programs sponsored by educational institutions	Cape Girardeau Career and Technology Center requested that KBSI/WDKA conduct mock interviews with their Digital Media students. KBSI/WDKA agreed and met virtually with each student. The KBSI/WDKA interviewer completed feedback paperwork and returned it to the class instructor. As always, KBSI/WDKA enjoyed spending time with the students and look forward to working with Cape Girardeau Career and Technology Center in the future.	1	Creative Services Coordinator
3	6/10/2021	Provision of training to management	Broadcast 1 Source hosted a training session for KBSI/WDKA. The KBSI/WDKA HR team participated in learning about EEO reporting and requirements, and look forward to utilizing the skills learned in the upcoming reporting process.	2	Business Manager Administrative Asst
4	9/23/2021	Participation in Job Fairs	Participation in a career fair at Southeast Missouri State University to discuss careers in broadcasting.	1	Digital Content Producer
5	9/23/2021	Participation in Job Fairs	Southeast Missouri State University offered a chance for area industry leaders and University students to come together in search of job opportunities or available internships. The fair was held at the University Center on campus in Cape Girardeau. KBSI-TV / WDKA-TV participated by handing out pamphlets and provided a corporate job openings list. Station promotional items were also given.	2	Administrative Asst. Shamoun

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	11/3/2021	Participation in Job Fairs	Southern Illinois University offered a chance for area industry leaders and University students to come together in search of job opportunities or available internships. The fair was held virtually through the Handshake system. KBSI-TV / WDKA-TV participated by scheduling opening slots and being available. We explained how to apply to the station and what positions were open.	1	Digital Media Producer
7	11/3/2021	Participation in Job Fairs	Participation in the Southern Illinois University (Carbondale, IL) job fair to discuss and promote open jobs at the employee unit.	1	Digital Content Producer
8	Ongoing Event	Participation in other activities designed by the station employment unit	KBSI/WDKA produced a television spot which airs approximately each day on different day parts. The spot asks organizations having employment opportunities to contact KBSI/WDKA for the purpose of being added to KBSI/WDKA's mailing list and informs job seekers to check KBSI/WDKA's website for postings or current openings. The spot confirms KBSI/WDKA is an Equal Opportunity Employer.	1	GM
9	3/15/2022	Participation in events sponsored by organizations representing the community	The Production Manager spoke with a broadcasting class in the Mass Communications department at Southeast Missouri State University. The presentation included information about broadcasting television operations, career paths in broadcasting, job requirements and open positions at the employment unit in News, Creative Services and Production areas.	1	Production Manager