

KY3, Inc.  
ANNUAL EEO PUBLIC FILE REPORT  
FOR “OPTION A” BROADCAST STATIONS

The purpose of this Annual EEO Public File Report for “Option A” Broadcast Stations (this “Report”) is to comply with Section 73.2080(c)(6) of the Commission’s EEO Rules.

This report has been prepared on behalf of the station employment unit (the “Station Employment Unit”) which is comprised of the following broadcast stations: KYTV(NBC), KSPR (ABC), and K15CZ (The Ozarks CW) in Springfield, MO (the “Reporting Stations”) and is intended to be placed in the public inspection files, and on the web site, if any of the Reporting Station by the applicable Commission deadline.

The information contained in this Report covers the time period from September 24, 2013 to, and including, September 30, 2014 (the “Reporting Period”).

Under the Commission’s EEO Rules, the Station Employment Unit has elected Option A, “Supplemental Recruitment Measures” for the Reporting Station for the duration of the Reporting Period.

The Commission’s EEO Rules require that this Report contain the following additional information:

- 1 A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
- 2 For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the Commission’s EEO rules, which should be separately identified), identified by name, address, contact person and telephone number;
- 3 The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period;
- 4 Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the Commission’s EEO Rules during the Reporting period.

Since some of the information required for this Report is duplicative, the Station Employment Unit has developed the attached set of Appendices, which, in the aggregate, contain all of the information believed to be required under the Commission’s EEO Rules.

For the purposes of this Report, a vacancy was deemed “filled” not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person or over the telephone.

This Report was prepared on September 30, 2014.

Prong 3: The following is a list of outreach initiatives undertaken by the Reporting Station during the Reporting Period.

### **CAREER FAIRS**

January 2014 – The Community Relations Manager, Promotions Manager, Broadcast Sales Manager, & Human Resources Business Partner participated in the Multicultural Festival at Missouri State University.

February 2014 – The KY3 News Director, Broadcast Sales Manager, Digital Sales Manager, & Human Resources Business Partner participated in a career exposition in Springfield, MO coordinated through Missouri State University. It was designed to inform the public of employment and internship opportunities.

### **COMMUNITY INVOLVMENT**

KY3, Inc. has several employees representing the station by serving on local committees and boards. Those groups include: The United Way of the Ozarks, The United Way Campaign Committee Campaign, The American Red Cross, Good Community Board, Rotary, Springfield Chamber of Commerce, South East Springfield Rotary Membership Committee, Children's Miracle Network Campaign Committee, The Victim Center, Springfield Executive Breakfast Club, Missouri Broadcasters Association, Diaper Bank of the Ozarks, Juanita K. Hammons Hall for the Performing Arts, Springfield Little Theater Marketing Committee, Junior League Advisory Council, Springfield Area Chamber of Commerce, Springfield Workshop Industrial Solutions, Parents Leadership Council – University of Missouri, Art & Science Board – Communications Committee – University of Missouri, Leadership Springfield Class, Community Partnership of the Ozarks, City of Springfield Poverty Commission, James River Basin Partnership, Springfield Sports Hall of Fame, American Diabetes Association, Parenting Life Skills Center, Board of Governors – Mid America Chapter of N.A.T.A.S., and Crimestoppers.

#### **Events Attended by KY3, Inc. Employees Include:**

September 25, 2013: Bolivar Celebration, Bolivar MO

September 29, 2013: Messiah Project Concert, Springfield MO

September 29, 2013: Blessing of Pets – Christ Episcopal, Springfield MO

October 1, 2013: McBride Fall Festival, Springfield MO

October 3, 2013: Black Walnut Festival, Stockton MO

October 4, 2013: Breast Cancer Foundation of the Ozarks, Springfield MO

October 5, 2013: Midwest Regional Emmy, Springfield MO

October 6, 2013: Southern Stone County Fire Department Chili Cook Off, Kimberling City MO

October 8, 2013: Salvation Army Executive Committee, Springfield MO

October 10, 2013: Salvation Army Advisory Board, Springfield MO

October 11, 2013: Police Department Community Task Force Domestic Violence, Springfield MO

October 13, 2013: Apple Butter Makin' Days, Mount Vernon MO

October 17, 2013: Balloon Festival, Branson MO

October 17, 2013: Ozark Mountain Ridge Runners Meeting, Springfield MO

October 18, 2013: Landan's LegOcy, Springfield MO

October 19, 2013: Nathan Boone State Park, Ash Grove MO

October 23, 2013: Summit Prep, Springfield MO

November 5, 2013: March of Dimes Signature Chef Event, Springfield MO

November 8, 2013: SDC Run to the Lights, Branson MO

November 10, 2013: Lakewood Church Veteran Day Service, Branson MO

November 12, 2013: Salvation Army Executive Committee, Springfield MO

November 14, 2013: Major Don's Army, Springfield MO

November 14, 2013: Salvation Army Advisory Board, Springfield MO

November 15, 2013: Silver Dollar City, Branson MO

November 16, 2013: Ms. Dolly Contest, Aurora MO

November 21, 2013: Charity Chili Cook Off and Clothing Drive, Springfield MO

November 26, 2013: International Students, Springfield MO

December 3, 2013: Alzheimer's Association, Springfield MO

December 6, 2013: Breakfast with Santa, Springfield MO

December 7, 2013: Jack Frost 5k, Springfield MO

December 9, 2013: Evangel Temple Christmas Concert, Springfield MO

December 10, 2013: Scenic Railway, Branson MO, Springfield MO

December 11, 2013: Evangel University Christmas Concert, Springfield MO

December 12, 2013: Salvation Army Executive Committee, Springfield MO

December 12, 2013: Alzheimer's Association, Springfield MO

December 14, 2013: Salvation Army Advisory board, Springfield MO

December 14, 2013: Christmas Parade, Springfield MO

November 2013-December 24, 2013: Salvation Army Kettle Pickup, Springfield MO

January 2, 2014: Poverty Commission, Springfield MO

January 7, 2014: Salvation Army Executive Committee Meeting, Springfield MO

January 9, 2014: Salvation Army Advisory Board, Springfield MO

January 14, 2014: Community Partnership of the Ozarks, Springfield MO

January 15, 2014: Community Partnership of the Ozarks, Springfield MO

January 16, 2014: Poverty Commission, Springfield MO

January 18, 2014: Community of Stafford Event, Springfield MO

January 19, 2014: The Kitchen's Bowlathon, Nixa MO

January 19, 2014: Charity Pancake Breakfast, Springfield MO

January 20, 2014: Harmony Baptist Church, Rogersville MO

January 22, 2014: Men's Prayer and Community Building Breakfast, Springfield MO

January 30, 2014: Ozarks Literacy Council Pizza Bowl, Springfield MO

February 1, 2014: Evening of Miracles Children's Miracle Network, Springfield MO

February 5, 2014: Salvation Army Food Bank, Springfield MO

February 6, 2014: Poverty Commission, Springfield MO

February 8, 2014: Charity Casino Night St. Elizabeth Ann Seton School, Springfield MO

February 10, 2014: Salvation Army Executive Committee, Springfield MO

February 11, 2014: Community Partnership of the Ozarks, Springfield MO

February 13, 2014: Salvation Army Advisory Board, Springfield MO

February 19, 2014: Community Partnership of the Ozarks, Springfield MO

February 19, 2014: Ozarks Severe Weather and Business Continuity Workshop, Springfield MO

February 20, 2014: Poverty Commission, Springfield MO

February 25, 2014: White River Coop, Branson MO

March 1, 2014: Battlefield Mall Severe Weather Expo, Springfield MO

March 6, 2014: Poverty Commission, Springfield MO

March 11, 2014: Salvation Army Executive Committee, Springfield MO

March 11, 2014: Republic Paw Pantry Fundraiser, Republic MO

March 12, 2014: Transition Living Classes for Women, Springfield MO

March 13, 2014: Salvation Army Advisory Board, Springfield MO

March 13, 2014: BKD, Springfield MO

March 17, 2014: Celebrity Poker Tournament for Alzheimer's Association, Springfield MO

March 19, 2014: Everyday Heroes Awards, Springfield MO

March 19, 2014: Community Partnership of the Ozarks, Springfield MO

March 20, 2014: Poverty Commission, Springfield MO

March 21, 2014: 417 Fashionation, Springfield MO

March 22, 2014: Safe & Sound Community Event, Springfield MO  
March 22, 2014: Emerald Evening Gala, Springfield MO  
March 30, 2014: Women in Business Event, Springfield MO  
April 1, 2014: Green County Park Board, Springfield MO  
April 1, 2014: One Run For Boston, Springfield MO  
April 3, 2014: Landers Theater Opening, Springfield MO  
April 4, 2014: Women's Living Expo, Springfield MO  
April 5, 2014: Veteran's Connection Breakfast  
April 6, 2014: Springfield Ballet Mother Daughter Tea, Springfield MO  
April 7, 2014: Just Between Friends, Springfield MO  
April 8, 2014: Just Between Friends, Springfield MO  
April 8, 2014: Show Me State Games, Springfield MO  
April 12, 2014: C.A.R.E. fundraiser, Springfield MO  
April 12, 2014: Easter at Rutledge Wilson, Springfield MO  
April 15, 2014: Salvation Army Executive Committee, Springfield MO  
April 16, 2014: Leukemia & Lymphoma Society, Springfield MO  
April 17, 2014: Salvation Army Advisory Board, Springfield MO  
April 19, 2014: Go Girl Half Marathon, Springfield MO  
April 19, 2014: Lucas Oil Speedway KY3 Night, Wheatland MO  
April 21, 2014: GYNCA Fashion Show, Springfield MO  
April 24, 2014: Mt. Grove Senior Group, Mt. Grove MO  
April 24, 2014: Victory Mission Board of Directors Meeting, Springfield MO  
April 26, 2014: Orchard Crest Baptist Church, Springfield MO  
April 28, 2014: Gynca, Springfield MO  
April 28, 2014: The Victim Center / Breakfast of Hope, Springfield MO  
April 30, 2014: Leukemia & Lymphoma Society / Celebrity Shakeoff, Springfield MO  
April 30, 2014: Truman Army Corp, Truman Lake MO  
May 2, 2014: Walnut Grove Baptist Church, Walnut Grove MO  
May 3, 2014: March of Dimes "March for Babies"  
May 3, 2014: St. Elizabeth Ann Seton Church / Charity Trivia Night, Springfield MO  
May 3, 2014: Branches At Brookline: Disabled Adult Living, Springfield MO  
May 6, 2014: Salvation Army Executive Committee, Springfield MO  
May 7, 2014: D.A.R.E. Graduation, Rogersville MO  
May 8, 2014: Salvation Army Advisory Board, Springfield MO  
May 8, 2014: Kiwanis Club of Springfield, Springfield MO  
May 8, 2014: Sertoma Club, Springfield MO  
May 10, 2014: Victim Center Mother Daughter Celebration Fashion Show, Springfield MO  
May 10, 2014: Rock N' Ribs, Springfield, MO  
May 13, 2014: Salvation Army Donor Appreciation Luncheon, Springfield MO  
May 14, 2014: Rockin' Ribs, Springfield, MO  
May 21, 2014: Used Uniform Sale, Springfield, MO  
May 22, 2014: Creekside of Elfindale, Springfield MO  
May 22, 2014: Lost and Found Grief Center Balloon Release, Springfield MO  
May 24, 2014: Dare to Sweat 5k for Greene County Sheriff's Department D.A.R.E Program  
May 28, 2014: Step Up For Down Syndrome, Springfield MO  
May 30, 2014: United Way of the Ozarks  
May 30, 2014: Relay for Life, Springfield MO  
May 31, 2014: Children's Miracle Network Hospitals Telethon, Springfield MO  
June 1, 2014: Children's Miracle Network Hospitals Telethon, Springfield MO

June 4, 2014: Christian County Library: Story Break/Reading to Children, Ozark MO

June 4, 2014: Starter for "Legends of Golf" Pro-Am

June 6, 2014: Fair Grove Library Story Break/Reading to Kids, Fair Grove MO

June 10, 2014: Salvation Army Executive Committee, Springfield MO

June 11, 2014: Hartville Library, Hartville MO

June 12, 2014: Salvation Army Advisory Board, Springfield MO

June 13, 2014: Strafford Library: Story Break/Reading to Kids, Strafford MO

June 16, 2014: Brentwood Library: Story Break/Reading to Kids, Springfield MO

June 18, 2014: Marshfield Library, Marshfield MO

June 19, 2014: Rogersville Library, Rogersville MO

June 21, 2014: Red Cross Run for Rediness, Springfield MO

June 24, 2014: Gift of Time, Springfield MO

June 26, 2014: Ash Grove Library: Story Break/Reading to Kids, Ash Grove MO

June 29, 2014: St. Jude Telethon and Dream Home Giveaway

June 29, 2014: Central Assembly of God: Celebrate America, Springfield MO

June 29, 2014: Fireworks at the Field, Springfield MO

July 2014: Ozark Empire Fair Grounds, Springfield MO

July 2014: Ombudsmen Caregivers Luncheon

July 5, 2014: Marshfield VFW Veteran's Breakfast, Marshfield MO

July 8, 2014: Library Station, Springfield MO

July 10, 2014: Interview for a book about Rowan Ford, Springfield MO

July 10, 2014: Salvation Army Executive Committee, Springfield MO

July 11, 2014: Springfield Business Journal "Business Class" Awards Luncheon, Springfield MO

July 12, 2014: West Plains Chamber of Commerce, West Plains MO

July 12, 2014: Chamber of Commerce, Springfield MO

July 18, 2014: Major Don's Army, Springfield MO

July 18, 2014: 5/7<sup>th</sup> Cavalry U.S. Army National Reunion Keynote Speaker, Springfield MO

July 19, 2014: Gold Buckle Gala, Springfield MO

July 27, 2014: Ozark Empire Fair, Springfield MO

July 27, 2014: Homes for Heroes Ground Breaking, Springfield MO

July 28, 2014: Republic Library, Republic MO

July 28, 2014: Ozark Empire Fair, Springfield MO

July 29, 2014: Mature Learners Program, Drury University, Springfield MO

August 1, 2014: Springfield ADI: KOTZ FM, Springfield MO

August 2, 2014: Veterans Connection, Springfield MO

August 2, 2014: Weather Spotter Talk at Ozark Empire Fairgrounds

August 2, 2014: Salvation Army Executive Committee, Springfield MO

August 7, 2014: Sid The Science Kid Event, Springfield MO

August 9, 2014: Republic Triathlon, Republic MO

August 11, 2014: St. Elizabeth Ann Seton, Springfield MO

August 14, 2014: Ferguson Riots, Ferguson MO

August 15, 2014: Springfield Cardinals, Springfield MO

August 16, 2014: Cherish Kids, Ozark MO

August 16, 2014: Cattle Baron's Ball (American Cancer Society), Springfield MO

August 21, 2014: United Way Day of Caring

August 23, 2014: Dancing with the Stars (Springfield Catholic Schools), Springfield MO

August 25, 2014: Just Between Friends Sale, Springfield MO

August 25, 2014: Springfield Business Journal's Men of the Year, Springfield MO

August 27, 2014: Meal JBF Sale, Springfield MO

August 27, 2014: Missouri State's "Sample Springfield"

August 27, 2014: MDA, Springfield MO

August 29-30, 2014: Silver Dollar City MDA "Fill the Boot", Branson MO

August 31, 2014: MDA Telethon, Springfield MO

September 7, 2014: MDA, Branson MO

September 9, 2014: Branson Theater League Vendor Fair

September 4, 2014: "Party in the Parking Lot" Rider Relief Fund, Springfield MO

September 4, 2014: John Deere Safety Fair, Springfield MO

September 5, 2014: St. Elizabeth Ann Seton, Springfield MO

September 5, 2014: Stand Up to Cancer / American Cancer Society, Springfield MO

September 6, 2014: SRAC / Ozzie Awards, Springfield MO

September 9, 2014: Salvation Army Executive Committee, Springfield MO

September 11, 2014: Salvation Army Advisory Board, Springfield MO

September 11, 2014: Handbags of Hope, Springfield MO

September 13, 2014: COPE Trivia Night, Lebanon MO

September 13, 2014: Rider Relief Fund, Check Presentation, Springfield MO

September 13, 2014: All Saints Anglican Church Women's Brunch, Springfield MO

September 14, 2014: Southwest Missouri Humane Society, Springfield MO

September 16-23, 2014: Convoy of Hope in the Philippines, Philippines

September 17, 2014: "LIFT" Retired Group, Springfield MO

September 18, 2014: American Heart Association: Go Red For Women, Springfield MO

September 18, 2014: Go Red For Women, Springfield MO

September 19, 2014: Mammoth Mile 5K, Springfield MO

September 20, 2014: Pawsitive Collaboration, Springfield MO

September 20, 2014: Convoy / Run to Feed One, Springfield MO

September 20, 2014: Walk to End Alzheimer's, Springfield MO

September 23, 2014: Military Stand Down Event, Springfield MO

September 24, 2014: Men's Ecumenical Prayer Breakfast: First & Calvary Presbyterian Church, Springfield MO

September 27, 2014: SAGE: Orchard Crest Baptist Church, Springfield MO

September 27, 2014: National Weather Service Open House, Springfield MO

## **SCHOLARSHIP PROGRAM**

KY3, Inc. offers two scholarships per academic school year to local high school or university students pursuing a career in the media industry. The scholarship was established to encourage students of the highest caliber to enter broadcasting as a career and to seek the highest quality education in the field. The scholarship reflects KY3, Inc.'s commitment to equal opportunities in education and employment. The purpose of the scholarship is:

- To encourage a higher standard of professionalism in the industry;
- To foster a stronger relationship between higher education and the profession;
- To promote a greater understanding of journalistic ethics and a societal responsibility of broadcasters; and
- To support potential and commitment in promising future broadcasters.

KY3, Inc. awarded two scholarships for the 2014-2015 school year

## **STATION TOURS / STATION VISITS**

As a service to our community, KY3, Inc. offers free station tours to schools and organizations in our viewing area. These tours and visits are designed to allow classes, families, and individuals the opportunity to observe the internal workings of a television station and how the news is delivered on air while allowing them to watch a

live newscast and have any questions answered. We gave approximately 117 tours during this reporting period.

### **CLASSROOM & COMMUNITY ORGANIZATION VISITS**

KY3, Inc. staff visited classrooms from High School to University level and local chapters of community organizations to discuss public relations and how it networks with KY3, Inc. through presentations, speeches and question and answer sessions.

October 2, 2013: Willard High School – Speaker

October 3, 2013: Fremont Elementary – Appearance

October 9, 2013: Ozarks Technical Community College – Speaker at Class

October 11, 2013: Willard Middle School – Video Judge

October 11, 2013: Willard High School – Video Judge

October 14, 2013: Helen Mathews Elementary – Speaker

October 18, 2013: Willard Middle School – Speaker

November 4, 2013: Truman Elementary – Presentation

November 4, 2013: Matthews Elementary - Presentation

November 5, 2013: McCullough Elementary School – Weather Presentation

November 12, 2013: SBU Public Relations in Athletics – Graduate Level for Master's Degree- Presentation

November 14, 2013: Truman Elementary - Presentation

November 19, 2013: SBU Public Relations in Athletics – Graduate Level for Master's Degree- Presentation

November 22, 2013: St. Elizabeth Ann Seton Elementary - Volunteer

November 26, 2013: SBU Public Relations in Athletics – Graduate Level for Master's Degree- Presentation

December 3, 2013: SBU Public Relations in Athletics – Graduate Level for Master's Degree- Presentation

December 4, 2013: Pershing Middle School – Presentation

December 11, 2013: Pleasant View Elementary – Presentation

January 2014: Truman Elementary, Springfield MO

January 10, 2014: Halfway High School – Career Day

January 22, 2014: Sunshine Elementary – School Visit

January 23, 2014: Mark Twain Elementary – School Visit

January 27, 2014: Truman Elementary – School Visit

February 6, 2014: Westport Elementary – School Visit

February 12, 2014: Drury University – Guest Lecturer

February 13, 2014: Fair Grove Middle School – School Visit

February 13, 2014: Bowerman Elementary – Reader

February 13, 2014: Summit School – Speaker

February 20, 2014: Horace Mann Elementary – School Visit

February 27, 2014: John Thomas School of Discovery – School Visit

March 2014: Holland Elementary, Springfield MO

March 1, 2014: Missouri State University - Media Relations Lecture

March 5, 2014: Holland Elementary – Reader

March 6, 2014: Fair Grove Elementary – School Visit

March 6, 2014: Holland Elementary – Reader

March 14, 2014: Spokane Middle School – Career Day

March 15, 2014: Dadeville Middle School and High School – Career Day

March 18, 2014: Clever Middle School – School Visit

March 22, 2014: Catholic School District Emerald – Emcee Emerald Evening

March 31, 2014: Drury University – Guest Lecturer

April 7, 2014: Strafford High School Journalism Class – Speaker

April 14, 2014: Little Sunshine, Springfield, MO – Speaker  
April 15, 2014: College of the Ozarks Journalism Class, Springfield MO  
June 9, 2014: Springfield Public Schools Summer Program, Springfield MO  
June 18, 2014: OTC Career Day, Springfield MO  
July 26, 2014: Vatterott College, Springfield MO  
September 4, 2014: Kickapoo English & History Class, Springfield MO  
September 18, 2014: Nixa Journalism Class, Nixa MO  
September 23, 2014: Summit Prep School, Springfield MO

## **INTERNSHIP PROGRAMS**

KY3, Inc. has an internship program available to college students. This program is designed to allow students to apply their formal course work in a day-to-day setting and to provide an opportunity to acquire the skills needed for broadcast employment. Our internship opportunities are available in the following departments: Operations, News, and Promotions. Available internships are posted on our website. We have hosted approximately 17 interns during this reporting period.

## **JOB SHADOWING PROGRAM**

KY3, Inc. offers a Job Shadowing program available to High School students. This program is designed to provide an opportunity to learn the skills and responsibilities associated with broadcast employment through hands on experience. KY3, Inc. hosted 10 job shadow students during the reporting period.

## **UPPER LEVEL JOB OPENING RECRUITMENT EFFORTS**

KY3, Inc. lists its upper-level job openings in a job bank or a newsletter of media trade groups whose memberships include a substantial participation of women and minorities.

## **INTERNAL TRAINING PROGRAMS**

KY3, Inc. has several training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Additionally, employees are encouraged to cross-train inside and outside their home departments in order to acquire new skills to prepare them for advancement opportunities. As a result: Joseph D., Jerry J., Brian V., Tonya G, Amber C, Richard M., Jonathan W., Debra E., Jeremy J., Christopher T., Kristy S., Zachary M., Shandi F., Jessica H., Melissa W., Garrett E., Alisha S., Kaylin K., Derek J., and William M. were promoted this reporting period.

## **OUTSIDE TRAINING PROGRAMS**

KY3, Inc. holds periodic training sessions designed to develop the management skills of supervisory and management level personnel. All employees receive a login and have free access to Lynda.com to conduct personalized training at will.

All management and supervisory level employees are required to participate in the Schurz Communications, Inc. Supervisory and Leadership training program. Training courses offered through this program are:

The Model Leader  
Leadership Essentials: Motivating Employees  
Effective Interfunctional Relationships  
A Primer for Ensuring Accountability  
Leadership Essentials: Building Your Influence as a Leader  
Leadership Essentials: Leading with Emotional Intelligence  
Leadership Essentials: Leading Innovation  
Managing for High Performance



Managing Managers  
Recognizing a Leader  
Leading by Enabling  
Effective Relationships with Business Partners  
Improving Your Emotional Intelligence Skills: Self-awareness and Self-management  
Taking on a Management Role  
Becoming a Manager: Responsibilities and Fears  
Becoming a Manager: Leading and Communicating  
A New Manager and the Company's Future  
Communication Leadership  
Leadership and Change  
Leadership Essentials: Leading Business Execution  
Tomorrow's Managers' Competencies  
Managing as Coach and Counselor  
Giving Feedback  
Rightful Employment Termination  
Equal Employment Opportunity and Discriminatory Practices  
FMLA Leave and More: An Overview of Legally Protected Leave  
Understanding the Americans with Disabilities Act (ADA)  
Fair Labor Standards Act (FLSA)  
Employee Sexual Harassment Awareness  
Supervisor and Manager Sexual Harassment Awareness  
Workplace Harassment for Supervisors and Managers  
Workplace Harassment for Employees  
Using Feedback to Improve Team Performance

In an effort to help prepare employees for advancement opportunities, KY3, Inc. also sends employees to outside training and industry specific conferences and utilizes various online training webinars and internal training sessions to enhance their technical skills, managerial skills and industry knowledge. The following seminars and conferences were attended in this reporting period:

October 2013 – WSI Corporation training. Those in attendance were the KY3 Weather Staff.

October 2013 – Jacques Natz / SmithGeiger "Impact Journalism" training. Those in attendance were all of News.

October 2013 – Fraud & Embezzlement: The Impact on Your Business. Presented by Angela Morelock, BKD. Those in attendance were Angela M.

December 2014 – Wizard Academy Ad Writing Online Course. Those in attendance were the entire Creative Services Staff.

December 2014 – Coping with Information Overload, Presented by Dale McCoy of MDI. Those in attendance were all Department Heads and Supervisors.

January 2014 – Quarter 1 Sales Training. Those in attendance were all Sales.

January 2014 – AdMall Pro Training Webinar. Those in attendance were Kent O., Jimmie B., Natalie M., and Mike G.

January 2014 – Second Street Webinar, Best of 2013. Those in attendance were Kent O., Jimmie B., Natalie M., Mike G., Kristy K., and Ellen J.

February 2014 – Smith – Geiger Workshop "New and Now" coverage. All KY3 and KSPR News in attendance.

February 2014 – Storm Chaser Conference. Those in attendance were Kevin L.

February 2014 – Missouri State University Manager and Supervisor Training. Those in attendance were all Department Heads and Supervisors.

February 2014 – Borrell and Associates Webinar. Those in attendance were Kent O., Marc B., Natalie M., and Mike G.

February 2014 – Critical Impact Training Webinar. Those in attendance were Kent O., Marc B., Natalie M., Mike G., Jimmie B., Kristy K., Michael P., and Ellen J.

February 2014 – Second Street Webinar. Those in attendance were Kent O., Marc B., Natalie M., Mike G., Jimmie B., Kristy K., Michael P., and Ellen J.

March 2014 – Borrell and Associates Webinar. Those in attendance were Kent O., Marc B., and Debbie E.

March 2014 – National Press Photographers Association. Those in attendance were Jim H. and Shayla P.

March 2014 – Branson Market Training. Those in attendance were the Branson Sales Team.

March 2014 – Marshall Marketing Training. Those in attendance were Department Heads and Sales.

March 2014 – National

April 2014 – Election Training – Staff members from almost every department were trained on how to enter election results for hundreds of ballot issues in the April primary.

April 2014 – KY3 News staff received a look at the 2014 news research from Smith-Geiger. They learned about the influence of viewers receiving news online and on smartphones, as well as what types of content is most important to local viewers.

April 2014 – KY3 News staff learned about the “BIG” news plan (“BIG” stands for Breaking news/weather, Impact Journalism, and Getting it now).

April 2014 – KY3 Inc. entire staff trained on proper tornado/storm drill procedures which included a demonstration.

April 2014 – Marshall Marketing Training

April 2014 – Internet Advertising Bureau Certification Training and Testing. Those in attendance were Kent O.

April 2014 – Critical Impact E-mail Marketing Training. Entire Digital Media Department in attendance.

April 2014 – Paper G Ad Creation Tool Training. Entire Digital Media Department in attendance.

April 2014 – National Association of Broadcasters Conference. Those in attendance were Brian M. and Kirk L.

May 2014 – Nimble Commerce Deal Platform Overview. Entire Digital Media Department in attendance.

May 2014 – Thunderburst Media Sales Training. Those in attendance were Mike G., Natalie M., Debbie E., Jimmie B., Marc B.

May 2014 – Schurz Digital Training. Those in attendance were Marc B., Debbie E., Natalie M.

May 2014 – AdMall Pro Training. Those in attendance were Mike G., Natalie M., Debbie E., Jimmie B., Marc B.

May 2014 – TVB Training

May 2014 – Media Financial Manager Association Conference. Those in attendance were Angela M.

May 2014 – Account Executive Training

May 2014 – The Poynter Institute Webinar on Shorter Writing Training.

June 2014 – The Poynter Institute Mobile Journalism Training.

June 2014 – Promax Conference Training. Those in attendance were Dan M.

June 2014 – On-Air Talent Coaching by Theresa Anzur. Those in attendance were Jonathan W. and Jonathan H.

June 2014 – Supervisory and Leadership Training – EAP Supervisory Awareness

June 2014 – Borrell Training Webinar. Those in attendance were Marc B., Debbie E., Mike G.

June 2014 – Verve Mobile Training. Those in attendance were Mike G., Natalie M., Debbie E., Marc B.

June 2014 – Schurz Sales Training with Jason Webb. Those in attendance were Mike G., Natalie M., Debbie E., Jimmie B., Marc B.

June 2014 – Place Local Audience Extension Sales Training. Those in attendance were Mike G., Natalie M., Debbie E., Jimmie B., Marc B.

June 2014 – Society for Human Resource Management Conference. Those in attendance were Janice G.

July 2014 – Investigative Reporters and Editors Conference. Those in attendance were Ashley R.

July 2014 – National Association of Black Journalists Conference. Those in attendance were Shayla P.

July 2014 – Associated Theatrical Contractors Light Board Training. Those in attendance were the Operations Staff.

July 2014 – Supervisory and Leadership Training – EAP Supervisory Awareness

July 2014 – Rentrack Training. Those in attendance were Sales.

July 2014 – Ethics Training. Open for all staff to attend.

July 2014 – McGladrey Revenue Recognition. Those in attendance were Angela M.

July 2014 – Blakeley & Blakeley Credit and Sales Presentation. Those in attendance were Angela M.

July 2014 – ADP EI9 Training. Those in attendance were Angela M.

July 2014 – Smith Geiger – Impact Based Weather and Urgent Newscast Training. Those in attendance were the entire news staff.

August 2014 – Missouri Broadcasters Association 2014 MBA Annual Convention. Those in attendance were Sales and News Departments

August 2014 – Husch Blackwell / Intellectual Property Training. Available for all news employees to attend. Total in attendance were 22.

August 2014 – Supervisory and Leadership Training – EAP Supervisory Awareness

August 2014 – ABC Representative. Those in attendance were Sales.

August 2014 – Quarter 3 Sales Training. Those in attendance were Sales.

August 2014 – TVB Roadshow. Those in attendance were Sales.

August 2014 – TVB Webinar for Retail Sales. Those in attendance were Sales.

August 2014 – Second Street – Top Contests Webinar. Those in attendance were Kent O., Jimmie B., Mike G., Marc B., Natalie M., Debbie E., Michael P., and Ellen J.

August 2014 – Second Street – Top Deals Webinar. Those in attendance were Kent O., Jimmie B., Mike G., Marc B., Natalie M., Debbie E., Michael P., and Ellen J.

August 2014 – Mutual Insurance Libel & Slander/Editorial Content Risks Seminar. Those in attendance were Angela M.

September 2014 – Excellence in Journalism Conference, Nashville, TN. Training included ethics, new media, and editing training. Those in attendance were Scott B.

September 2014 – Attorney Sales Webinar. Those in attendance were Sales.

September 2014 – Supervisory and Leadership Training – EAP Supervisory Awareness

September 2014 – ADP EI9 Training. Those in attendance were Janice G.

September 2014 – Travelers Insurance. Hidden Risks When Employees Drive Personal Vehicles. Those in Attendance were Angela M.

September 2014 – Borrell Webinar – Digital Outlook for 2015. Those in attendance were Kent O., Marc B., Debbie E., and Natalie M.

September 2014 – Show Clix Training Webinar. Those in attendance were Kent O., Michael G., and Thomas M.

September 2014 – IB Training. Those in attendance were Kent O., Chris R., Michael P., and Ellen J.

September 2014 – Place Local Training Webinar. Those in attendance were Kent O., Jimmie B., Mike G., Marc B., Natalie M., and Debbie E.

September 2014 – Second Street Training – New Deals Platform Webinar. Those in attendance were Kent O., Jimmie B., Mike G., Marc B., Natalie M., Debbie E., Michael P., and Ellen J.

**KY3, INC. EEO PUBLIC FILE REPORT - JOB VACANCIES**

The following job vacancies were filled by the Reporting

Station during the Reporting Period 9/24/13-9/30/14

	Job Title	Weekend	Program Talent	Sports	Multimedia	Evening	Account	Web	News	Account	Account	Multimedia	Digital Media	Photo	Digital Media	Multimedia	Sales	IT Support	News	Newsroom	Multimedia	Photo
	Meteorologist	Non-News	Anchor/Reporter	Journalist	Anchor	Executive	Producer	Producer	Executive	Executive	Journalist	Acct Exec	Journalist	Acct Exec	Journalist	Assistant	Specialist	Producer	Assistant	Journalist	Journalist	
	Requisition Number	KY31500	KY31535	KY31613	KY31618	KY31624	KY31668	KY31677	KY31679	KY31717	KY31738	KY31744	KY31745	KY31769	KY31785	KY31791	KY31803	KY31852	KY31900	KY31906	KY1907	
	Hire date	11/26/2013	1/13/2014	11/26/2013	12/3/2013	12/5/2013	1/10/2014	2/14/2014	1/10/2014	2/11/2014	4/25/2014	2/28/2014	2/7/2014	3/7/2014	2/28/2014	5/27/2014	4/2/2014	5/29/2014	5/9/2014	5/16/2014	7/2/2014	6/17/2014
Recruitment Source Information																						
KYTV on-air job advertisement					X			X	X			X	X		X		HS	X	X			
KYTV web site	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
KY3, Inc. internal posting	X	X	X	X	X	HS	HS	X	HS	HS	X	HS	X	X	HS	X	HS	X	HS	HS	X	HS
K15CZ / The Ozarks CW on-air job advertisement																				X		
KSPR on-air job advertisement							X	X		X	X		X	X	X		X	X		X	X	
KSPR web site	X	X	X		HS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Schurz Communications, Inc.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Ozarks Technical Community College	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
University of Missouri-Columbia	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
TVJobs.com	HS	X	HS	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	
** Missouri Career Center / Missouri Works	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Missouri State University - Career Center	X	X	X	X	X	X	X	X	X	X	X	X	X	X		HS	X	X	X	X	X	
Kansas State University- Career & Employment Services	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Southwest Baptist University - Mabee Chapel	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Drury University- Findlay Student Center 114	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Oklahoma State University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
St. Louis University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Springfield Chamber of Commerce	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Northwest Missouri State University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
College of the Ozarks	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
DeVry University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Everest College	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Lincoln University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Missouri Southern State University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Missouri Western State University	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
The University of Kansas	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
University of Missouri - Kansas City	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Radio and Television News Directors Association												X		X				X				
National Press Photographer's Association												X		X				X		X		
**Medialine	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X		X		X		
National Academy of Television Arts & Sciences												X		X				X				
Journalismjobs.com	X	X	X	X	X	X	X		X	X	X	X	X	X	X							
602 Communications												X		X				X				
Shoptalk TVSpy/Vault												X		X								
B-roll.net												X		X								
Broadcast Center																						
Industry/Employee referrals		HS						HS				HS	HS						X			
Outside referrals																						
Agency referrals																						
LinkedIn							X		X	HS		X		X					X			
Gracie Center - MSU Multi-Cultural Center																						
National Association of Black Journalists																						
Springfield NAACP																						
Truman State University - McKinney Center																						
Evangel University																						
Broadcast & Cable Classified Ads																						
Spotsndots.com																						

\*\* Recruitment source requested and received vacancy notice

X = represents all recruitment sources that received vacancy notice

HS = Recruitment source that referred the hiree

[illegible]

**KY3, INC. EEO PUBLIC FILE REPORT - RECRUITMENT SOURCES**

The following is a list of Prong 1 & Prong 2 recruitment sources used by the Reporting Station during the Reporting Period 9/24/13 - 9/30/14  
(including the number of interviewees referred during the reporting period)

\*\* Organizations requesting notifications of open positions

# of Interviewees	Recruitment Source Information	Address	Phone	Contact	Email or Website
7	KYTV on-air job advertisement	999 West Sunshine Springfield, Mo. 65807	417-268-3000		
4	KYTV web site	999 West Sunshine Springfield, Mo. 65807	417-268-3000		<a href="http://www.ky3.com">www.ky3.com</a>
31	KY3, Inc. internal posting	999 West Sunshine Springfield, Mo. 65807	417-268-3000		
0	K15CZ / The Ozarks CW on-air job advertisement	999 West Sunshine Springfield, Mo. 65807	417-268-3000		
0	KSPR on-air job advertisement	999 West Sunshine Springfield, Mo. 65807	417-831-1333		
1	KSPR web site	999 West Sunshine Springfield, Mo. 65807	417-831-1333		<a href="http://www.kspr.com">www.kspr.com</a>
2	Schurz Communications, Inc.	1301 E. Douglas Ave Mishawaka, IN. 46545	574-247-7245	Dave Elliott	<a href="http://www.schurz.com">www.schurz.com</a>
0	Gracie Center - MSU Multi-Cultural Center	901 S. National Springfield, Mo. 65897	417-836-5652		
0	National Association of Black Journalists	1100 Knight Hall, Ste. 3100 College Park, MD. 20742	301-445-7100		
0	Ozarks Technical Community College	P.O. Box 5958 Springfield, Mo. 65801	417-895-7207		<a href="http://www.collegecentral.com/otc">www.collegecentral.com/otc</a>
0	Springfield NAACP	P.O. Box 8983 Springfield, Mo. 65801	417-866-8779		
0	Truman State University - McKinney Center	100 E. Normal Kirksville, Mo. 63501-4221	660-785-4366		<a href="http://uark.experience.com">http://uark.experience.com</a>
1	University of Missouri-Columbia	120 Neff Hall Columbia, Mo. 65211-1200	573-882-4821		<a href="mailto:journalism@missouri.edu">journalism@missouri.edu</a>
0	Evangel University	1111 N. Glenstone Springfield, Mo. 65802	417-865-2815		<a href="http://www.collegecentral.com/evangel">http://www.collegecentral.com/evangel</a>
4	TVJobs.com	P.O. Box 4116 Oceanside, CA. 92052	800-374-0119		<a href="http://www.tvjobs.com">www.tvjobs.com</a> <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>
1	** Missouri Career Center / Missouri Works	1514 S. Glenstone Springfield, Mo. 65807	417-887-4343	Darron Acklin	<a href="http://www.greathires.org">www.greathires.org</a> <a href="mailto:darron.acklin@ded.mo.gov">darron.acklin@ded.mo.gov</a>
2	Missouri State University - Career Center	901 S. National Springfield, Mo. 65897	417-836-5636		<a href="http://www.myinterfase.com/missouristate/employer/home.htm">http://www.myinterfase.com/missouristate/employer/home.htm</a>
0	Kansas State University- Career & Employment Services	100 Holtz Hall Manhattan, KS. 66506	785-532-6011		<a href="https://www.myinterfase.com/kstate/employer">https://www.myinterfase.com/kstate/employer</a>
0	Southwest Baptist University - Mabee Chapel	1600 University Ave. Bolivar, Mo. 65613	417-328-1610		<a href="mailto:careerservices@sbuniv.edu">careerservices@sbuniv.edu</a>
0	Drury University- Findlay Student Center 114	900 N. Benton Ave. Springfield, Mo. 65802	417-873-7284		<a href="mailto:career@drury.edu">career@drury.edu</a> <a href="http://www.drury.edu">www.drury.edu</a>
0	Oklahoma State University	Stillwater, Oklahoma 74078	405-744-5000		<a href="https://www.myinterfase.com/okstate/employer">https://www.myinterfase.com/okstate/employer</a>
0	St. Louis University	221 N. Grand Ave. St. Louis, Mo. 63103	314.977.2828		<a href="https://slu-csm.symplicity.com">https://slu-csm.symplicity.com</a>
0	Springfield Chamber of Commerce	202 S. John Q. Hammons Pkwy. Springfield, Mo. 65806	417-862-5567		<a href="http://www.springfieldchamber.com">www.springfieldchamber.com</a>
0	Northwest Missouri State University	800 University Drive Maryville, Mo. 64468	660-562-1212		<a href="http://www.nwmissouri.edu/careerserv.employers/index.htm">www.nwmissouri.edu/careerserv.employers/index.htm</a>
0	College of the Ozarks	P.O. Box 17, Point Lookout, Mo. 65726	800-222-0525		<a href="mailto:career@cofo.edu">career@cofo.edu</a>
0	DeVry University	3005 Highland Parkway Downers Grove, IL. 60515	866-338-7934	Gerald Ellis	<a href="mailto:gellis@kc.devry.edu">gellis@kc.devry.edu</a>
0	Everest College	1010 W. Sunshine Springfield, Mo. 65807	888-741-4270		<a href="mailto:agannon@cci.edu">agannon@cci.edu</a>
0	Lincoln University	820 Chestnut St. Jefferson City, Mo. 65101	573-681-5000		<a href="mailto:ccs@lincolnu.edu">ccs@lincolnu.edu</a>
0	Missouri Southern State University	3950 Newman Road Joplin, Mo. 64801-1595	417-625-9300		<a href="mailto:careerservices@mssu.edu">careerservices@mssu.edu</a>
0	Missouri Western State University	4525 Downs Dr., St. Joseph, MO 64507	816-271-4200		<a href="mailto:career@missouriwestern.edu">career@missouriwestern.edu</a>
0	The University of Kansas	Lawrence, Kansas 66045	785-864-2700		<a href="mailto:pnoland@ku.edu">pnoland@ku.edu</a>
0	University of Missouri - Kansas City	Kansas City, Mo. 64110	816-235-1000		<a href="mailto:careerservices@umkc.edu">careerservices@umkc.edu</a>
0	Broadcast Center	2360 Hampton Ave. St. Louis, Mo.	314-647-8181		<a href="mailto:placement@broadcastcenterinfo.com">placement@broadcastcenterinfo.com</a>
0	Radio and Television News Directors Association	1000 Connecticut Ave. NW Ste. 615 Washington, DC	202-659-6510		<a href="http://www.rtna.org">www.rtna.org</a>
0	National Press Photographer's Association	3200 Croasdaile Ste. 306 Durham, NC 27705	800-289-6772		<a href="http://www.nppa.org">www.nppa.org</a>
0	**Medialine	P.O. Box 51909 Pacific Grove, CA. 93950	800-237-8073		<a href="http://www.medialine.com">www.medialine.com</a>
0	National Academy of Television Arts & Sciences	P.O. Box 19737 St. Louis, Mo. 63144	314-963-0661		<a href="mailto:maggie@emmy-midamerica.org">maggie@emmy-midamerica.org</a>
0	Journalismjobs.com	72 Plaza Drive Berkeley, CA. 94705	510-653-1521		<a href="http://www.journalismjobs.com">www.journalismjobs.com</a>
0	602 Communications	1011 Lyndhurst Falls Lane Knightsdale, NC 27545	919-217-4438	Graeme Newell	<a href="mailto:slizik@602communications.com">slizik@602communications.com</a>
0	Shoptalk TVSpy/Vault	150 W. 22nd St. 5th Floor New York, NY. 10011	212-389-2000		<a href="http://www.tvspy.com">www.tvspy.com</a>
0	B-roll.net	243 17th St. SE Washington, DC. 20003	202-486-8842	Kevin Johnson	<a href="mailto:info@b-roll.net">info@b-roll.net</a>
0	Broadcast & Cable Classified Ads		781-734-8441	Jon Kemp	<a href="mailto:jkemp@reedbusiness.com">jkemp@reedbusiness.com</a>
0	Spotsndots.com		888-884-2630		<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>
12	Industry/Employee referrals				
0	Outside referrals				
0	Agency referrals				
1	Career Builder				
1	LinkedIn				