

KWCH, KBSD, KBSH, KBSL, KSCW
Annual EEO Public File Report
February 1, 2013 – January 31, 2014

The purpose of this Annual EEO Public File Report for 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 which is comprised of the following broadcast stations: KWCH (CBS) KBSH, KBSD, KBSL, and KSCW (CW), (“reporting stations”). This report is intended to be placed in the public inspection files and on the website of any of the reporting stations by the applicable commission deadline.

The information in this report covers the time period February 1, 2013 through January 31, 2014 (“reporting period”).

The commission’s EEO rules require that this report contain the following additional information:

1. A list of all full-time (permanent employee whose regular work schedule is 30 hours or more) vacancies filled by the reporting stations during the reporting period.
Note: Section 73.2080(c)(1) “a job filled by an internal promotion is not considered a vacancy for which recruitment is necessary”
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 candidate for each full-time vacancy during the reporting period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the review period and 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.
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 prongs which, in aggregate, contain all of the information believed to be required under the commission’s EEO rules.

For the purpose of this report, a vacancy was deemed “filled” not simply when the offer was extended, but when the candidate started. A person was deemed “interviewed” whether he or she was interviewed in person or over the telephone.

INITIATIVES

Inform community about how to obtain open position notifications.

- Reporting stations air four to six :30 spots per week notifying respective communities

Events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.

- March 3, 2013: Wichita State University – Leadership Conference, Mark Larson, Meteorologist
- February 2013: WSU Spring Job Fair
- March 2013: KU Journalism Career Fair
- March 2013: KSU Networking Night
- Quarterly 2013: Wichita State University Elliott School of Communication – Advising Meeting, Joan Barrett, President
- April 2013: KAB Student Seminar
- April 26, 2013: Kansas State University Miller School of Journalism and Mass Communications – Advising Meeting, Joan Barrett, President
- May 1, 2013: Kansas State University Journalism – Review Class Project, Joan Barrett, President
- October 2013: Kansas Association of Broadcasters Convention
- November 13, 2013: Mulvane High School – Career Day, Jenn Bates, Sports Anchor/Reporter
- November 14, 2013: Wichita West High School – Career Day, Jamie Hull, CIK Web Coordinator

Internships

- Summer 2013: Tim Abrams from Butler County Community College – Creative Services Intern
- Summer 2013: Zaldy Doyungan from Kansas State University – News Intern
- Summer 2013: Ashley Athavichitchanyarak from University of Arkansas – Paid News Intern
- Summer 2013: Meridith Marney from University of Central Oklahoma – Paid News Intern
- Summer 2013: Drew Lyon from University of Kansas – Weather Intern
- Fall 2013: Erik Swope from Mississippi State – Weather Intern

Training programs designed to enable personnel to acquire skills that could qualify them for higher level positions

Reporting stations have several training programs designed to enable personnel to acquire skills that could qualify them for higher level positions.

- Three levels of manager training – Supervisor, Manager, Department head – covering compliance issues and leadership growth
- All employees are required to complete a Lynda.com course to help them grow.
- Employees in each department are scheduled to cross train with their peers in and out of their home department/position to develop other skills to prepare them for advancement opportunities.
- Internal Promotions during reporting period: Kimberly Noack – Managing Editor to Asst. News Director, Marcus Wilkerson – National Sales Manager to Local Sales Manager, Audrey Berry – Account Executive to Sales Manager of two bureau stations, Steve Reiter – Transmitter Supervisor to Chief Engineer, Jeff Gibson – Engineering Supervisor to Transmitter Supervisor, Dennis Decker – News Operations to News and Technical Operations Manager, Kimberly Noack – Managing Editor to Assistant News Director, Chatney Nyankuru – PT Production Tech to FT Production Tech, Eddie Gilmer – Commercial Producer to Commercial Producer/Scheduler, Marcus Wilkerson – Local Sales Manager to Director of Sales, Brett Beach – National Account Executive to Local Sales Manager
- Other training provided to develop skills and/or provide professional advancement – Illustrator, Foundations of Typography, ReachLocal, Premiere Pro CS6 Techniques, Delegating Not Dumping: There is a Difference, Critiques, Mentoring, SpotXChange, Grammar and Punctuation for News Scripts, Social Content Curation, Tease Writing, Spanish courses, SEO Workshop for

Wordpress, Understanding Ratings to Assist Sales Efforts, Client Presentation, Web Development courses, Adobe Premier, Wide Orbit Reporting, App Development, Smith Geiger, Linked In 101, Adobe After Effects, Media Coach, Accuweather, United Way Bootcamp, Max Relevance, Simplifi, DFP, Thinking Like a Leader, ENPS7, WSI Max, CMS System, New Manager Fundamentals, Publisher, Premiere Pro CC Essential Training, Premiere After Effects, MFM Digital Revenue Seminar

Participation in events or programs sponsored by educational institutions relating to career opportunities

KWCH offers a job shadowing program available to students, typically middle school or high school. This program is designed to provide an opportunity to observe skills and responsibilities associated with broadcast employment.

- March 2013: Hays High School job shadow student – weather and news
- March 2013: Peabody Burns High School job shadow student – weather
- October 2013: Heights High School job shadow student – local programming, Brett & Sierra Show

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

- August 2013: All hiring managers were provided EEO training
- Managers are all required to participate in an on-going compliance training program through SkillsSoft, an online training program

Station Tours

As a service to the community, KWCH/KSCW offer free station tours to schools and organizations in the viewing area. These tours are designed to provide an opportunity for community members to observe the internal operations of a television station and how the news is delivered on air, including viewing a live newscast. There is an opportunity for questions and answers.

- February 15, 2013: WSU Group
- February 18, 2013: Circle High School
- March 10, 2013: GEAR UP Program
- March 14, 2013: Girl Scout Troop
- March 20, 2013: Kelle Cross
- April 5, 2013: Girl Scouts
- April 12, 2013: Sunrise Academy
- April 12, 2013: High School Students
- April 12, 2013: Sunrise Academy
- April 12, 2013: Argonia High School
- April 19, 2013: Northridge Elementary
- April 26, 2013: Goddard High School
- April 26, 2013: Tiger Cubs
- May 8, 2013: Moundridge High School
- May 28, 2013: Tiger Den
- May 29, 2013: Ketch
- June 17, 2013: EduCare ElDorado
- June 19, 2013: GEAR UP
- June 20, 2013: Red Hat Ladies

- June 25, 2013: WSU
- June 27, 2013: Upward Bound
- June 28, 2013: WSU
- July 7, 2013: Kansas Kids @ Gear Up
- July 25, 2013: Kansas Kids @ Gear Up
- July 31, 2013: Annette Toronto
- August 6, 2013: Erika Sanderson
- August 13, 2013: Tour Group Winner
- October 18, 2013: Girl Scout Troop
- November 4, 2013: Cub Scouts
- November 5, 2013: Sunrise Academy
- November 20, 2013: St. Thomas Aquinas
- December 9, 2013: Cub Scouts
- January 6, 2014: Girl Scouts
- January 13, 2014: Andover High School Communication Class
- January 13, 2014: Tiger Scouts
- January 22, 2014: Northwest High School Communication Class

Educational outreach and involvement

- February 5, 2013: Anderson Elementary – Weather Talk
- February 6, 2013: Boy Scout Troop 429 – Weather safety
- February 7, 2013: Isley Elementary – Weather Talk
- March 8, 2013: Maize Elementary – Weather Talk
- March 12, 2013: Wichita Friends University – Weather Talk
- March 13, 2013: Durham Bus Service in Salina – Weather Talk
- March 21, 2013: Wichita AMBUCS – Weather Talk
- March 21, 2013: Sedgwick County Naturalists – Weather Talk
- March 22, 2013: Butler County Educare – Weather Talk
- April 2, 2013: Central Christian School – Weather Talk
- April 4, 2013: Vermillion Elementary Maize – Weather Talk
- April 9, 2013: Coronado Elementary Salina – Weather Talk
- April 17, 2013: Jackson Elementary Wichita – Weather Talk
- April 19, 2013: North Ridge Elementary Wichita – Weather Talk
- April 23, 2013: Maize Central Elementary – Weather Talk
- May 3, 2013: Newton Middle School – Judging Presentations
- May 4, 2013: Top of the Class – hosting breakfast for valedictorians from local schools
- May 8, 2013: Westar Energy – Weather Safety Meeting
- May 9, 2013: Eisenhower Elementary McPherson – Weather Talk
- May 11, 2013: Best of the Class – High school seniors recognized
- May 15, 2013: Wichita Area Technical College – Weather Talk
- May 22, 2013: Wichita Elementary School – Classroom visit
- June 5, 2013: Wichita Senior Education – Weather Talk
- November 12, 2013: McPherson Grade Schools – Weather talks