

**KMIZ/KQFX-LD  
NPG OF MISSOURI, LLC  
EEO PUBLIC FILE REPORT**

(October 1, 2020 thru September 30, 2021)

**RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES**

Appendix A includes a list of recruitment sources, indicating name, address, and contact person and telephone number of each. Sources with an asterisk (\*) denote organizations that have requested notification of full-time job vacancies.

**FULL-TIME POSITIONS FILLED; RECRUIT SOURCES USED**

**[With Hire's Recruitment Source Noted in Brackets and Sources of Interviews in Parentheses]**

News Director (#4-2, 5-1,10-1,26-1) [Hire #26]  
Position posted to: #3,4,5,8,10,26,28,31,32  
Open dates 4/26/21-6/8/21  
Fill date 6/21/21

News Producer (#20-2) [2 Hires #20]  
Position posted to: #3,4,8,10,20,28,29,31,32  
Open dates 5/19/21 – 7/6/21  
Fill date 6/28/21, 7/26/21

Account Executive (#4-5) [2 Hires #4]  
Position posted to: #3,4,8,10,20,28,31,32  
Open dates 8/13/20  
Fill date 12/7/20, 6/1/21

Chief Videographer (#4-1) [Hire #4]  
Position posted to: #3,4,8,10,28,29  
Open dates 3/5/21-4/9/21  
Fill dates 4/26/21

Multi Media Journalist (#4-6,5-7,29-2,31-1) [4 Hires #4]  
Position posted to: #3,4,5,8,10,20,28,29,31,32 [Hire #5]  
Open dates 8/14/20 [Hire #29]  
Fill dates 10/19/20,1/4/21(2),3/24/21,6/14/21,8/16/21,9/13/21 [Hire #31]

Content Editor (#4-3) [Hire#4]  
Position posted to: #3,4,8,10,20,28,31,32  
Open dates 4/15/21-8/31/21  
Fill date 8/23/21

Anchor/MMJ (#21-1) [Hire#21]  
Position posted to: #3,4,8,10,20,21,28,31,32  
Open dates 10/30/20-6/30/21  
Fill date 6/13/21

Anchor/MMJ (#21-3) [Hire #21-3]  
Position posted to: #3,4,8,10,20,21,28,31,32  
Open dates: 3/5/21-7/31/21  
Fill dates 5/23/21, 7/11/21 & 7/18/21

Technical Director (#21-1) [Hire #21]  
  
Fill dates 5/30/21

MMJ/Meterologist (#21-1) [Hire #21]  
  
Fill dates 12/27/20

**TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS**

38 persons

**NUMBER OF REFERRALS FROM SOURCES USED**

#4 (17 persons), #5 (8 persons), #10 (1 person), #20 (2 persons), #21 (6 persons), #26 (1 person), #29 (2 persons), #31 (1 person)

**APPENDIX A**

**MASTER LIST OF RECRUITMENT SOURCES**

(An asterisk (\*) after the source denotes organizations that requested notification of full-time job vacancies.)

October 1, 2020-September 30, 2021

No.	Source (name, address, contact person, telephone, email address)	No.	Source (name, address, contact person, telephone, email address)
1.	Columbia Daily Tribune 573-815-1851 (fax) 101 N. Fourth St. 573-815-1500 (phone) Columbia, MO 65201 <a href="mailto:rwheeler@columbiatribune.com">rwheeler@columbiatribune.com</a>	18.	University of Missouri-Columbia-Handshake 230 Jesse Hall Columbia, MO 65211 573-882-7786 (phone) Barbara Willis – <a href="mailto:WillisB@missouri.edu">WillisB@missouri.edu</a>
2.	Columbia Missourian 573-884-5293 (fax) 221 S. 8 <sup>th</sup> St. 573-882-5720 (phone) Columbia, MO 65201 <a href="mailto:horinea@missouri.edu">horinea@missouri.edu</a>	19.	Indeed website 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750 800-462-5842 (phone) <a href="http://www.indeed.com">www.indeed.com</a>
3.	KMIZ-TV Job Board 501 Business Loop 70 East Columbia, MO 65201	20.	Linked In 605 W Maude Ave. Sunnyvale, CA 94085 650-687-3600 (phone) <a href="http://www.linkedin.com">www.linkedin.com</a>
4.	KMIZ-TV Website <a href="http://www.abc17news.com">www.abc17news.com</a>	21.	Internal Promotion
5.	Frank N. Magid Associates 8500 Normandale Lake Blvd., Suite 630 Minneapolis, MN 55437 612-216-0703 (phone) Megan Eubanks <a href="mailto:mhelberg@magid.com">mhelberg@magid.com</a>	22.	Radio and Television Business Report331 SE Mizner Blvd. Boca Raton, FL 33432 703-490-3099 (phone) <a href="http://www.rbr.com">www.rbr.com</a>
6.	Missouri Job Center 101 Park De Ville Drive, Suite E Columbia, MO 65203 573-522-2744 (phone) <a href="mailto:Lisa.marshall@ded.mo.gov">Lisa.marshall@ded.mo.gov</a>	23.	University of Central Missouri-Handshake 116 W. South St. Warrensburg, MO 64093 660-543-4111 (phone) <a href="mailto:schwepker@ucmo.edu">schwepker@ucmo.edu</a> <a href="http://www.ucmo.edu/efm">www.ucmo.edu/efm</a>
7.	KMIZ TV Advertising- on air ads	24.	Missouri State University 901 S. National Ave. Springfield, MO 65897 <a href="http://www.missouristate.edu.mkt">www.missouristate.edu.mkt</a> Chalanda Johnson-417-836-6861

8.	TV Jobs Post Office Box 4116 Oceanside, CA 92052 800-374-0119 (phone) <a href="http://www.tvjobs.com">www.tvjobs.com</a>	760-754-2115 (fax)	25.	William Woods University 1 University Avenue Fulton, MO 65251 573-642-2251 (phone) <a href="mailto:amy.dittmer@williamwoods.edu">amy.dittmer@williamwoods.edu</a>
9.	Medialine <a href="http://www.medialine.com">www.medialine.com</a>	800—237-8073	26.	Rick Gevers & Associates 355 E. Ohio St., #303 Indianapolis, IN 46204 317-635-7912 (phone) <a href="http://www.rickgevers.com">www.rickgevers.com</a>
10.	News Press & Gazette website <a href="http://www.NPGco.com">www.NPGco.com</a>		27.	Regional Emmys Office 3655 Olive Street St. Louis, MO 63108 314-533-2993 (phone) Maggie Eubanks <a href="mailto:Maggie@emmyid-america.org">Maggie@emmyid-america.org</a>
11.	Craigslist 1381 9 <sup>th</sup> Avenue San Francisco, CA 94122 415-566-6394 (phone) <a href="http://www.craigslist.com">www.craigslist.com</a>		28.	MBA Website 1025 Northeast Drive Jefferson City, MO 65109 573-636-6692 (phone) Terry Harper- <a href="mailto:tharper@mbaweb.org">tharper@mbaweb.org</a> <a href="http://www.mbaweb.org">www.mbaweb.org</a>
12.	Jefferson City News Tribune P. O. Box 420 Jefferson City, MO 65101 573-449-4167 (phone) <a href="mailto:brenda@newstribune.com">brenda@newstribune.com</a>		29.	Communications Department @ Mizzou 108 Switzler Hall Columbia, MO 65211 <a href="mailto:communications@missouri.edu">communications@missouri.edu</a> Cathy Illingworth-573-882-4431
13.	Westminster College 319 South Market Street New Wilmington, PA 16172 800-942-8033 (phone) <a href="mailto:Susi.wilson@westminster-mo.edu">Susi.wilson@westminster-mo.edu</a> CareerSrv@westminster-mo.edu		30.	Columbia College-Handshake 1001 Rogers Street Columbia, MO 65216 (573) 875-8700 Angie Pauley <a href="mailto:alpauley@ccis.edu">alpauley@ccis.edu</a>
14.	Stephens College 1200 E. Broadway Columbia, MO 65215 573-442-2211 (phone) <a href="mailto:awooden@stephens.edu">awooden@stephens.edu</a>		31.	Facebook NPG of Missouri Facebook account
15.	Central Methodist University-Handshake 411 Central Methodist Square Fayette, MO 65248 877-CMU-1854 Jessie Maxwell <a href="mailto:career@centralmethodist.edu">career@centralmethodist.edu</a>		32.	Twitter NPG of Missouri Twitter account

16.	Spots n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, GA 30152 888-884-2630 x 701 (phone) <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>	33.	Reel Media Talent Agency Address? Telephone Number? Lindsay Wilhite <a href="mailto:lindsay@reelmediagroup.com">lindsay@reelmediagroup.com</a>
17.	TVNewsCheck 238 Crosshill Road Wynnewood, PA 19096 610-649-7989 (phone) <a href="mailto:Steve.stolz@newscheckmedia.com">Steve.stolz@newscheckmedia.com</a>		

**Supplemental Outreach Initiatives**

(October 1, 2020 through September 30, 2021)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
6	<ul style="list-style-type: none"> <li>• TV Jobs, ABC17news.com website, News Press &amp; Gazette website, Missouri Career Center, On Air Ads, online ads and local newspaper. Listing positions available in broadcast industry, October 1, 2020-September 30, 2021. Doug Rhoades-General Sales Manager, Curtis Hancock - Scott Flannigan - News Directors, Donna Farmer-Human Resources.</li> </ul>
5	<ul style="list-style-type: none"> <li>• KMIZ offers unpaid internships in our sales and news departments. The internships allow students to gain real world broadcast experience, learn new skills and prepare for careers in broadcasting. The station hosted 4 interns during this reporting period from the University of Missouri (3) and Missouri State University (1). Sports Intern Fall 2020 Sports Intern Spring 2021 Sports Intern Fall 2021 Sales Intern Fall 2021</li> </ul>
4	<ul style="list-style-type: none"> <li>• October 22, 2020 – Missouri Press Bar Commission. Statewide group working on ongoing relationships between media and the court system. Those in attendance were members of the commission and media types including Curtis Varns (General Manager).</li> <li>• May 13, 2021 – Jefferson City Chamber BBQ – Networking event designed to bring chamber businesses together to connect and grow in the community. Met with prospective clients, represented the TV station as a community partner, and socialized with some current clients in attendance. Those in attendance were Ryann Gildersleeve</li> </ul>

	<p>(Local Sales Manager), Doug Rhoades (General Sales Manager), Gayle Thompson (Account Executive) and Maddie Est (Meteorologist).</p> <ul style="list-style-type: none"> <li>• August 7, 2021 – Rise Up Unite Columbia outreach event at Douglas Park amphitheater from 2-4pm. Guest speakers were Dr. Russell with University of Missouri, Jay Sparks with City of Columbia and George Norman. Molly Stawinoga from NPG of Missouri was the emcee of the event. In attendance were Molly Stawinoga.</li> <li>• August 30, 2021 – Columbia Chamber of Commerce Golf Tournament – Networking and sponsorship participation. Account Executives stayed at the hole sponsorship to meet and greet players and Columbia Chamber of Commerce members as they came around to hole 17. In attendance were the current sales personnel.</li> <li>• September 10, 2021 – Jefferson City Chamber Gala – Honor businesses and chamber board with a night of networking, socializing and enjoying time with local business owners and their employees. We were the Media Sponsor of this event networking with local businesses, speaking with prospective clients, and potential new hires. Those in attendance were Ryann Gildersleeve (Local Sales Manager), Doug Rhoades (General Sales Manager), and Lindsay Welch (Account Executive).</li> <li>• September 14, 2021 - Young Professional Summit for Jefferson City’s Young Professional Group of Emerging Young Professionals of Columbia group. Topics of speakers included: “Level Up: Unlock Your Potential”. A day of young professionals learning, connecting and growing through various speakers throughout the day speaking on various professional development topics. All day event including admission to all speakers/topics, breakout sessions, and social networking event at the end of the day. Topics included (1) communication proficiently (2) overcoming adversity (3) building awareness and (4) using tech to your advantage. Those in attendance were Ryann Gildersleeve (Local Sales Manager), Doug Rhoades (General Sales Manager) and Lindsay Welch (Account Executive).</li> <li>• September 9, 2021 – Fundraiser for Domestic Violence Shelter – Men as Allies from True North. Community leaders gather to hear about the problem of domestic violence in our community. In attendance were Curtis Varns (General Manager).</li> </ul>
8	<p>The station offered the following training opportunities, which enable station personnel to acquire skills to advance within the company:</p> <ul style="list-style-type: none"> <li>• October 13, 2020 – Noll &amp; Associates – Can you negotiate during a Pandemic? Yes...but you better be careful. In this session, sales examined small moves you can make to increase share and preserve long-term relationships. Skill learned will apply to personal as well as professional lives. Those in attendance were current sales station personnel.</li> <li>• November 10, 2020 – Webinar for Noll &amp; Associates – Closing the Sale. Webinar provided information to staff to more effectively ask for the close rather than prolong or stall the close. Those in attendance were all current sales station personnel.</li> </ul>

- November 19, 2020 – Waymark team overview and training to introduce Waymark – A tool and platform to create quick, easy and customized commercials for clients. Training allowed staff to become knowledgeable of the program to then be used throughout the sales cycle. Those in attendance were all current sales station personnel.
- December 22, 2020 – Waymark manager training to launch Waymark – A tool and platform to create quick, easy and customized commercials for clients. Training allowed sales managers to become knowledgeable of the program to then be used throughout the sales cycle. Those in attendance were Doug Rhoades (General Sales Manager), Ryann Gildersleeve (Local Sales Manager) and Phoebe Rogers (Integrated Media Consultant).
- February 4-5, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- February 19, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. - NPG 360 overview, MAX Achievement intro, traits of successful media advisors, progressive prospecting. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- March 5, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. – Progressive prospecting modules 3-5. AE’s learned best processes of prospecting and getting the appointments. Best day and best time of year to prospect. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- March 16, 2021 – OTT training with MadHive - Madhive personnel walked the AE’s and managers through the benefits of MadHive’s OTT so that the AE’s and managers were equipped to speak to clients about the benefits of MadHive OTT versus other OTT options. Those in attendance were sales station personnel.
- March 19, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. – StrADegies that sell modules 1-3. AE’s reviewed Promax best practices for customizable strategies that make the most sense based on the businesses goals and challenges. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- March 25, 2021 – MBA Webinar: Strike while the iron is hot. Get the order NOW! MBA conducted a webinar to encourage AE’s and other broadcast personnel to take advantage of a turning economy post Covid. Missouri Broadcasters Association presented this webinar to all current sales station personnel.

- March 30, 2021 - TVB Webinar, uncovering sales opportunities in the legal industry. This webinar focused on attorney accounts and how AE's can generate big revenue from this account type including bankruptcy, divorce and personal injury. TVB partner affiliate stations attended along with current sales station personnel.
- April 2, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. – StrADegies that sell modules 4-5, NPG 360 CNA. AE's reviewed Promax best practices for customizable strategies that make the most sense based on the businesses goals and challenges. Reviewed the customized NPG 360 form and how to go through the flow of the form when conducting a CAN with a prospect. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- April 6, 2021 – TVB Town Hall: to inform, educate and entice employees and current clients and prospective clients. The TVB town hall informed on where consumers spend the most time and allocating media dollars accordingly. Invited clients and current sales station personnel attended.
- April 7, 2021 – Promax: Marketing tools for Success Review – The review went over several documents that AE's can utilize with clients and perspective clients to keep them informed. Those in attendance were sales station personnel along with St. Joseph and El Paso sales teams for NPG.
- April 16, 2021 – Promax Rapid Review Launch for new employees to get a better intro to Promax and review the concepts with other NPG markets via zoom with Kelly Wirges. – Power Presentations modules 1-4, client retention. This review session went over best presentation practices including benefits, losses and testimonials in order to further entice a prospect to buy. Those in attendance were Doug Rhoades (General Manager), Ryann Gildersleeve (Local Sales Manager), Phoebe Rogers (Integrated Media Consultant), Keith Martin (Account Executive) and Leah Teems (Account Executive).
- April 20-21, 2021 – Lindsay Cooper, a Magid consultant did a 1-hour remote for on-air performance feedback sessions for all on-air news staff. Those in attendance were the on-air news staff.
- April 21, 2021 – Noll & Associates webinar – online gambling, and the promise for incremental ad revenue. This webinar went over how markets that have legalized online gambling are seeing a great uptick in ad revenue. Foreshadows of what could come in Missouri. Those in attendance were all current sales station personnel.
- May 13, 2021 – Waymark training – to learn new features that can be used in waymark ads to bring motion to the commercials. Those in attendance were all current sales station personnel.
- July 22-23, 2021 – Promax in person training: Review NPG 360 presentations, overcoming objections, client retention, planning out your day efficiently, marketing terms,

	<p>etc. - Those in attendance were sales station personnel along with the St. Joseph sales teams for NPG.</p> <ul style="list-style-type: none"> <li>• July 21-23, 2021 – Magid &amp; Associates presented the results of the research with station personnel and Mike Meara (VP of Broadcast for NPG of Missouri, LLC) at an offsite conference room and at the station. They went over a power point presentation on viewership of our stations in our market. In attendance were all station personnel.</li> <li>• September 28-29, 2021 – The 2021 Magid Producer Academy – Online Magid Institute Workshops for Producers with topics including “Writing That’s Clear, Compelling and Conversational”, It’s LIVE Television – See it Now”, “Making the Most of Monitors and Video Walls”, “Winning Breaking News”, “Producing for the Morning Viewer”, “Tease Writing”, Solving Producer-Anchor Conflict” and “5 Things Successful Producers Must Do Today”. Those in attendance are Kaitlyn Greathouse, Nathan Miller, David Kitchen, Lauren Anderson, Kevin Vauble, Josie Anglin, Abigail Lamb and Madison Stuerman.</li> </ul>
10	<ul style="list-style-type: none"> <li>• Arizona State University –School of Journalism. Interviewed graduating seniors in the Journalism department for News Press &amp; Gazette on March 1-2, 2021. In attendance were Ron Keller, Michael Fabac and Laura Clark, local station and corporate employees.</li> <li>• Syracuse University –School of Journalism. Interviewed graduating seniors in the Journalism department for News Press &amp; Gazette on March 8-9, 2021. In attendance were Ron Keller, Michael Fabac and Laura Clark, local station and corporate employees.</li> <li>• University of Missouri – Columbia School of Journalism. Interviewed graduating seniors in the Journalism department for News Press &amp; Gazette on March 11-12-2021. In attendance were Michael Fabac, Steve Booher, and Laura Clark, corporate employees. Also in attendance were Curtis Hancock, NPG of Missouri employee.</li> <li>• April 6 – Battle Elementary – Zoom school visit with the 3<sup>rd</sup> grade classes. In attendance was Jessica Hafner, Chief Meteorologist</li> <li>• April 20, 2021 – Magid Weather Institute. Virtual training of best practices in television weather. In Attendance were Jessica Hafner, Chief Meteorologist.</li> <li>• May 18 – Fulton Middle School – In-person school visit to 6<sup>th</sup> graders on types of severe weather. In attendance was Jessica Hafner, Chief Meteorologist</li> <li>• September 8-10 – Magid Workshops for News Personnel. Pat Maday conducted workshops as group meetings and one-on-ones for news station personnel. Those attended were Anchors, Producers, Multimedia Journalist and News Managers.</li> </ul>