

KOAM-TV FULL-TIME JOBS FILLED DURING ANNUAL REPORTING PERIOD
1/24/11 - 1/31/12

			RECRUITMENT SOURCE
Pos.	JOB TITLE	DATE POSITION FILLED	THAT REFERRED HIRER
#			
1	KFJX Anchor/Reporter/Producer	2/9/2011	KOAM Employee
2	Television Account Executive	3/7/2011	Missouri Career Center
3	Weekend Meteorologist/Weather Anchor	3/11/2011	Sagacom.com
4	News Producer Opening	3/8/11 & 3/28/11	KOAM Website/KOAM Website
5	News Reporter	4/11/11 & 4/27/11	tvjobs.com/KOAM emp & sagacom.com
6	Director/Technical Director, <i>production</i>	4/18/2011	KOAM Website
7	News Photographer Ad	5/6/2011	In house promotion
8	News Producer	6/28/2011	KOAM employee referral
9	Sports Anchor/Reporter	7/27/2011	KOAM employee referral/KOAM website
10	News Producer	8/30/2011	In house promotion
11	Weekend Meteorologist/Weather Anchor	10/3/2011	tvjobs.com
12	Reporter	9/26/2011	In house job ads
13	Assignment Desk Manager	10/21/2011	koamtv.com
14	News Photographer	11/14/2011	In house promotion
15	Broadcast Account Executive	11/15/2011	KOAM Website
	Total number of persons interviewed for all full-time vacancies during the preceding year: 94		

	RECRUITMENT SOURCES 01/24/2011 - 1/31/2012	TOTAL NUMBER INTERVIEWEES SOURCE HAS PROVIDED DURING THIS PERIOD	FULL-TIME POSITIONS FOR WHICH THIS SOURCE WAS UTILIZED
1	KANSASWORKS kansasworks.com Pittsburg Workforce Development Doug Ewing 105 W Euclid Pittsburg KS 66762 ph 620-231-4250 fx 231-6448		Positions 1-8,15
2	Missouri Career Source missouricareersource.com Joplin Career Center Debbie Hollis/Troy Roland 730 Wall, Joplin MO 64801 ph 417-629-3000 fx 629-3011	2	Positions 1-6, 8-15
3	Oklahoma Job Link oesc.state.ok.us/ada Paul Marquez 100 A Street NE Miami OK 74355 ph 918-542-5561 fx 542-7505		Positions 1-6, 8-15
4	PSU Career Services 1701 S Broadway Pittsburg KS 66762 620-235-4143 careers@pittstate.edu, gorillas4@pittstate.edu pittstate.edu/	2	Positions 1-15
5	Missouri Southern State University Career Services 3950 E Newman Rd Joplin MO 64801 ph 417-625-9343 fx 625-9338 mssu.edu/career		Positions 1-15
6	Missouri State University (SMS) Career Center Carrington Hall 309 Glass Hall 103 901 South National Avenue Springfield, Missouri 65897 <i>Cancelled 7-12-11</i>		Positions 1-9

7	KOAM-TV Website koamtv.com	16	Positions 1-15
8	KFJK-TV Website fox14tv.com	2	Positions 1-15
9	In House Job Postings	14	Positions 1-15
10	Kansas Assoc of Broadcasters Job Bank 1916 SW Sieben Ct Topeka KS 66611-1656 ph 785-235-1307 fx 233-3052 kab.net		Positions 1-15
11	Columbia School of Journalism Career Services 2950 Broadway, mail code 3806 New York, NY 10027 ph 212-854-3861 fx 854-7837 careers@jrn.columbia.edu		Positions 1,3,4,5,7,8,9,10,12,13,14
12	Missouri School of Journalism Admin Offices 120 Neff Hall Columbia MO 65211 ph 573-882-4821 fx 884-5400 journalism@missouri.edu		Positions 1,3,4,5,7,8,9,10,12,13,14
13	California Chicano News Media One California Plaza 300 S Grand Ave Los Angeles CA 90071 ph 213-437-4408 fx 437-4423 ccnmainfo@ccnma.org		Positions 1,3,4,5,8,9,10,11,12

14	<p>TV Jobs Mark Holloway P.O. Box 4116 Oceanside CA 92052 ph 760-754-8177 fx 754-2115 tvjobs.com</p>	29	Positions 1-15
15	<p>Medialine Mark Shilstone P.O. Box 51909 Pacific Grove CA 93950 ph 800-237-8073 fx 831-648-5204 medialine@medialine.com</p>	1	Positions 1,3,4,5,7,8,9,10,11,12,14
16	<p>KOAM-TV On Air Ad</p>	10	Positions 1-15
17	<p>KFJX-TV On Air Ad</p>	4	Positions 1-15
18	<p>The National Alliance of State Broadcasters careerpage.org</p>		Positions 1-5, 7-15
19	<p>Saga Communications sagacom.com</p>	1	Positions 1,2,4,5,7-15
20	<p>Television Advertising Bureau Job Center Administrator 3 E 54th 10th Fl New York, Ny 10022 212-486-1111 tvb.org</p>		Positions 2, 15

21	Word of Mouth	1	Position 10
22	Employee Referral	8	Positions 1,2,5,7,8,9
23	Self Referral	1	Position 15
REFERRAL SOURCES REQUESTING NOTIFICATION			
24	NEO A&M College Rachel Lloyd, Dir, Center for Academic Success and Advisement (previously Justin) Dyer Hall 113, 200 I Street NE Miami OK 74354 918-540-6971 rlloyd@neo.edu		Positions 1-15
25	Coffeyville Community College Billy Durham 400 W 11th Coffeyville KS 67337 620-251-7700 billyd@coffeyville.edu		Positions 1-15
26	Labette Community College Tim (TJ) Wass/Tarah Cockrell timw@labette.edu/tarahc@labette.edu Student Life Specialist 200 S 14th St Parsons KS 67357 620-820-1178		Positions 1-15

27	Haskell Indian Nations University Sherry Girty sherry.girty@bie.edu 155 Indian Ave Lawrence KS 66046-4800 ph 785-749-8445		Positions 1-15
28	Forest Park Baptist Church steve@fpbc.net 725 S Highview Joplin MO 64801 ph 417-623-4606 fx 623-8606		Positions 1-15
29	Carthage Crisis Center Brian & Marilyn Bisbee 100 S Main St Carthage MO 64836 ph 417-358-3533 fx 358-4433		Positions 1-15
30	Family Life Center Ivan Rea 6610 Quakervale Rd SE Riverton KS 620-848-2300 irea@ficks.org		Positions 1-15
31	Crowder College (04/2010) Career Services 601 Laclede, Rm. 224 Neosho MO 64850 417.455.5618 www.crowder.edu/hirecrowderfirst/		Positions 1-15
32	Judy Meister, Occupational (6/14/10) Fort Scott Community College judym@fortscott.edu www.fortscott.edu 2108 South Horton Street Fort Scott, KS 66701 (620) 223-2700		Positions 1-15
33	Ohio/Illinois Centers for Broadcasting (02/2010) Gary James, National Director of Placement 9000 Sweet Valley Dr Cleveland OH 44125 gary@beonair.com 216-447-9117		Positions 1-15

34	<p>My Aircheck (11/26/10) Scott Russell registration@myaircheck.com #1-771 Gibsons Way Gibsons B.C. Canada VON 1V9 604-740-1374</p>		Positions 1,3,4,5,8,9,11,12
35	<p>Ed Taylor, Asst Professor of Journalism-Broadcasting Tulsa Community College 909 S Boston - MC423 Tulsa OK 74119 etaylor@tulsacc.edu 918-595-7217</p>		Positions 8-15
36	<p>Wanda Glaze Community Employment 515 S Main Joplin MO 64804 wanda@communityemploymentinc.com 417-206-3400</p>		Positions 8-15
37	<p>Other Sources noted by applicants: Journalismjobs.com MediaMatch Sportscastertalentagency.com</p>	1 ea.	Positions 1, 6, 9

ACTIVITY-Participation in Job Fairs

KOAM participated in the following job fairs to promote the station and visit with students about jobs, internships, and broadcasting in general.

- February 23, 2011 2nd Annual Columbus High School Career Expo, held by the high school's career and technical education department. The Fair was attended by Vance Lewis, Promotion Manager, and Aaron Thompson, News Photographer.
- March 8, 2011 Franklin Technology Center Career Fair from 9:00 a.m. – 2:30 p.m. in Joplin, Missouri. The Fair was attended by Vance Lewis, Promotion Manager and Kristi Spencer, News Director.
- March 9, 2011 Missouri Southern State University Spring Job Expo, held in the Billingsly Student Center from 10:00 a.m. – 2:00. The Expo was attended by Vance Lewis, Promotion Manager, Kristi Spencer, News Director, and Kelley Foust, FOX Sales Manager.
- April 19, 2011 Crowder College Job Fair and Transfer Day in the Career Services & Student Success Center at Crowder College in Neosho, Missouri. The Fair was attended by Vance Lewis, Promotion Manager and Steve Holinsworth, Production Manager.
- May 18, 2011 Bright Futures Memorial Middle School Job Fair at Memorial Education Center, Webb City MO. Vance, Kristi, Kelley
- September 27, 2011 KOAM co-sponsored the Career Expo at Crowder College, Neosho, MO, 9:00 a.m. to 2:30 p.m. No-charge public service announcements were aired to promote the job fair to students and the public. The expo was attended by Promotion Manager, Vance Lewis.

ACTIVITY-Career Opportunities in Broadcasting sponsored by Educational Institutions

- February 23, 2011 Assistant News Director, Bobbie Pottorff, participated in Senior Exit Interviews and helped evaluate seniors in the Communication Program at Missouri Southern University in Joplin MO.

KOAM OUTREACH INITIATIVES

1/24/11 - 1/31/12

- March 7, 2011 Production Manager, Steve Holinsworth, is going on his third year as a member of the Pittsburg State University Graphics and Imaging Technology National Advisory Council. The council met to discuss several issues facing the GIT Department and what can be done to improve it.
- April 7, 2011 Chief Meteorologist, Doug Heady, did a presentation for the Liberal Missouri High School Senior Science Class. The Science Class is a college credit course that is taught by Pam Clemson and consists of about 8 students. The time of the class was 12:30-2P.
- April 13, 2011 Chief Meteorologist, Doug Heady, was guest speaker for 4 classes of 4th graders at the Parsons Kansas Elementary School.
- April 21, 2011 Promotion Manager, Vance Lewis, is going on his second year as a member of the Columbus Unified High School Advisory Committee. Vance attended the Spring meeting of the Columbus High School Career Pathways program to discuss future educational requirements for high school students who are considering careers in Marketing &/or Finance. Committee members reviewed recommendations of CUHS staff and discussed other opportunities available to CUHS students to provide real world education and experience. The meeting lasted approx 2 hours.
- September 13, 2011 Account Executive, David Fink, taught the Buying and Selling Advertising Class for the Pittsburg State Communications Department. This class was in conjunction with their Career Day through American Media Investments.
- November 30, 2011 News Director, Kristi Spencer, participated in the Webb City MO Junior High School Career Day. Kristi shared information concerning her position as News Director at KOAM-TV.
- December 2, 2011 Graphics Artist, James Mast, gave a presentation and interacted with Art Club students at Martin Luther School in Joplin, MO. James told the students about his position as graphic artist/commercial producer at KOAM-TV. The presentation lasted approx 1 1/2 hours.

STATION TOURS

Many students of all ages visit the KOAM/KFJX Main Studios for a station tour, usually with their classmates and at times on an individual basis. Student visitors in the past year have toured the newsroom, master control area, control room, & main studio. They watched a live newscast. The students learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. The students were able to ask questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The students were informed about Internship opportunities available at the television stations. The tours lasted approximately 90 minutes.

Station Tours for this past year included:

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|-------------------|---|
| February 14, 2011 | Approximately 20 students & Instructor Erica Edwards, from Pittsburg State University's Video Production classes. |
| February 15, 2011 | A group of 15 students & Instructor Stephanie Webb from Fort Scott Community College, Fort Scott, KS. |
| February 25, 2011 | 14 students and their instructor from PSU toured the station. Tour guide was News Photographer, Bruce Watkins. |
| March 16, 2011 | 10 students & 2 instructors from The Gateway School in Joplin MO toured the station. Tour guide was Promotion Manager Vance Lewis. |
| March 30, 2011 | Approx 70 4th grade students with Commerce OK Elementary School toured the station with tour guides Vance Lewis, Danny Thomas, Gen.Mgr. & Steve Holinsworth, Production Mgr. |
| April 27, 2011 | Approximately 36 4 th grade students, under the direction of Carol Howston, from Jayhawk Linn toured the station beginning at 11:00 a.m. Promotion Manager Vance Lewis was their tour guide, along with FOX General Manager, Darren Dishman. |

KOAM OUTREACH INITIATIVES

1/24/11 - 1/31/12

- April 28, 2011 A class from Labette Community College in Parsons, Kansas toured the station from 11:00 a.m. to 1:00 p.m. Production Manager, Steve Holinsworth, was their tour guide.
- April 29, 2011 Gina Shanks 5th grade class of 34 students from Jasper, Missouri toured the station from 11:00-1:00. Tour guide was IT Director, Alan Bybee.
- May 6, 2011 Joyce Fox's 4 grade class from McCune KS toured the station from 11:30-12:45. Tour guide was News Director, Kristi Spencer.
- May 13, 2011 Shannon Thomas, Riverton Kansas Middle School Counselor, brought her PAC group to tour the station from 11:15-12:45. Tour guide was General Manager, Danny Thomas.
- May 18, 2011 15 PSU Technology Workforce students & Professor Vern Morton toured the station from 11:15-12:30. Tour guide was Chief Engineer, Bill Vickery.
- June 20, 2011 20 students & their instructor from Fort Scott Community College Pittsburg Campus received tour from Vance Lewis.
- June 21, 2011 Mrs. Carolyn Porter's 3rd Grade Summer School class of approximately 50 students from Carl Junction MO toured the station. Tour guides were Promotion Mgr. Vance Lewis, & General Mgr. Danny Thomas.
- June 22, 2011 Mrs. Carolyn Porter's 2nd Grade Summer School class of approx 70 students from Carl Junction MO toured the station. Tour guides were Vance Lewis, Danny Thomas, & News Director Kristi Spencer.
- July 1, 2011 Students from The Center in Pittsburg KS toured the station. Tour guide was Promotion Mgr. Vance Lewis.
- July 21, 2011 Students from Good Shepherd Daycare, Columbus KS toured the station. Tour guide was Promotion Mgr. Vance Lewis.
- July 26, 2011 A high school sophomore, interested in broadcasting as a career, and her mother, from Independence KS. Promotion Mgr. Vance Lewis was tour guide.

KOAM OUTREACH INITIATIVES

1/24/11 - 1/31/12

August 9, 2011 Students from The Learning Center, Carl Junction MO. News Dir. Kristi Spencer & General Mgr. Danny Thomas were tour guides.

September 16, 2011 Broadcasting students from Chanute KS High School. Promotion Mgr. Vance Lewis was tour guide.

ACTIVITY: Internships / Externships / Job Shadows

1/19/11-4/29/11 Adrien S., a student with Pittsburg State University, interned in the Production Department. Adrien observed and assisted with daily production as well as learned to run audio and/or chyron for the noon newscast.

4/4/11-5/16/11 Meagan H., a student with Missouri Southern State University, interned in the Weather & Promotions Departments. Megan shadowed the meteorologists and learned computer forecasting. In Promotions she learned to write press releases, plan & purchase newspaper advertising, attended some local public events, scheduled announcements, station tours, and assist with reports and daily logs.

5/16/11-7/15/11 Joe K., a student with Pittsburg State University, interned in the Sports Department. Joe learned to shoot sporting events, write and edit sports stories.

April 14, 2011 Woody W., a student from Missouri Southern State University, was a job shadow in the News Department and shadowed KOAM Chief Photographer, Aaron Thompson.

April 25, 2011 Daryl W., a student from Crowder College in Neosho, Missouri, shadowed a Reporter in the News Department.

April 25, 2011 Daisy S., a student from Missouri Southern State University, shadowed a News Assistant in the News Department.

May 10, 2011 Charles W. a student from Carthage Missouri High School, shadowed a video producer in the Production Department as well as spent a couple of hours helping with prep and observing the noon news.

July 26, 2011 Sam H., a student from Southeast High School, shadowed a News Photographer in the News Department.

KOAM OUTREACH INITIATIVES

1/24/11 - 1/31/12

7/29/11 & 8/2/11

Bret, a student from Neodesha High School, shadowed a Sports Anchor/Reporter in the News Department.

January 4, 2012

Senior Taylor C. and Sophomore Isaac S. from Erie Kansas High School, shadowed several news department employees including, photographers, news assistants and news anchor from 9am-5pm.

ACTIVITY-Educating the Community about Broadcasting

TOURS

Many groups & visitors of all ages visit the KOAM/KFJX Main Studios for a station tour. Visitors in the past year have toured the newsroom, master control area, control room, & main studio. They watched a live newscast. The visitors learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. The visitors were able to ask questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The visitors were informed about Internship opportunities available at the television stations. The tour lasted approximately 90 minutes.

February 16, 2011

A group of 7 Boy Scouts and their parents toured the station. The tour was led by News Chief Videographer, Bruce Watkins.

February 17, 2011

A group of 20 Boy Scouts, their leaders & parents toured the station. Promotion Mgr., Vance Lewis, led the tour.

February 21, 2011

5 Tiger Cubs and parents toured the station with Vance Lewis.

September 13, 2011

A group from Class LTD in Pittsburg KS toured the station with Promotion Mgr. Vance Lewis.

October 25, 2011

A group from Mosaic in Pittsburg KS toured the station with Promotion Mgr. Vance Lewis.

November 2, 2011

A second group from Mosaic in Pittsburg KS toured the station with Promotion Mgr. Vance Lewis.

Speaking Events

Each year Chief Meteorologist Doug Heady has several speaking engagements that take place at area schools, clubs, events and gatherings. Speaking engagements increase as the spring rolls around. Doug speaks to groups about weather patterns, how he forecasts the weather, long range pattern/theory, his job as a meteorologist and how he got into the profession.

- April 14, 2011 Chief Meteorologist, Doug Heady, was guest speaker for a group meeting at Westar Energy. Approx 15 people attended the 30 minute presentation.
- April 16, 2011 Doug Heady participated in a Meet & Greet for the Nevada MO Business Day Event from 5pm - 10pm.
- July 6, 2011 Doug Heady was guest speaker at the Cherokee County Local Emergency Planning Committee meeting.
- January 11, 2012 Doug Heady, gave a presentation to the Fort Scott KS Rotary Group at 11a.m at the Presbyterian Church. Approx 20 members attended the 30 minute presentation.
- January 24, 2012 Doug Heady gave a talk to approximately 100 farmers in Lamar, Missouri.
- January 28, 2012 Doug Heady was the speaker at the Labette County Kansas Annual Farm Meeting.

ACTIVITY: Notifying the Community

KOAM-TV routinely airs 30-second announcements several times per week to alert qualified groups to contact the station if they would like to receive notification of job vacancies.

Name of Activity: Listing of each upper-level category opening in a job bank of media trade groups.

All upper-level category job openings are placed in a job bank of media trade groups as noted in the Job Vacancies List and Referral Lists in the Public File Report.

Name of Activity: Training Programs

January 13, 2012

The EEO Coordinator viewed and took notes over the FCC's EEO seminar; EEO Best Practices in the Broadcast Industry. The seminar was held on January 4, 2012, 9A - 1P EST and was hosted by the OCBO and the Media Bureau. The seminar is posted on the FCC's website and contains useful information and answers provided by FCC personnel and lawyers. The information will be utilized to better our EEO recruitment, broad outreach and assessment practices and will be shared with Department Heads and Supervisors during the coming year.