

Annual EEO Public File Report

KRBK-TV

The purpose of this EEO Public File Report ("Report") is to comply with section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KRBK-TV, Osage Beach, MO

The information contained in this Report covers the time period beginning October 1, 2011 and including September 28, 2012 (the "Applicable Period").

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
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 new EEO Rule, 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 Applicable Period;
4. Data reflecting the total number of persons interviews for full-time vacancies during the Applicable 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 FCC Rules.

Appendices 1, 2 and 3 which followed have been designed, in the aggregate, to provide the required information.

For the purposes of this Report, a vacancy was deemed "filled" not 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 and/or over the telephone.

Appendix 1 to
Annual EEO Public File Report

Covering the Period from: October 1, 2011 to September 28, 2012

Stations Comprising Station Employment Unit:
KRBK-TV Osage Beach, MO

Section 1: Vacancy Information

Positions Filled by Job Title

1. Receptionist

2. Producer

3. Receptionist

4. Account Executive

5. Account Executive

6. Master Control Operator

7. Account Executive

8. Account Executive

9. Account Executive

10. Master Control Operator

11. Sales Assistant

12. Account Executive

13. Creative Services Producer

14. Account Executive

15. Account Executive

16. Operations Technician

17. Meteorologist

Recruitment Source of Hiree

MSU – Station Website

MSU – Station Website

TV ad

MBA referral

Internal Referral/Station Website

Ozark Technical College

Internal Referral

Walk In

TV Jobs

Drury College

Missouri State University

Walk In

620 Communications

Internal Referral

Walk In

Internal referral

Internal Referral

Total Number of persons interviewed during applicable period: 116

Appendix 2 to
Annual EEO Public File Report

Covering the Period from: October 1, 2011 to September 28, 2012

Stations Comprising Station Employment Unit:
KRBK-TV Osage Beach, MO

Section 2: Recruitment Source Information

Recruitment Source	Total Number of Interviewees This Source Has Provided	Full Time Positions for Which This Source was Utilized
Linked In	1	Position 13
Micah Johnson – Recruiter	2	Position 17
Internal Referral / Walk In	20	Position 1,4-12,14-17
Jobspider.com	0	Position 4-10,12-15
Rick Gevers - Recruiter	7	Position 17
Jobzoom.com	0	Position 4-10,12,14-15
Society of Broadcast Engineers	0	Position 16
Missouri Career Source	0	Position 4-10,12,14-15
MediaMatch.com	3	Position 4-10,12-15
Craigslist.com	0	Position 2,4-10,12-15
Missouri State University	14	Position 1,3,4-10,12-15
ITT Technical Institute	4	Position 2,6,10
Careerbuilder.com	2	Position 17
620 Communications.com	1	Position 2
TVjobs.com	28	Position 2,4-10,12-16
KRBK TV Ad	5	Position 1, 3
KRBK Website	3	Position 1-17
Snagajob.com	0	Position 4-10, 12, 14, 15
Arkansas University	0	Position 2, 4-10, 12-15
Drury University	3	Position 2, 4-10, 12-17
Lindenwood University	2	Position 2, 4-10, 12-17
Missouri Southern State University	1	Position 2, 4-10, 12-17
Pittsburg State University	0	Position 2, 4-10, 12-17
Southern Illinois Univ. Edwardsville	0	Position 2, 4-10, 12-17
Webster University	1	Position 2, 4-10, 12-17
University of Missouri Columbia	0	Position 2, 4-10, 12-17
Evangel University	3	Position 2, 4-10, 12-14, 15
Fontbonne College	0	Position 2, 4-10, 12-14, 15
Hire Mizzou Tigers	0	Position 2, 4-10, 12-14, 15
Ozark Technical College	3	Position 2, 6, 10, 13
Production Notice.com	1	Position 2
Washington University	0	Position 2, 4-10, 12-14, 15
Southeast Missouri State University	0	Position 2, 4-10, 12-14, 15
University of Illinois – Champaign	0	Position 2, 4-10, 12-14, 15
University of Central Missouri	0	Position 2, 4-10, 12-14, 15
University of Missouri – Kansas City	0	Position 2, 4-10, 12-14, 15
University of Tulsa	0	Position 2, 4-10, 12-14, 15

Appendix 3 to
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KRBK-TV

Outreach Activity Description Form

October 1, 2011 through September 28, 2012

KRBK-TV engaged in the following outreach efforts during the reporting period.

Activity: Participation in at least four job fairs during the two year reporting period

Missouri State University – February 2012

This career fair provides management the opportunity to discuss career opportunities in broadcasting and individually meet and discuss possible job openings at the station. This event was attended by the HR director and the personnel assistant.

Career Choice Career Fair – June 2012

This career fair provides management the opportunity to discuss career opportunities in broadcasting and individually meet and discuss possible job openings at the station. This event was attended by the HR director.

Recruit Military – Veteran Job Fair – July 2012

This career fair provides management the opportunity to discuss career opportunities in broadcasting and individually meet and discuss possible job openings at the station. This event was attended by the HR director.

MO Career Source – Career Fair – July 2012

In addition to attending, KRBK TV was a co-sponsor of this career fair. This career fair provides management the opportunity to discuss career opportunities in broadcasting and individually meet and discuss possible job openings at the station. This event was attended by the HR director, the General Manager and the Sales Manager.

Activity: Co Sponsoring at least one job fair during the two year reporting period

MO Career Source – Career Fair – July 2012

In addition to attending, KRBK TV was a co-sponsor of this career fair. The co sponsor was formerly know as the Missouri Unemployment office. This career fair provides management the opportunity to discuss career opportunities in broadcasting and individually meet and discuss possible job openings at the station. This event was attended by the HR director, the General Manager and the Sales Manager.

Activity: Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

The Corporate Human Resources department provides ongoing training and support of management on anti-discrimination policies and compliance procedures and assistance in recruitment efforts to attract and maintain equal employment opportunity candidates.

During this reporting period, KRBK-TV general manager, HR director and General Counsel participated in a training program provided by the Missouri Broadcasters Association entitled: Navigating the FCC's Equal Employment Opportunity Rules to enable management to continue to properly manage, coordinate and plan the station's employment guidelines.

Activity: Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

KRBK TV has developed an internal training/mentoring program for employees to learn the skills necessary to qualify for higher level positions. The program runs for approximately eight weeks and entail spending time both observing and hands on experience in the area that the employee is interested in learning about.

As an example the program for production/promotion training involves spending time with the Creative Services producer learning how to edit, spending time with a videographer learning the skills required to shoot and produce video content, spending time with the Promotion Manager and Traffic Manager learning how promotion spots are developed, scheduled and aired.

Activity: Participation in job banks, internet programs and other programs designed to promote outreach generally (i.e. that are not primarily directed to provide notification of specific job vacancies.)

KRBK-TV is the co-sponsor of KRBK Kool Kids club in association with the Springfield Big Brothers Big Sisters organization. Kids register online, and then once a week one child along with their family is invited to tour the station to learn about the television business.

ACTIVITY: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

KRBK TV developed an internship program for Production and Promotion. One student per area works as an intern for a full college semester.