

KBIA (FM), Columbia, MO

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KBIA, Columbia, MO and is required to be placed in the public inspection file of the station, and posted on our website.

The information contained in this Report covers the time period beginning October 1, 2010 to and including September 30, 2011 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(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 interviewed 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, 3 and 4 which follow have been designed, in aggregate, to provide the information required.

For 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 or over the phone.

Appendix 2 to

KBIA Annual EEO Public File Report Form

Covering the Period from October 1, 2010 to September 30, 2011

Reporter (Producer)

Job ID#: 3712

Posted: 12/8/10

	# Interviewees from referral source
Referral Source	
National Association of Black-Owned Broadcaster 1155 Connecticut Ave., NW, Suite 600 Washington, DC 20036	
American Women in Radio and Television 8405 Greensboro Drive, Suite 800 McLean, VA 22102	
National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716	
Native American Journalists Association University of Oklahoma 395 West Lindsey Norman, OK 73019-4201	
Radio Television Digital News Association 4121 Plank Road, #512 Fredericksburg, VA 22407	
Black Culture Center – MU 813 Virginia Avenue Columbia, MO 65211-1340	
Missouri Broadcasters Association PO Box 104445 Jefferson City, MO 65110-4445	
Asian American Journalists Association 1182 Market Street, Suite 320 San Francisco, CA 94102	
Association for Women in Communications 3337 Duke Street Alexandria, VA 22314	
Emma L. Bowen Foundation for Minority Interests in Media 1299 Pennsylvania Avenue Washington, DC 20004	

International Women's Media Foundation 1625 K Street, NW, Suite 1275 Washington, DC 20006	
National Association of Black College Broadcasters PO Box 3191 Atlanta, GA 30302	
National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045-20001	
National Association of Minority Media Executives 1921 Gallows Road, Suite 600 Vienna, VA 22182	
National Lesbian and Gay Journalists Association 1420 K Street NW Washington, DC 20005	
South Asian Journalists Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027	
National Association of Broadcasters 1771 North Street NW Washington, DC 20036	
Corporation for Public Broadcasting http://www.cpb.org/jobline/	4
KBIA Staff	1
TOTAL	5

Assistant News Director (Producer)

Job ID#: 3793

Posted: 12/22/10

Referral Source	# Interviewees from referral source
National Association of Black-Owned Broadcaster 1155 Connecticut Ave., NW, Suite 600 Washington, DC 20036	
American Women in Radio and Television 8405 Greensboro Drive, Suite 800 McLean, VA 22102	
National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716	

Native American Journalists Association University of Oklahoma 395 West Lindsey Norman, OK 73019-4201	
Radio Television Digital News Association 4121 Plank Road, #512 Fredericksburg, VA 22407	
Black Culture Center – MU 813 Virginia Avenue Columbia, MO 65211-1340	
Missouri Broadcasters Association PO Box 104445 Jefferson City, MO 65110-4445	
Asian American Journalists Association 1182 Market Street, Suite 320 San Francisco, CA 94102	
Association for Women in Communications 3337 Duke Street Alexandria, VA 22314	
Emma L. Bowen Foundation for Minority Interests in Media 1299 Pennsylvania Avenue Washington, DC 20004	
International Women's Media Foundation 1625 K Street, NW, Suite 1275 Washington, DC 20006	
National Association of Black College Broadcasters PO Box 3191 Atlanta, GA 30302	
National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045-20001	
National Association of Minority Media Executives 1921 Gallows Road, Suite 600 Vienna, VA 22182	
National Lesbian and Gay Journalists Association 1420 K Street NW Washington, DC 20005	
South Asian Journalists Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027	
National Association of Broadcasters 1771 North Street NW Washington, DC 20036	
Corporation for Public Broadcasting http://www.cpb.org/jobline/	1
KBIA Staff	1
TOTAL	2

Appendix 3 to

KBIA Annual EEO Public File Report Form

Covering Period from October 1, 2010 to September 30, 2011

Recruitment Source Information

Recruitment Source (Name, address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions For Which This Source was Utilized
National Association of Black-Owned Broadcaster 1155 Connecticut Ave., NW, Suite 600 Washington, DC 20036	0	2
National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716	0	2
Native American Journalists Association University of Oklahoma 395 West Lindsey Norman, OK 73019-4201	0	2
Radio Television Digital News Association 4121 Plank Road, #512 Fredericksburg, VA 22407	0	2
Black Culture Center – MU 813 Virginia Avenue Columbia, MO 65211-1340	0	2
Missouri Broadcasters Association PO Box 104445 Jefferson City, MO 65110-4445	0	2
Asian American Journalists Association 1182 Market Street, Suite 320 San Francisco, CA 94102	0	2
Association for Women in Communications 3337 Duke Street Alexandria, VA 22314	0	2
Emma L. Bowen Foundation for Minority Interests in Media 1299 Pennsylvania Avenue Washington, DC 20004	0	2
International Women's Media Foundation 1625 K Street, NW, Suite 1275 Washington, DC 20006	0	2
National Association of Black College Broadcasters PO Box 3191 Atlanta, GA 30302	0	2

National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045-20001	0	2
National Association of Minority Media Executives 1921 Gallows Road, Suite 600 Vienna, VA 22182	0	2
National Lesbian and Gay Journalists Association 1420 K Street NW Washington, DC 20005	0	2
South Asian Journalists Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027	0	2
National Association of Broadcasters 1771 North Street NW Washington, DC 20036	0	2
Corporation for Public Broadcasting http://www.cpb.org/jobline	5	2
KBIA staff	2	2

Appendix 4 to

KBIA Annual EEO Public File Report Form

Covering the Period from October 1, 2010 to September 30, 2011

Station Comprising Station Employment Unit: KBIA

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KBIA.

1. Scholarship program designed to assist student interested in pursuing a career in broadcasting: Co-fund an annual scholarship with KOMU-TV that is administered by the School of Journalism for broadcast students. The scholarship is designated to provide financial assistance to minorities and women.

September 2010 – May, 2011, The recipient during this time period is a minority female awarded the scholarship in May, 2010.

May 2011 – September 2011, The recipient during this time period is a minority awarded the scholarship in May, 2011.

2. Internships designed to assist members of the community to acquire skills needed for broadcast employment:

October 2010 – December 2010, Volunteer (former student) gave occasional technical support to the website posting articles, photos and taught new student to take over duties.

October 2010 – May 2011, Internship, student reporter worked approximately 200 hours with producer for “Thinking Out Loud Saturday Sports” website posting articles, photos to the website and creating graphic content. Student received class credit and grading for work.

Duties included:

- Booking and interviewing guests
- Producing video for website use
- Write introductions to stories
- Organize program archives for the website

January 2011 – May 2011, Internship, student reporter worked approximately 125 total hours with producer for “Thinking Out Loud Saturday Sports” website posting articles, photos to the website and creating graphic content. Student was part of the Capstone project for multimedia reporting. Student received class credit and grading for work.

Duties included:

- Booking and interviewing guests
- Producing video for website use
- Write introductions to stories
- Organize program archives for the website

January 2011 – May 2011, Internship, student reporter worked approximately 140 hours with producer for “Thinking Out Loud Saturday Sports” website posting articles and photos to the website and creating graphic content. Student received class credit and grading for work.

Duties included:

- Booking and interviewing guests
- Producing video for website use
- Write introductions to stories
- Organize program archives for the website

January 2011 – Fall 2011, Internship, student reporter worked approximately 190 hours with producer for “Thinking Out Loud Saturday Sports” website posting articles, photos to the website and creating graphic content. Student received class credit and grading for work.

Duties included:

- Booking and interviewing guests
- Editing stories
- Producing video for website use
- Write introductions to stories
- Organize program archives for the website

August 2011 to Fall 2011, KBIA Sports Website became the project of students in the “Multimedia Sports Reporting” class at the MU Journalism school. KBIA producer supervises work of the students in the field. For the fall 2011 semester there are seven students (one minority and one female) participating in the project working 5 – 8 hours a week. Students received class credit and grading for work.

Duties included:

- Booking and interviewing guests
- Editing stories
- Producing video for website use
- Write introductions to stories
- Organize program archives for the website

3. Participation in job fairs and diversity training by personnel with substantial responsibility in hiring decisions:

March 9, 2011 – participated in the Columbia College 2011 Career Fair. Columbia College has a diverse array of students including many nontraditional students who are returning to school to further their education while still employed. KBIA attendee was Sally Jameson, Business Manager.

September 2011 forward – participating in Chancellor’s Emerging Leaders Program. The goal of the program is to provide participants with tools, experience and resources to enhance their leadership potential – including cultural competency. The Chancellor’s Diversity Initiative states “...to learn, teach and thrive in a diverse and cross-cultural environment.” Sally Jameson, Business Manager, is the participant in the year long program.