

ANNUAL EEO PUBLIC FILE REPORT
KOZL-TV
October 1, 2015 – September 30, 2016

The purpose of the 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):

KOZL-TV

The information contained in this Report covers the time period beginning October, 1, 2015 to and including September 30, 2016 (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 Stations 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 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 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from October 1, 2015 – September 30, 2016

Station(s) Comprising the Station Employment Unit: KOZL-TV

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Accounts Payable Analyst	10/5/15	L	3	A,C-J,L-P,R-S,X,Z-DD
2	Account Executive (3)	10/26/15, 11/9/15, 11/9/15	V,V,V	6	A,C-J,L-P,R-S,V,X,Z-DD
3	Traffic Assistant	11/16/15	I	1	A,C-J,L-P,R-S,X,Z-DD
4	Multimedia Journalist	12/21/15	V	1	A,C,E-H,J,L-P,R-S,V,X-DD
5	Multimedia Journalist	1/11/16	C	1	A,C,E-H,J,L-P,R-S,X,Z-DD
6	Broadcast Engineer	1/24/16	U	3	A,C,E-J,L-P,R,U,X,Z-DD,FF
7	Accounts Receivable Analyst	3/1/16	L	2	A,C-H,J,L-P,R-S,X,Z-DD
8	Account Executive (2)	3/14/16 (both)	V,I	2	A,C-J,L-P,R-S,V,X,Z-DD
9	Traffic Hub Assistant	3/14/16	V	1	A,C-J,L-P,R-S,V,X,Z-DD
10	General Sales Manager	3/20/16	U	2	A,C-H,J,L-P,R-U,X,Z-EE
11	Accounts Payable Analyst	3/22/16	L	4	A,C-J,L-P,R-S,X,Z-DD
12	Master Control Operator	4/21/16	V	2	A,C,E-J,L-P,R-S,V,X,Z-DD,GG
13	Multimedia Journalist	4/25/16	O	1	A,C,E-H,J,L-P,R-S,X-Z-DD
14	News Photographer	5/5/16	V	1	A,C,E-H,J,L-P,R-S,V,X,Z-DD
15	Traffic Hub Assistant (2)	5/9/16, 6/14/16	V,V	3	A,C,E-J,L-P,R-S,V,X,Z-DD,GG
16	Local Sales Manager	5/15/16	U	5	A,C-H,J,L-P,R-S,U,X,Z-DD,GG

17	Accounts Receivable Analyst	5/18/16	GG	2	A,C-H,J,L-P,R-S,X,Z-DD,GG
18	Account Executive	5/31/16	V	7	A,C-H,J,L-P,R-S,V-X,Z-DD,GG
19	Master Control Operator	6/3/16	HH	2	A,C,E-J,L-P,R-S,X,Z-DD,GG-HH
20	Graphic Designer	6/28/16	V	3	A,C,E-H,J,L-P,R-S,V,X,Z-DD,GG-HH
21	Multimedia Journalist	7/11/16	C	1	A,C,E-H,J,L-P,R-S,X-DD,GG
22	Producer/Editor	7/24/16	U	1	A,C,E-H,J,L-P,R-S,U,X,Z-DD,GG-HH
23	News Producer	8/23/16	BB	1	A,C,E-H,J,L-P,R-S,X,Z-DD,GG,II
24	Traffic Hub Assistant	8/29/16	V	2	A,C,E-J,L-P,R-S,V,X,Z-DD,GG,II
25	Account Executive (2)	8/29/16, 9/6/16	V,V	6	A,C-H,J,L-P,R-S,V,X,Z-DD,GG,II
26	Director	9/4/16	U	2	A,C,E-J,L-P,R-S,U,X,Z-DD,GG,II
27	News Photographer	9/4/16	U	2	A,C,E-H,J,L-P,R-S,U-V,X,Z-DD,GG,II
28	Production Assistant	9/7/16	P	1	A,C,E-H,J,L-P,R-S,X,Z-DD,GG,II
29	Receptionist	9/7/16	L	3	A,C-H,J,L-P,R-S,X,Z-DD,GG,II

Total Number of Persons Interviewed During Applicable Period: 71

Appendix 2 to Annual EEO Public File Report

Covering the Period from October 1, 2015 – September 30, 2016

Station(s) Comprising the Station Employment Unit: KOZL-TV

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Request ed Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	College of the Ozarks	Terri Burton	1 Industrial Pl, Point Lookout, MO 65726	417-690-3248	Y	0
B	BroadcastCareerLink.com (website of NAB)	None		BroadcastCareerLink.com	N	0
C	Broadcast Employment Services (tvjobs.com)	None	PO Box 4116 Oceanside CA 92052	info@tvjobs.com 800.374.0119	Y	2
D	Bryan University	Bryan Coomer	4255 Nature Ctr Way Springfield MO 65804	417.862.5700 bcoomer@bryanu.edu	Y business jobs/N other jobs	0

E	Drury University	Emily Buckmaster	900 N Benton Springfield MO 65802	417.873.7284	Y	0
F	Evangel University	Donna Trower	1111 N Glenstone Springfield MO 65802	TrowerD@evangel.edu 417.865.2815 ext. 7321	Y	0
G	U.S. Military Pipeline website (official site to promote jobs to military talent)	None		usmilitarypipeline.com	N	0
H	Internal Station Posting	Nancy Bingaman	2650 E Division Springfield MO 65803	417.862.2727	N	0
I	KOZL/KOLR On-Air	Allison Bruton	2650 E Division Springfield MO 65803	417.862.2727	N	5
J	KOZL/KOLR Website (OzarksFirst.com)	Karen Libby	2650 E Division Springfield MO 65803	417.862.2727	N	1
K	Mediarecruiter.com (Birschbach Recruitement Network)	Art Scott	9457 So. University Blvd #303 Highlands Ranch, CO 80126	Art@MediaRecruiter.com 303-400-5150	N	0

L	Missouri Career Center	Stephanie Burch	2900 E. Sunshine, Springfield, MO 65804	417.887.4343	Y	11
M	Missouri State University	Vicki Elders	901 S National Springfield MO 65804	417.836.5636	Y	0
N	National Alliance of State Broadcasters Association website Careerpage.org	Mark Gordon	Missouri Broadcasters Association 1025 S Northeast Dr Jefferson City MO 65109	573.636.6692	N	0
O	Nexstar Broadcasting Group, Inc	Terri Bush	545 E. John Carpenter Freeway Suite 700 Irving, TX 75062	972.373.8800	N	5
P	Ozarks Technical College	Kathy Christy	1001 E. Chestnut Expressway Springfield, MO 65802	417.447.6963	Y	2
Q	Rick Gevers.com	Rick Gevers	PO Box 577 Zionsville, IN 46077-0577	rick@rickgevers.com 317.769.7900	N	0

R	Springfield Area Chamber of Commerce	Carol Wright	202 S. John Q. Hammons Parkway PO Box 1687 65801-1687 Springfield, MO 65806(417.862.5567	N	0
S	Stephens College	Amanda Wooden	1200 E. Broadway #2123 Columbia, MO 65215	Awooden@stephens.edu 573.876.7101	N	0
T	TVNewsCheck.com	Patty Hersh	CheckMedia LLC 24 W. Lancaster Avenue Suite 205 Ardmore, PA 19003	phersh@newscheckmedia.com 610-420-6003 (mobile)	N	0
U	Internal Transfer	None	None	None	N	6
V	Referral	None	None	None	N	28
W	Walk Ins	None	None	None	N	1
X	Lincoln University	None		https://myinterfase.com/lincolnu/home.aspx	N	0

Y	Medialine	Rich Everitt	1209 Wood Valley Rd Augusta, GA 30909	medialine@medialine.com www.medialine.com 706.364.7564	N	0
Z	Hiremizzoutigers.com (University of Missouri)	None	MU Career Center 201 Student Success Center 909 Lowry Mall University of Missouri Columbia, MO 65211-6060	www.Hiremizzoutigers.com 573.884.6317	N	0
AA	NAACP of Springfield	Cheryl Clay	POB 8983 Springfield, MO 65801	info@naacpspringfieldmo.org	N	0
BB	Missouri Broadcasters Association	Terry Harper	1025 Northeast Dr, Jefferson City, MO 65109	www.mbaweb.org tharper@mbaweb.org 573.636.6692	N	1
CC	Missouri Southern State University Career Services	None	3950 Newman Rd, Joplin, MO 64801	https://www.myinterfase.com/mssu/employer/careerservices@mssu.edu 417.625.9300	N	0
DD	Career Development Center University of Arkansas	None	ARKU 607 1 University of Arkansas, Fayetteville, AR 72701	http://uark-csm.symplicity.com/employers 479.575.2805	N	0

EE	NetNewscheck	Patty Hersh	CheckMedia LLC 24 W. Lancaster Avenue Suite 205 Ardmore, PA 19003	phersh@newscheckmedia.com 610-420-6003 (mobile)	N	0
FF	ITT Tech*	None	3216 S. National Springfield, MO 65807	417.877.4800	N	2
GG	Indeed.com**	None			N	5
HH	Ozarks Technical Community Job Fair-05.04.16	Kathy Christy	1001 E. Chestnut Expressway Springfield, MO 65802	417.447.6963	N	2
II	Private Public Partnership Office (P3O) for Army Reserves	Kevin R. Todd		314-416-3000 x27529 kevin.r.todd6.ctr@mail.mil	N	0

*Station does not notify ITT Tech nor post at ITT Tech, but two applicants for Broadcast Engineer listed it as source.

**Station does not notify Indeed.com nor post there, but they put postings for our jobs on their site and some applicants have listed them.

Appendix 3 to Annual EEO Public File Report

Covering the Period from October 1, 2015 – September 30, 2016

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KOZL-TV:

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	<p>Fall Career Day, College of the Ozarks, Hollister, MO, 10.22.15: Attendees were director of engineering and senior director.</p> <p>University of Arkansas' Media, Communications and Design Career Fair, Fayetteville, AR, 02.09.16: Attendee was creative services director.</p> <p>Spring Career Day, College of the Ozarks, Hollister, MO, 03.31.16: Attendees were director of engineering and senior director.</p> <p>Ozarks Technical Community College Job Fair 2016, Springfield, MO, 05.04.16: Attendees were senior director, assistant news director, and national sales manager.</p>
2	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	<p>KOZL-TV has an ongoing internship program for college students to intern in news, production, and promotions. We had interns for this reporting period as follows:</p> <p>Creative Services Department May 17-August 19, 2016: Intern from Loyola MaryMount.</p> <p>News Department May-August 2016: Two interns from Missouri State University.</p> <p>Promotions Department January 2016-April 2016: Intern from Missouri State University.</p>
3	Participation in an event or program relating to career opportunities in broadcasting which are sponsored by educational institutions.	<p>Electronic Media Production Mock Interview, 11.19.15, Ozarks Technical Community College: The purpose of the mock interview was to offer constructive criticism and share expertise on the interviewing and hiring process, to give students important feedback after the interview, and to give students an opportunity to connect with a potential future employer. Our senior director and our director of engineering conducted interviews.</p>

Job Shadows:

1.13.16: Two students from Hillcrest High School came from 4a-8a and did a video story of our Daybreak producer.

2.2.16: Two job shadows from Cherokee Middle School came to the station for four hours. They shadowed a creative services producer, had a Q&A with news director, and then watched the 11a news being produced, first in master control and then on set.

November-early December 2016: A student from Missouri State University job shadowed our special events promotions manager.

Mock Interviews, University of Missouri, Columbia, MO, 02.29.16: Our VP/GM conducted interviews as part of the Internship Boot Camp at the Missouri School of Journalism. The interviews were conducted as though the students were actually candidates interviewing. The interviewer was provided with an evaluation form rating responsiveness, appearance, body language, application materials, etc.

Mock Interviews, Missouri State University Marketing Yourself Class Dinner, Springfield, MO, 03.01.16: Our VP/GM went to dinner with the Marketing Yourself class from Missouri State University. It was essentially a round-table, mock interview setting, with our VP/GM talking to ten students about job interviews and sharing information and experiences helpful to make it in their careers.

Presentation to Branson High School Meteorology Class, 04.07.16: Students came to the station and one of our meteorologists talked about his job, the qualifications needed for his job, and he demonstrated the equipment

Weather Presentation to Westport Elementary Students, 04.28.16: Students came to the station and hung out with two of our meteorologists in the Weather Lab. The meteorologists talked about their jobs, what you have to do to become a meteorologist, showed them the equipment, and answered questions.

University of Missouri, Columbia, MO, 04.28.16: Our GM and our assistant news director participated in on campus recruiting. They conducted nine to ten interviews of graduating seniors in the Television Broadcast program. Our GM also spoke to a class of seniors. During the interviews, they critiqued news stories, anchoring and live shots compiled by the

students. They gave them information on the Nexstar platform and opportunities that exist in our company. They collected resumes/reels for consideration.

Greater Ozarks Centers for Advanced Professional Studies (GO CAPS) Teacher Externship Program, 7/25-7/28/16: Three teachers (one from Nixa, one from Branson, and one from Willard) visited KOZL/KOLR to learn all aspects of the television business. The idea is that the teachers take these professional experiences back to the classroom to prepare their students for the workforce. Over the course of four days, they met with many of our managers and departments, including our news director, assistant news director, general manager, digital online manager, *Ozarks Live!* producer, special events promotions manager, online news manager, assignment editor, director of sales, traffic manager, master control supervisor, sports anchor, news anchors, meteorologist, and senior director. The teachers attended meetings, including our weekly Big Huddle for all station employees, news meetings, discussions with reporters and photographers, and discussions with producers. They also watched preparations for our lifestyle program, *Ozarks Live!* and a newscast.