

EEO Public File Report
October 1, 2021 through September 30, 2022
Stations KOZK-TV and KSMU-FM, Springfield, MO
Missouri State University

KOZK-TV and KSMU-FM engages in robust promotion and recruitment of each staff vacancy. Additionally, as a part of Missouri State University, the stations benefit from the University's broad recruitment efforts. Specific information about each station vacancy filled during the reporting period is outlined below, followed by details on the University's general recruitment efforts.

Total full-time vacancies filled from October 1, 2021 through September 30, 2022: 5

(1) Operations & Compliance Coordinator – KSMU/OPT

Start Date: October 18, 2021

Referral Source(s) for person hired:

Personal Contact with Station Staff **(Provided 1 interviewee)**

Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Sources Utilized:

Personal Contact with Station Staff **(Provided 1 interviewee)**

Jennifer Moore
Missouri State University
901 S National
Springfield, MO 65897
Phone: 414-836-4751

www.missouristate.edu **(Provided 3 interviewees)**

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below)

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

CPB Jobline
www.cpb.org/jobline
Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Missouri Broadcasters Association
<https://www.mbaweb.org/job-openings/>
Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

On-air spots on KSMU Radio Network and Ozarks Public Television
Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511
Spots are written, produced, scheduled and aired by station staff.

www.optv.org and www.ksmu.org **(Provided 1 interviewee)**
Rachel Knight
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

(2) Community Engagement & Volunteer Coordinator – KSMU/OPT
Start Date: March 21, 2022

Referral Source(s) for person hired:

www.missouristate.edu **(Provided 1 interviewee)**
Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Sources Utilized:

Various Listings arranged by MSU HR (see list below)

Jill Murphy

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

CPB Jobline

www.cpb.org/jobline

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Missouri Broadcasters Association

<https://www.mbaweb.org/job-openings/>

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

On-air spots on KSMU Radio Network and Ozarks Public Television (**Provided 2 interviewees**)

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Spots are written, produced, scheduled and aired by station staff.

www.optv.org and www.ksmu.org

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

(3) Reporter-Editor for Public Affairs and Investigations – KSMU/OPT

Start Date: April 4, 2022

Referral Source(s) for person hired:

www.missouristate.edu **(Provided 1 interviewee)**

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Sources Utilized:

Personal Contact with Station Staff **(Provided 1 interviewee)**

Jennifer Moore
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Various Listings arranged by MSU HR (see list below) **(Provided 1 interviewee)**

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

CPB Jobline

www.cpb.org/jobline

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

Missouri Broadcasters Association

<https://www.mbaweb.org/job-openings/>

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

On-air spots on KSMU Radio Network and Ozarks Public Television (**Provided 1 interviewee**)

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

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www.optv.org and www.ksmu.org

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

(4) Administrative Assistant, KSMU/OPT

Start Date: June 1, 2022

Referral Source(s) for person hired:

On-air spots on KSMU Radio Network and Ozarks Public Television (**Provided 1 interviewee**)

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Spots are written, produced, scheduled and aired by station staff.

Sources Utilized:

Personal Contact with Station Staff (**Provided 1 interviewee**)

Sue Robinson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

www.missouristate.edu

Jill Murphy

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below)

Jill Murphy

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-6616

CPB Jobline

www.cpb.org/jobline

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Missouri Broadcasters Association

<https://www.mbaweb.org/job-openings/>

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

www.optv.org and www.ksmu.org (**Provided 1 interviewee**)

Jessica Balisle

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

(5) Corporate Support Representative, KSMU/OPT

Start Date: June 6, 2022

Referral Source(s) for person hired:

Personal Contact with Station Staff (**Provided 1 interviewee**)

Sue Robinson

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

Sources Utilized:

www.missouristate.edu **(Provided 1 interviewee)**

Jill Murphy
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below)

Jill Murphy
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Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-3511

ANNOUNCEMENT DISTRIBUTION

Station vacancies are posted through the Missouri State University Office of Human Resources, which utilizes the following recruitment sources to reach historically underrepresented groups.

Community Recruitment Sources:		
Broadway United Methodist Church	Springfield	MO
Gibson Presbyterian Church	Springfield	MO
Greater Metropolitan Missionary Baptist Church	Springfield	MO
Harvest Tabernacle UPC	Springfield	MO
Turning Point Church	Springfield	MO
Northwest Missouri State University/Career Development Coordinator	Maryville	MO
General Affirmative Action Recruitment Sources:		
MERS Goodwill	Springfield	MO
Missouri State University Career Center	Springfield	MO
Missouri State University Career Center	Springfield	MO
MO Career Center	Springfield	MO
MO Career Center	Springfield	MO
MO Career Center	Springfield	MO
HigherEdJobs.com	Oak Park	IL
Unite of Southwest Missouri, Inc.	Springfield	MO
Minority Recruitment Sources:		
Grupo Latinoamericano de Springfield	Springfield	MO
NAACP	St. Louis	MO
NAACP	Springfield	MO
NAACP - Kansas City	Kansas City	MO
Kansas City Indian Center	Kansas City	MO
Minorities in Business (MIB)	Springfield	MO
The University of Tulsa – Multicultural Student Programs	Tulsa	OK
University of Tulsa – Diversity, Equity and Inclusion Office	Tulsa	OK
Tulsa Area United Way	Tulsa	OK
Disability Recruitment Sources		
Alternative Opportunities	Springfield	MO
Developmental Center of the Ozarks	Springfield	MO
Paraquad, Inc.	St. Louis	MO
MO Workforce Development Centers	Independence	MO
Joplin Vocational Rehabilitation	Joplin	MO
Springfield North Vocational Rehabilitation	Springfield	MO
Empower Abilities	Springfield	MO
State of Missouri Department of Elementary and Secondary Education Vocational Rehabilitation	Jefferson City	MO
Ozark Independent Living	West Plains	MO
Ability Connection Oklahoma	Oklahoma City	OK
Ability Resources	Tulsa	OK
Office of Disability Concerns	Oklahoma City	OK
Green Country Workforce	Tulsa	OK

Abilities First	Springfield	MO
Veterans Recruitment Sources:		
US Army Reserve	Springfield	MO
US Air Force Recruiting Center	Springfield	MO
Department of Veterans Affairs	Kansas City	MO
Kansas City Veteran Center	Kansas City	MO
Springfield Veteran Center	Springfield	MO
University of Missouri Veteran Center	Columbia	MO
Columbia Veteran Center		
St. Louis Veteran Center	Creve Coeur	MO
VA St. Louis Regional Office	St. Louis	MO
Missouri State University Veteran Student Services	Springfield	MO
Missouri Army National Guard	Jefferson City	MO
Air National Guard	St. Joseph	MO
Scott Air Force Base	Scott AFB	IL
Scott Air Force Base	Scott AFB	IL
Veterans Success Center	Tulsa	OK
Wounded Veterans of Oklahoma		
The American Legion Post 1	Tulsa	OK
Volunteers of America – Oklahoma	Tulsa	OK
Other Recruitment Sources:		
Missouri State University, West Plains Business Office	West Plains	MO
Missouri State University, West Plains Business Office	West Plains	MO

Additionally, the following organizations have requested notice of all job vacancies at KSMU-FM and KOZK-TV. These organizations are notified of each station vacancy via the email address they provided at the time of their request.

- MERS Goodwill Career Center
- Missouri Department of Elementary & Secondary Education Vocational Rehabilitation
- Preferred Family Healthcare Employment Services
- Drury University Career Planning & Development

SUPPLEMENTAL OUTREACH INITIATIVES

October 1, 2021 through September 30, 2022

Initiative One: Execution of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date(s): Fall Semester 2021; Spring Semester 2022; Summer Semester 2022

Description and Scope of Involvement: In cooperation with area colleges and universities, KSMU-FM and KOZK-TV provide paid internships to students interested in careers in the media industry. Students gain practical experience while earning college credit. Students have the opportunity to work in the areas of production/programming, engineering, fundraising, and business operations.

Personnel Involved:

Rachel Knight, General Manager, Radio & TV
Jennifer Moore, Director of News & Content Coordinator, Radio
Sue Robinson, Director of Community Support, Radio & TV
Melissa Rea, Outreach Coordinator, Radio & TV
Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV

Interns Included:

FA21 – 2
SP22 – 4
SU22 – 1

Initiative Two: Hosting of at least one job fair.

Date: September 6, 2022

Description and Scope of Involvement: KSMU-FM and KOZK-TV hosted a virtual job fair at our studios. Virtual tours were provided to interested students and staff spent one-on-one time with students, answering questions about careers in the media industry in general and opportunities at KSMU-FM and KOZK-TV specifically. Staff members were available to review resumes and offer job search advice to students.

Personnel Involved:

Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV
Sue Robinson, Director of Community Support, Radio & TV
Rachel Knight, General Manager, Radio & TV
Mike Smith, Producer, Radio
Lori Street, Membership Manager, Radio & TV
Jamie Henline, Assistant Membership Manager, Radio & TV
Brad Meyer, Master Control Supervisor, TV
Brent Moore, Chief Engineer, TV
Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Initiative Three: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Events:

- February 8, 2022 – May 15, 2022: Missouri State University Bear POWER (Promoting Opportunities for Work, Education and Resilience) Internship Program
- April 7, 2022: Missouri State University Career Expo
- August 31, 2022: Missouri State University Student Employment Job Fair
- September 13, 2022: Missouri State University College of Business Career Fair

Description and Scope of Involvement:

A station representative answered questions regarding job opportunities available at the station, distributed information about the stations, presented information about station programming and services, accepted resumes and applications..

Personnel Involved:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV
Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV
Dax Bedell, Assistant Production Manager, TV
Jennifer Moore, Director of News & Content Coordinator, Radio
Phil Case, IT Coordinator, TV
Brent Moore, Chief Engineer, TV
Nico Burasco, Videographer/Editor, TV
Makayla Strickland, Student Announcer, Radio
Jamie Henline, Assistant Membership Manager, Radio & TV

Initiative Four: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Dates: February 1, 2022 – March 12, 2022

Description and Scope of Involvement: KSMU-FM and KOZK-TV participated in the Missouri Broadcasters Association Scholarship Program. KSMU-FM and KOZK-TV ran on-air spots promoting the program, accepted applications and forwarded recommended applicants to the Missouri Broadcasters Association for consideration.

Personnel Involved:

Rachel Knight, General Manager, Radio & TV
Jessica Balisle, Operations & Compliance Coordinator, Radio & TV
Nico Burasco, Videographer/Editor, TV
Liz Malarkey, Traffic Coordinator & Operations Assistant, Radio
Monica Cataldo, Traffic Coordinator, TV