

## **KY3, Inc. Annual EEO Public File Report**

The purpose of this Annual EEO Public File Report for Broadcast Stations (this "Report") is to comply with Section 73.2080(c) (6) of the Commission's EEO Rules.

This report has been prepared on behalf of the station employment unit (the "Station Employment Unit") which is comprised of the following broadcast stations: KYTV-(NBC), KSPR (ABC), and K15CZ (The Ozarks CW) in Springfield, MO (the "Reporting Stations") and is intended to be placed in the public inspection files, and on the web site, of any of the Reporting Station by the applicable Commission deadline.

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

The Commission's EEO Rules require that this Report contain the following additional information:

1. A list of all full-time vacancies filled by the Reporting Station during the Reporting 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 Commission's EEO rules, which should be separately identified), identified by name, address, contact person and telephone number;
3. Data reflecting the total number of persons interviewed during the preceding year;
4. The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period;
5. Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
6. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the Commission's EEO Rules during the Reporting period.

Since some of the information required for this Report is duplicative, the Station Employment Unit has developed the attached set of Prongs, which, in the aggregate, contain all of the information believed to be required under the Commission's EEO Rules.

For the purposes of this Report, a vacancy was deemed "filled" not simply 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 telephone.

This Report was prepared on September 30, 2011

Prong 3: The following is a list of outreach initiatives undertaken by the Reporting Station during the Reporting Period.

### **Career Fairs**

October 2010 – The Payroll & Recruitment Coordinator, the KSPR Local Sales Manager, KSPR News Director, KSPR Chief Meteorologist and KSPR Evening Anchor participated in a career exposition at College of the Ozarks in Point Lookout, MO. It was designed to inform the public of employment and internship opportunities.

February 2011 – The Payroll & Recruitment Coordinator, the KSPR Local Sales Manager and KSPR News Director participated in a career exposition in Springfield, MO coordinated through Missouri State University, Drury University, Evangel University, Southwest Baptist University, Ozarks Technical College and College of the Ozarks. It was designed to inform the public of employment and internship opportunities.

### **Community Involvement**

September 2011 - The Human Resources Coordinator attended an Employer Panel Career Advisory Workshop through Missouri State University to discuss recruitment, hiring and internship programs.

### **Scholarship Program**

KY3, Inc. offers two scholarships per academic school year to local high school or university students pursuing a career in the media industry. The scholarship was established to encourage students of the highest caliber to enter broadcasting as a career and to seek the highest quality education in the field. The scholarship reflects KY3, Inc.'s commitment to equal opportunities in education and employment. The purpose of the scholarship is:

- To encourage a higher standard of professionalism in the industry;
- To foster a stronger relationship between higher education and the profession;
- To promote a greater understanding of journalistic ethics and a societal responsibility of broadcasters; and
- To support potential and commitment in promising future broadcasters.

KY3, Inc. awarded two scholarships for the 2011-2012 school year.

### **Station Tours/Station Visits**

As a service to our community, KY3, Inc. offers free station tours to schools and organizations in our viewing area. These tours and visits are designed to allow classes, families, and individuals the opportunity to observe the internal workings of a television station and how the news is delivered on air while allowing them to watch a live newscast and have any questions answered. We gave approximately 108 tours during this reporting period.

### **Classroom & Community Organization Visits**

KY3, Inc. staff visited classrooms from High School to University level and local chapters of community organizations to discuss public relations and how it networks with KY3, Inc. through presentations, speeches and question and answer sessions.

October 2010– Pubic Service presentation, Missouri State University (2 sessions)

October 2010 – Career presentation, Texas Co. Career Ag Expo

November 2010 – Career presentation, Drury University

November 2010 – Career presentation, Buffalo High School

December 2010 – Career presentation, Hillcrest High School

March 2011 – Broadcast Journalism presentation, Evangel University

March 2011 – Non-profit / media training for 50 local non-profit organizations

April 2011 – Career presentation, Republic High School

April 2011 – Broadcast presentation, Drury University

September 2011 – Public Service presentation, Missouri State University

### **Internship Programs**

KY3, Inc. has an internship program available to college students. This program is designed to allow students to apply their formal course work in a day-to-day setting and to provide an opportunity to acquire the skills needed for broadcast employment. Our internship opportunities are available in the following departments: Operations, News, Promotion & Community Relations. Available internships are posted on our website. We have hosted approximately eight interns during this reporting period.

### **Job Shadowing Program**

KY3, Inc. offers a Job Shadowing program available to High School students. This program is designed to provide an opportunity to learn the skills and responsibilities associated with broadcast employment through hands on experience. KY3, Inc. hosted thirteen job shadow students during the reporting period

### **Upper Level Job Opening Recruitment Efforts**

KY3, Inc. lists its upper-level job openings in a job bank or a newsletter of media trade groups whose memberships include a substantial participation of women and minorities.

### **Internal Training Programs**

KY3, Inc. has several training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Current training programs include: Chyron / Duet training, Director training, Studio training, Duet Operator training, Photographer training, Master Control, and Sales training. Additionally, employees are encouraged to cross-train inside and outside their home departments in order to acquire new skills to prepare them for advancement opportunities. As a result: Robert J, Jim H, and Jason C, Jerrod M, Joel G, and Kim H. were promoted within the Operations, Sales and News Departments.

### **Outside Training Programs**

KY3, Inc. holds periodic training sessions designed to develop the management skills of supervisory and management level personnel:

Manager and Supervisor training was held to cover the topics of:

October 12, 2010 - Effective job descriptions

December 1, 2010 – Strength Based Leadership

August 23 & 31, 2011 – Sexual Harassment and Cultural Diversity

All management and supervisory level employees are required to participate in the Schurz Communications, Inc. Supervisory and Leadership training program.

In an effort to help prepare employees for advancement opportunities, KY3, Inc. also sends non-management level employees to outside training and industry specific conferences and utilizes various online training webinars and internal training sessions to enhance their technical skills, managerial skills and industry knowledge. The following seminars and conferences were attended in this reporting period:

Healthcare Marketing seminar: Mary C, Robert F, Natalie M, Lisa B, Christa C, Mike F, Heather I, Kyle S, Kim H, Amber O, Michelle B, Kristin G, John H, Bill M, Lisa O, Karl O

Radio training session: Mary C, Robert F, Natalie M, Lisa B, Christa C, Mike F, Heather I, Kyle S, Kim H, Amber O, Michelle B, Kristin G, John H, Bill M, Lisa O, Karl O

Job Description Webcast: Angela M, Trena U, Scott B, Janet F, Brad B, Kirk L, Kent O, Mary C, Natalie M, Kevin M, Jamie D, Laurie M, Dan M, Robert F, Kim H, Bridget L, Curtis H

Nielsen Program Average training: Trena U

IRE – Investigative Reporting for Broadcasters Webinar Curtis H, Gene H, Doug O, Jim V, Paul A, Ethan F, Steve G, Maria N, Lisa R, Marie S, Paula D, Debra E, James H, Brett O, Chris R, Kristy S, Pat S, Brian V, Sara F, Mike L, Paula M, Chad P, Linda R, Jay S

Boris Editing / Compositing Webinar: Dan M, John S, Addie F, Charlie M, Cindy T

Mixpo Video Platform training: Kent O, Kristy K, Michael P, Jimmie B, Brandon W

NBC Weather.com sales webinar: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

MerchEngines Prospecting training: Kent O, Brandon W

Borrell Webinar Daily Deal Best Practices: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Zebra Mobile Platform Training: Kent O, Michael P

Second Street Media Plan It 365 training: Kent O, Kristy K, Michael P, Jimmie B, Brandon W

MBA – Legal Guide to Cyber Jungle: Angela M

How To Be An Outstanding Communicator – Tonya G

Nielsen Auto Trends – Mary C, Robert F, Natalie M, Lisa B, Heather I, Karl O, Kyle S, Kim H, Amber O, Michelle B, Michael M, John H, Bill M, Shanda C, Andrea C, Mike F

BIA Kelsey – The New Killer Platform: Scott B, Curtis H, Gene H, Brad B, Doug O, Jim V, Paul A, Ethan F, Steve G, Maria N, Lisa R, Marie S, Paula D, Debra E, James H, Brett O, Chris R, Kristy S, Pat S, Brian V, Sara F, Mike L, Paula M, Chad P, Linda R, Jay S

The Weather Channel New Ad Platform : Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Digital Media Outlook Webinar: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Local Habit New Reputation Management: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Collective Media Behavioral Targeting: Kent O, Kristy K, Brandon W

Gumiyo New Texting Platform: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Online Mobile Revolution Webinar: Kent O, Kristy K, Michael P

Local Habit Updated Reputation Management: Kent O, Kristy K, Michael P, Jimmie B, Brandon W, Darin E

Commerce Bank Fraud Seminar – Angela M

Search Engine Optimization: Brad B, Kyle B, Terra H, Bridget L, Carrie C, Dustin H

RTNDA Web Writing Webinar: Brad B, Scott B, Kyle B, Terra H, Carrie C, Charlie M, Greg L, Dustin H

9 Companies Doing Social Media Right seminar: Brad B, Kristy K, Dustin H, Michael P, Gene H, Bridget L, Scott B, Jim V, Charlie M

Pointer Institute's 100 Ways to Improve Your Journalism: Brad B, Bridget L, Paula D, Debbie E, Marie S, Brett O, Cara E, Scott B, Jim V

8 Steps Toward Social Media Success : Brad B, Kristy K, Dave S, Michael P, Pat S, Steve G, Scott B, Kyle B, Kent O, Trena U, Jimmie B, Brandon B, Gene H, Brandon W, Jim V, Marie N

Digital Trends: Brad B, Janet F, Trena U, Bridget L, Jim V, Jim H, John S, Dustin H, Addie F, Gene H

Programming for Non-Geeks: Brad B, James T, Scott B, Dave S, Kevin L, Isaac B, Jim H, Addie F, Trena U, Jim V, Dustin H

Mobile Reporting Training : Brad B, Doug M, Marie S, Bridget L, Dustin H, Jim V

Stand Up Training: Brad B, Curtis H, Emily R, Paul A, Ron D, Dustin H, Paula D, Johan K, Marie S, Cara R, Paul M, Chris R, Bridget L, Scott B, Brett O, Sara F, Jerrod M

NPPA Training: Linda R, Dustin H, Joanna G, Adriana F

NPPA Reporter Training: Sara F

RNTDA Reporter Training: Marie S

IRE training - Paul A and Steve G

SEO & Headline Writing for the Web: Jonah K, Terra H, Natalie N, Kyle B, Larry B, Bridget L, Brad B, Jim V, Steve G, Mike S, Matt W, Joe D, Kevin L, Emily R, Joel G

Social Media training: Carrie C, Mike W, Terra H, Ron D, Greg L, Michael P, Jonah K, Emily R, Larry B, Brad B, Scott B, Gene H, Curtis H, Mike S, Kevin L, Joel G, Leigh M, Bridget L, Joe D

Gumiyo Mobile Platform: Kristy K, Kent O, Michael P

Webinar on Daily Deals Best Practices: Kristy K, Brandon W, Jimmie B

Structuring Sales Team for Daily Deals: Kent O, Brandon W, Jimmie B, Darin E

Mixpo Video Ad Best Practices: Kristy K

BIA/Kelsey – Next Generation Daily Deals: Kent O, Michael P

Second Street – How to Build Your Deals Email List: Kent O, Michael P, Kristy K

ASWA Ethics Seminar: Tonya G

MFM/BCCA Creative Compensation Ideas: Tonya G

Media Financial Managers Conference: Tonya G

EEO Seminar: Beth K

SCI Financial Manager Training: Angela M

Promax Training: Dan M, John S, Addie F, Cindy T, Charlie M