

EEO Public File Report

October 1, 2023 through September 30, 2024
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, 2023 through September 30, 2024: 3

(1) Administrative Specialist II-Broadcast Services

Start Date: January 16, 2024

Referral Source(s) for person hired:

www.missouristate.edu

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

Sources Utilized:

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

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

Various Listings arranged by MSU HR (see list below)

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

Job Board (CareerBuilder.com, Monster, etc.)

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

On-air spots on KSMU Radio Network and Ozarks Public Television
Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634
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: 417-836-6634

(2) Afternoon Host/Arts Reporter – KSMU
Start Date: November 1, 2024

Referral Source(s) for person hired:

Personal Contact with Station Staff (**Provided 2 interviewees**)
Jamie Henline
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-5878

Sources Utilized:

www.missouristate.edu
Crystal Ponder
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6616

Various Listings arranged by MSU HR (see list below)
Crystal Ponder
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: 417-836-6634

Missouri Broadcasters Association
<https://www.mbaweb.org/job-openings/>
Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

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: 417-836-6634

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: 417-836-6634

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

Jessica Balisle
Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

(3) Director of Content - TV

Start Date: November 4, 2024

Referral Source(s) for person hired:

Various Listings arranged by MSU HR (**Provided 2 interviewees**)

Crystal Ponder
Missouri State University
901 South National

Springfield, MO 65897
Phone: 417-836-6616

Sources Utilized:

www.missouristate.edu

Crystal Ponder
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: 417-836-6634

Missouri Broadcasters Association

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

Jessica Balisle
Missouri State University
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Springfield, MO 65897
Phone: 417-836-6634

On-air spots on KSMU Radio Network and Ozarks Public Television

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Missouri State University
901 South National
Springfield, MO 65897
Phone: 417-836-6634

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: 417-836-6634

Personal Contact with Station Staff (**Provided 2 interviewees**)

Rachel Knight

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: | | |
| Missouri State University Career Center | Springfield | MO |
| Missouri State University 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 |
| International Institute SW MO | St. Louis | MO |
| International Institute SW MO | St. Louis | MO |
| Disability Recruitment Sources | | |
| Developmental Center of the Ozarks | Springfield | 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 |
| Organization for Autism Research | Springfield | MO |
| Veterans Recruitment Sources: | | |
| Department of Veterans Affairs | 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 |
| 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, 2023 through September 30, 2024

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 2023; Spring Semester 2024; Summer Semester 2024

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:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV
Dax Bedell, Assistant Production Manager, TV
Michele Skalicky, News Director, Radio
Sue Robinson, Director of Community Support, Radio & TV
Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV

Interns Included:

FA23 – 1
SP24 – 2
SU24 – 1

Initiative Two: Hosting of at least one job fair.

Date: September 17, 2024

Description and Scope of Involvement: KSMU-FM and KOZK-TV hosted a job fair at our studios. 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
Brent Moore, Chief Engineer, TV
Michele Skalicky, News Director, Radio
Dax Bedell, Assistant Production Manager, 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:

- October 27, 2023: Missouri State University Mock Interview Day
- February 28, 2024: Missouri State University Job & Internship Career Fair
- August 27, 2024: Missouri State University Internship Fair
- August 29, 2024: Missouri State University Student Employment 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
Jason Ferber, Videographer/Editor, TV
Brent Slane, Distributed User Support Specialist, TV
Michele Skalicky, News Director, Radio

Initiative Four: Provision of training to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Dates: November 29, 2023; December 12, 2023, September 24, 2024

Description and Scope of Involvement: Management level personnel from KSMU-FM and KOZK-TV completed Conducting a Legal and Effective Search Briefing, a training program through the Missouri State University Human Resources Department and the office of Institutional Equity & Compliance, designed to assist search committees and hiring units with conducting legal and effective job searches. The training includes search guidelines, legal components of a search, and recruitment techniques that will attract a diverse applicant pool.

Personnel Involved:

Rachel Knight, General Manager, Radio & TV

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Initiative Five: Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Dates: March, April and May 2024 for Afternoon Host-Arts Reporter; June and July 2024 for Director of Content - TV

Description and Scope of Involvement: Both full-time job openings in FY24 were listed on the websites of trade groups related to the positions.

Jobs:

Afternoon Host-Arts Reporter: National Association of Hispanic Journalists, National Association of Black Journalists, Asian American Journalists Association, Public Media Women in Leadership

Director of Content-TV: Public Media Women in Leadership

Personnel Involved:

Rachel Knight, General Manager, Radio & TV

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV