

KFVS-TV

(The KFVS-TV Employment Unit also includes co-owned low power stations WQWQ-LP, Paducah, KY and WQTV-LP, Murray, KY.)

EEO PUBLIC FILE REPORT

October 1, 2017 to September 30, 2018

I. VACANCY LIST

See Master Recruitment Source List for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Digital Content Executive Prod. Reporter/MMJ	1-8, 11-36	39
News/Content Specialist (3)	1-8, 11-36	35
Meteorologist/Reporter	1, 2, 4-9, 11-26, 29, 36	17, 17, 40
Account Executive (2)	1-8, 11-36	40
Success Manager	1-8, 10-27, 29, 30, 33-36	40, 40
Master Control Operator	1-8, 10-27, 29, 30, 33-35	17
Sports Specialist/VJ	1-9, 11-26, 29, 33, 35	17
News Producer (2)	1-8, 11-35	40
News/Content Specialist (2)	1-8, 11-35	12, 12
Business Office Coordinator	1, 2, 4-9, 11-26, 29	17, 40
Administrative Assistant	1-8, 10-26, 29	7
Digital Sales Assistant	1-8, 10-26, 29	40
Reporter/MMJ	1-8, 10-27, 29, 30, 33-35	40
	1-8, 11-35	7

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II. MASTER RECRUITMENT SOURCE LIST

Sources with an asterisk () denote organizations that requested notification of job vacancies

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
COMMUNITY SOURCES						
*1	AO Employment Service	Todd Cruts	3105 Independence, Suite B Cape Girardeau, MO 63703		573-334-9344	
2	Arkansas State University	Carolyne Edwards	carolyne@astate.edu		870-972-3025	
3	Illinois Broadcasters Association	Erin Camfield	iba@ilba.org		618-985-5555	
4	Illinois Department of Employment Security	Bob Barron	robert.barron@illinois.gov		618-993-2282	
*5	Illinois Media School-Lombard	Carl Jackson	cjackson@beonair.com		630-916-1700	
6	John A. Logan College	Beth Stephens	bethstephens@jalc.edu		618-985-2828	
7	KFVS/Raycom Media Website	Donna Tadlock		https://careers-raycommedia.icims.com		13
8	Lincoln University	Ronald Nelson	Placement Office - 820 Chestnut Jefferson City, MO 65101		573-681-5477	

9	Linn Technical Institute	Lindsey Shanks	careerservices@statetechmo.edu		573-897-5159	
*10	Metro Business College (Sales & Clerical Openings Only)	Pamela Riehn	pamela@metrobusinesscollege.edu		573-334-9181	
*11	Missouri Career Center	Michael Berry		http://app-jobs.mo.gov	573-290-5766	
12	Murray State University	Matt Purdy		https://app.joinhandshake.com	270-809-3375	3
*13	NAACP of Alexander/Pulaski Counties	Richard Grigsby	P.O. Box 54, Cairo, IL 62914		618-734-0721	
*14	Northwest Missouri State University Career Services	Stacey Stokes		https://nwmissouri-csm.symplicity.com	660-562-1250	
15	Shawnee Community College	Candy Eastwood		www.myinterface.com/shawnee/employer	618-634-3214	
*16	South Central MO Community Action Agency	Ginger Hill	P.O. Box 6, Winona, MO 65588		573-325-4255	
17	Southeast Missouri State University			http://www.semo.edu/careers/redhawkjobs/	573-651-2583	13
18	Southeast Missourian	Katelyn Fritz	kfritz@southeastmissourian.com		573-335-6611	
19	Southern Illinois University			https://app.joinhandshake.com	618-453-2121	
20	Three Rivers Community College	Shelia Inman		www.collegecentral.com/trcc	573-840-9600	
21	University of Central Missouri	Joe Moore	jhmoore@ucmo.edu		660-543-8672	
22	University of Memphis	Kathleen Wickham	Journalism Department, Memphis, TN 38152		901-678-2000	
23	University of Missouri-Columbia			https://app.joinhandshake.com	537-882-6801	3
*24	University of Tennessee Martin	Rodney Freed	rfreed@utm.edu		731-881-7532	

*25	Western Kentucky Career Centers	Julie Copeland	julie.copeland@ky.gov		270-575-7333	
26	KFVS On-Air Announcement	Paul Keener	pkeener@kfvs12.com		573-335-1212	1
ADDITIONAL SOURCES						
27	Asian American Journalists Association			www.aaia.org		
28	Frank N. Magid Associates, Inc.	Barbara Frye	talentplacement@magid.com		319-377-7345	
29	National Association of Hispanic Journalists			www.nahicareercenter.com		
30	Leadership Institute, The			www.conservativejobs.com	703-247-2000	
31	Media Line	Rich Everitt	medialine@medialine.com		706-364-7564	
32	Missouri Link	Donnie Myers	P.O. Box 640, Iowa Falls, IA 50126		800-373-1719	
33	National Television Academy, Mid America Chapter	Maggie Eubanks	maggie@emmymid-america.org		314-647-3669	
34	Native American Journalists Association	Rebecca Landsberry	rebeccalandsberry@naia.com			
35	TV Jobs.com	Mark Holloway	markch@tvjobs.com	www.tvjobs.com	760-754-8177	7
36	TVB.com			www.tvb.org		
37	Linked In	Raycom HR		www.linkedin.com/company/raycom-media		3
38	Indeed					6
39	FaceBook					2
KFVS SOURCES						
40	Referrals	Employees,	Clients, Vendors, Etc.			17
					TOTAL	68

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ Ongoing

Describe Nature of Initiative:

Internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Students observe and work with reporters to learn to shoot and write television stories. They work with our digital department to learn web writing and publishing.

Fall 2017 – 1 intern from Southern Illinois University completed an internship in our News Department.

Summer 2018 – 1 intern from Southeast Missouri State University completed an internship in our News Department.

Names and Titles of Station Personnel involved in Initiative:

Roger Seay – News Director

Robbyn DeSpain – Assistant News Director

John Broeckling – Assignment Manager

Amber Ruch – Digital Content Manager

James Long – Digital Content Executive Producer

Various news Reporter/MMJ's.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organizations regarding job openings.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KFVS and WQWQ airs the following promo on a regular basis:

Raycom Media stations KFVS12 and the Heartland's CW are committed to a broad application recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full time opening and ask you to refer individuals to us for consideration. Contact our human resources department at 573-335-1212 during normal business hours.

Names and Titles of Station Personnel involved in Initiative:

Kathy Cowan, Programming/HR Director/EEO Coordinator
Becky Huber -- Traffic Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

List upper-level openings on diversity job posting websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

The following jobs were posted on Asian American Journalists Association, National Association of Hispanic Journalists and Native American Journalist Association websites: Digital Content Executive Producer, Reporter/MMJ (2), Meteorologist, Account Executive (2), Success Manager, News Producer (2)

Names and Titles of Station Personnel involved in Initiative:

Kathy Cowan, Programming/HR/EEO Coordinator
Katie Schwartz, Administrative Assistant

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 17, 2017

Describe Nature of Initiative:

EEO Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended a webinar training on EEO policy. Training included EEO requirements, process and completing reports. Conducted by Felicia Rylee of Raycom Media.

Names and Titles of Station Personnel involved in Initiative:

Kathy Cowan – Programming/HR Director/EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ October 23 & 24, 2017

Describe Nature of Initiative:

Inform students of employment opportunities in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On October 23rd & 24th, Dr. Jim Dufek from Southeast Missouri State University brought his classes of twenty and fifteen students to KFVS-TV for a guided tour of the station and to observe the producer and director during the live 5PM and 6PM newscasts. Question and answer discussion followed about careers in television production and opportunities at KFVS-TV. The group also interacted with KFVS station employees from both Production and News departments.

Names and Titles of Station Personnel involved in Initiative:

Mike Wunderlich, Director of Operations
Various production and news employees.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 28, 2017

Describe Nature of Initiative:

EEO Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended a webinar training on EEO policy. Training included rules for EEO recruitment, record keeping and reporting. Outside legal counsel, Covington & Burling, LLC, conducted the training.

Names and Titles of Station Personnel involved in Initiative:

Kathy Cowan – Programming/HR Director/EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 5 & 14, April 13, 16 & 19, 2018

Describe Nature of Initiative:

Inform students of employment opportunities in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On March 5th, Dr. Jim Dufek from Southeast Missouri State University brought his class of 25 students to KFVS-TV for a guided tour of the station and to observe the producer and director during the live 5PM and 6PM newscasts. Question and answer discussion followed about careers in television production and opportunities at KFVS-TV. The group also interacted with KFVS station employees from both Production and News departments.

On March 14th, Shirlee Wilson from Jackson High School brought her class of 20 students to KFVS-TV for a guided tour of the station and to observe the live 5PM and 6PM newscasts. Question and answer discussion followed about careers in television production and opportunities at KFVS-TV. The group also interacted with KFVS station employees from both Production and News departments.

On April 13th, Stan Cook from Perryville Career & Technology Center brought his class of 15 students to KFVS-TV for a guided tour of the station and to observe the live 5PM and 6PM newscasts. Question and answer discussion followed about careers in television production and opportunities at KFVS-TV. The group also interacted with KFVS station employees from both Production and News departments.

On April 16th and 19th, Randy McWilson from the Cape Girardeau Career and Technology Center brought his classes of 15 students each to KFVS-TV for a guided tour of the station and to observe the live 5PM and 6PM newscasts. Question and answer discussion followed about careers in television production and opportunities at KFVS-TV. The group also interacted with KFVS station employees from both Production and News departments.

Names and Titles of Station Personnel involved in Initiative:

Mike Wunderlich, Director of Operations
Various production and news employees.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): July and August 2018

Describe Nature of Initiative:

Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

July 2018 – a part-time News/Content Specialist was trained to produce newscasts.
August 2018 – a part-time News/Content Specialist was trained to direct live newscasts.
August 2018 – two part-time News/Content Specialists were trained to shoot and edit video for Heartland Football Friday.

Names and Titles of Station Personnel involved in Initiative:

Mike Wunderlich, Director of Operations
Various producers, directors and videographers.

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 28, 2018

Describe Nature of Initiative:

Speaking to college class about branding, advertising, and job opportunities in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On August 28, 2018, Chris Conroy spoke to Dr. Ken Heischmidt's Advertising and Branding class at Southeast Missouri State University about branding, advertising and ways they can enter the work force with a leg up.

Names and Titles of Station Personnel involved in Initiative:

Chris Conroy, Vice President/General Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ September 11, 2018

Describe Nature of Initiative:

Speaking to college classes about branding, advertising, and opportunities in broadcasting and digital.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On September 11, 2018, members of the KFVS staff spoke to three classes at Southeast Missouri State University about branding, advertising and ways they can enter the work force with a leg up.

Matt Kinder and Luke Hilgenbrinck spoke to Dr. Karie Hollerbach's Ad Analysis and Strategy class and her Digital Advertising class.

Matt Kinder, Luke Hilgenbrinck and Shirlene Hecht spoke to Dr. Ken Heischmidt's Media Analytics class.

Names and Titles of Station Personnel involved in Initiative:

Matt Kinder- Digital Sales Manager

Luke Hilgenbrinck- Local Sales Manager

Shirlene Hecht – Media Analytics Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ September 12, 2018

Describe Nature of Initiative:

Job shadow.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On September 12, 2018, a student from Woodland High School spent the day shadowing members of the KFVS news production department.

Names and Titles of Station Personnel involved in Initiative:

Roger Seay, News Director
Mike Wunderlich, Director of Operations
Mike Payne, Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ September 13, 2018

Describe Nature of Initiative:

Speaking to college class about reporting and job opportunities in broadcasting.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On September 13, 2018, two members of the KFVS news department spoke to Dr. Jim Dufek's Mass Media class at Southeast Missouri State University about feature reporting and the process of telling and shooting a feature story, including using drone footage.

Names and Titles of Station Personnel involved in Initiative:

Carly O'Keefe, Anchor/Reporter
Don Frazier, Photographer/Drone Pilot