

KOMU-TV

ANNUAL EEO PUBLIC FILE REPORT

The Purpose of this Annual EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KOMU-TV, Columbia, MO and is required to be placed in the public inspection file of this station and on its web site.

The information contained in this Report covers the time period beginning October 1st 2022, to and including September 30th, 2023 (the "Applicable Period").

The FCC's 2002 EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire 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 follows have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Positions for Which This Source was Utilized" refer to the number of the full-time positions listed on Appendix 1.

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

Appendix 1 to
Annual EEO Public File Report
Covering the Period October 1, 2022 - September 30, 2023
Station Comprising Station Employment Unit: KOMU-TV

Section 1: Vacancy Information

Full-Time Position Filled By Job Title	Total Interviewees	Recruitment Source of Hire
1. Creative Services Director	3	Indeed
2. Digital Content Specialist	5	MU Portal
3. Media Production Associate	2	MU Portal
4. TV Show Director	12	Linkd IN
5. Chief Meteorologist	2	MU Portal
6. Senior TV News Anchor	3	MU Portal
7. Manager III Business Admin KOMU	7	MU Portal
8. Meteorologist	3	MU Portal
9. Meteorologist	3	Employee Referral
10. TV Show Director	12	MU Portal
Total # of people interviewed during Applicable period	52	

Appendix 2 to

Annual EEO Public File Report

Covering the Period October 1, 2022 - September 30, 2023

Station Comprising Station Employment Unit: KOMU-TV

Section 2: Recruitment Source Information

Organization	Full Name	Email	Address	Position for which this source was utilized	Total number of interviews this resource provided
Catholic Charities of Central and Northern Missouri	Emily Copeland	Ecopeland@cccnmo.org	1240 East Brown School Road Columbia Mo 65202	1,2,8,9	0
Central Missouri Area Agency on Aging	General Contact	cmaaa@cmaaa.com	1121 Business Loop 70 East Columbia MO 65201	1,2,3,4,5,6,7,8,9,10	0
Association of People Supporting Employment First	Lesa Barber	Lesa.Barber@vr.dese.mo.gov	1706 E elm St Jefferson City 65101	2,4,5,6,9,10	0
Missouri Rehab Service for the Blind-MO	Matthew Cissell	Matthew.D.DCissell@dss.mo.gov	615 Howerton Ct Jefferson City 65109	1,2,3,4,5,6,7,8,9,10	0
Starkloff Disability Intuition	Susan Menhard	smenhard@starkloff.org	133 South 11 th Street St. Louis MO 63102	1,2,3,4,5,6,7,8,9,10	0
Vocational Rehab Kirksville Dist. Office	Erin Dennis	Erin.dennis@vr.dese.mo.gov	1612 North Osteopathy Kirksville MO 63501	2,4,5,6,10	0
Vocational Rehab Sedalia	Karen Wilson	Karen.wilson@vr.dese.mo.gov	2115 W Broadway Blvd Sedalia MO 65301	2,4,6,10	0
Maryville University of St. Louis	Erin Bosewell	eboswell@maryville.edu	650 Maryville University Dr Saint Louis MO 63141	2,4,5,6,7,8,9,10	0
NPower	Nelson Abbott	nelson.abbott@npower.org	55 Washington Street Brooklyn Ny 11201	2	0

St Louis Vet center	Tony Williams	Tony.williams4@va.gov	287 N. Lindbergh Blvd Creve Coeur MO 63141	1,2,3,4,5,6,7,8,9,10	0
Veterans Service Boonville	Michael Smith	Michael.Smith@mvc.dps.mo.gov	1 st Floor Courthouse Boonville Mo 65233	1,2,3,4,5,6,7,8,9,10	0
Worknet	Sam Jones	sam@worknetnow.com	800 N Tucker Blvd St. Louis, MO 63101	2,4,5,6,10	0
Vocational Rehab St Louis South	Les Barber	Les Barber@vr.dese.mo.gov	3248 Laclede Station Rd St. Louis Mo 63143	2,4,5,6,9,10	0
Logan University	Jazmine Newsome	Jazmine.newsome@logan.edu	1851 Schoettler Rd Chesterfield MO 63017	2,4,5,6,9,10	0
Metropolitan Community College	Jacqueline Ware Sodsod	Jacqueline.waresodsod@mcc.kc.edu	1775 University Ave. Kansas City Mo 64120	2,3,6	0
Metropolitan Community College	Holly Andachter	Holly.andachter@mccck.edu	1775 University Ave Kansas City Mo 64120	2,3,6	0
SGR-Employer Support of the guard and Reserve Jeff City	Eric Schaben	schabeneric@gmail.com	2302 Militia Drive Jefferson City Mo 65101	2,3,4,5,6,7,8,10	0
Vocational Rehab Gladstone	James Ankrom	James.ankrom@vr.dese.mo.gov	310 NW Englewood Rd Gladstone Mo 64118	2,4,6,10	0
Missouri Division of Vocational Rehabilitation	Karen Wilson	karen.wilson@vr.dese.mo.gov	3024 Dupont Circle Jefferson City, MO 65109	6	0
Vocational Rehab Hannibal	Jo Moncrief	jo.moncrief@vr.dese.mo.gov	112 Jaycee Dr Hannibal MO 63401	1,2,4,6,10	0
Missouri State University	Kristina Rosewell	careercenter@missouristate.edu	901 South National Ave. Springfield MO 65897	2,4,5,6,7,8,9,10	0
Vocational Rehab Cape Girardeau	Janet Childers	Janet.childers@vr.dese.mo.gov	3102 Blattner Dr Cape Girardeau Mo 63703	4,5,10	0

Vocational Rehab St. Charles	Janis Miller	Janis.miller@vr.dese.mo.gov	3737 Harry S Truman Blvd Saint Charles Mo 63301	2,4,5,6,10	0
Culver-Stockton College	Kendall Kirkman	kkirkham@culver.edu	1 College Hill Canton Mo 63435	5,6	0
Career Planning & Development at Drury University	Brandon Gash	career@drury.edu	900 N Benton Ave Springfield MO 65802	8,9	0
Lyon College	Vicki Webb	Vicki.webb.@lyon.edu	2300 Highland Rd Batesville AR 72501	6,8,9	0
Missouri Western State University	Shelly Lundy	slundy@missouriwestern.edu	4525 Downs Drive Saint Joseph o 64507	1,5,6,7,8,9	0
University Of Central Missouri	Sarah Cavanah	careers@ucmo.edu	108 W South St Warrensburg MO 64093	2,4,5,6,8,10	0
National Association of Broadcaster	N/A	nab@nab.org	1 M Street SE Washington DC 20003	1,2,3,4,5,6,7,8,9,10	0
AWRT American Women in Radio & Television	N/A	N/A	8405 Greensboro Dr McLean VA 22102-4306	1,2,3,4,5,6,7,8,9,10	0
RTDNA	N/A	N/A	National press Building 529 14 th St. NW Ste 1240 Washington DC 20045	1,2,3,4,5,6,7,8,9,10	0
Missouri Broadcasters Assn.	Marc Gordon	mgordon@mbaweb.org	P.O. Box 104445 Jefferson City, MO 65110-4445	1,2,3,4,5,6,7,8,9,10	0
AWC Association for Women in Communication	N/A	N/A	4730 National Ave Building A1 Springfield Mo 65810	1,2,3,4,5,6,7,8,9,10	0
Emma Bowen Foundation for Minority Interests in Media	N/A	N/A	1221 Avenue of Americas 28A42 New York NY 10020	1,2,3,4,5,6,7,8,9,10	0

IWMF International Women's Media Foundation	N/A	N/A	1625 K St. NW. Suite 1275 Washington, DC 2006	1,2,3,4,5,6,7 ,8,9,10	0
National Association of Black College Broadcasters	N/A	N/A	P.O. Box 3191 Atlanta, GA 30302	1,2,3,4,5,6,7 ,8,9,10	0
NABJ National Association of Black Journalists	N/A	N/A	1100 Knights Hall Suite 3101 College Park MD 20742	1,2,3,4,5,6,7 ,8,9,10	0
Native American Journalists Assn	N/A	N/A	OU gaylord College 395 W. Lindsey St Norman OK 73019	1,2,3,4,5,6,7 ,8,9,10	0
NAPT	N/A	N/A	1800 N 33 rd St Lincoln NE 68505-1409	1,2,3,4,5,6,7 ,8,9,10	0
South Asian Journalists Assn.	N/A	N/A	Columbia Graduate School of Journalism 2950 Broadway New York NY 10027	1,2,3,4,5,6,7 ,8,9,10	0
AAJA Asian American Journalists Assn.	N/A	N/A	5 th Third St Suite 1108 San Francisco CA 94103	1,2,3,4,5,6,7 ,8,9,10	0
Black Culture Center-MU	N/A	N/A	813 Virginia Ave Columbia Mo 65211	1,2,3,4,5,6,7 ,8,9,10	0
CCNMA	N/A	N/A	USC Annenberg School of Journalism 727 W. 27 th St	1,2,3,4,5,6,7 ,8,9,10	0
NABOB National Association. Of Black-Owned Broadcasters	N/A	N/A	1250 Connecticut Ave NW Suite 700 Washington DC 20036	1,2,3,4,5,6,7 ,8,9,10	0
NAHJ National Association of Hispanic Journalists	N/A	N/A	1000 National Press Bldg. 529.14 th St NW Washington DC 20045-2001	1,2,3,4,5,6,7 ,8,9,10	0

NAMME National Association of Minority Media Executives	N/A	N/A	1921 Gallows Rd Ste 600 Vienna VA 22182	1,2,3,4,5,6,7 ,8,9,10	0
NLGJA National Lesbian and Gay Journalists	N/A	N/A	2120 L Street Ste 850 Washington DC 20045-2001	1,2,3,4,5,6,7 ,8,9,10	0
Employee Referral			5550 Hwy 63 South Columbia, MO 65201	1,2,3,4,5,6,7 ,8,9,10	18
LinkedIn				1,2,3,4,5,6,7 ,8,9,10	5
Indeed				1,2,3,4,5,6,7 ,8,9,10	3
MU Employment Portal			5550 Hwy 63 South Columbia, MO 65201	1,2,3,4,5,6,7 ,8,9,10	26

KOMU-TV broadcasts 2-4 times per month announcements soliciting organizations who wish to receive information about job openings at KOMU-TV.

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

Station Visits

KOMU-TV staff members regularly conduct station tours. Participants, which include students from local schools, members of local youth groups and members of other community organizations, are provided with opportunities to observe station operations and ask questions regarding station operations and opportunities in the broadcast industry. Educational requirements for various station positions are discussed with students. The station's staff often assists local youth groups with information necessary to help them obtain merit badges.

Date:	Organization:	Tour Notes:
3/31/23	MU For You Conference Group	Staff gave a tour to University of Missouri Staff. Attendees witnessed station operations and learned more about careers in journalism and broadcasting.
4/21/23	Higbee R-VIII Elementary	Staff gave a tour to students. Attendees witnessed station operations, a live broadcast and learned more about careers in journalism and broadcasting.
4/28/23	Columbia Home School Group	Staff gave a tour to home school students. Attendees witnessed station operations and learned more about careers in journalism and broadcasting.
5/6/23	Cole County RI School	Staff gave a tour to students. Attendees witnessed station operations, a live broadcast and learned more about careers in journalism and broadcasting.
5/12/23	Holiday C-2 Elementary	Staff gave a tour to students. Attendees witnessed station operations, a live broadcast and learned more about careers in journalism and broadcasting.
6/26/23	Academy of Early Childhood Learning	Staff gave a tour to students. Attendees witnessed station operations, a live broadcast and learned more about careers in journalism and broadcasting.
7/11/23	Tiger Tots Preschool	Staff gave a tour to students. Attendees witnessed station operations, a live broadcast and learned more about careers in journalism and broadcasting.

Career Day/Community Presentations & Involvement

KOMU-TV staff members are often involved in local efforts for career education in Mid-Missouri. The station's staff members regularly visit area schools where they speak about journalism and broadcasting and the opportunities within those industries. Staff members also make presentations to groups in our community, educating attendees about station operations and the broadcast industry and create internships for High School and College level credits. Staff members are also encouraged to be involved with continuing education.

Date:	Organization:	Notes:
2/6/23	MU Drone Class	Matt Beckwith visited an MU Drone Class to discuss weather conditions and drones.
2/16/23	Excelsior Springs Elementary School	Matt Beckwith participated in a career day and shared information about broadcast meteorology.
3/2/23	MU Journalism Producer Class	Matt Beckwith participated in an MU Journalism Producer Class discussing weather and news.
3/6/23	Hallsville Elementary School	Kesley Kobielus and Sara Moyers visited a 3 rd grade class to discuss careers in broadcast meteorology and journalism.
3/10/23	Paxton Kelly Elementary School	Matt Beckwith visited a 3 rd grade class to discuss weather and careers in broadcast meteorology.
3/17/23	Harrisburg High School	Matt Beckwith participated in a career day and shared information about broadcast meteorology.
3/18/23	Rock Bridge High School	Emily Spain participated in a career day and shared information about broadcast journalism.
3/29/23	Excelsior Springs Elementary School	Matt Beckwith participated in a career day and shared information about broadcast meteorology.
5/15/23	Shepard Elementary School	Matt Beckwith visited a 3 rd grade class to discuss weather and careers in broadcast meteorology.

Employee Training

KOMU-TV fosters an environment that encourages, supports and provides training to enhance employees' skills and career opportunities, including in the area of DEI. Some examples include:

March 2023, News Production Manager David Ordway completed the University of Missouri's Personal Accountability and Responsibility for Your Accountability Programs. These programs provided exposure to best practices for personal accountability. Information was shared with other staff members.

April 2023 Staff Members Stephanie Southey and Evie Allen completed a series of trainings earning a certificate from the Power Shift Project Team. Topics included: Critical Thinking, Role Play, and Respect and Trust in the workplace.

On June 12, 2023, General Manager Matt Garrett participated in a webinar on Workplace Integrity: Do You Qualify as an Ally? Presented by the Freedom Forum's Power Shift Project Team. The webinar provided insights for men who want to be allies to women, people of privilege who want to do more to fight inequity and powerful individuals who want to be better advocates for change.

In August and September 2023, all full-time employees of KOMU-TV were required to participate in Code of Conduct Training conducted by the University of Missouri. The Code of Conduct is a resource that outlines our core values and standards. All staff are expected to follow the Code and related policies and procedures. This course covers key topics of the Code that connect to how we treat one another and how we conduct business, striving for respect, trust and transparency in all we do.

In August and September 2023, all full-time employees of KOMU-TV were required to participate in Equity in the Workplace: Eliminating Discrimination and Harassment conducted by the University of Missouri. Every employee has the responsibility to support an equitable work and learning environment free from discrimination. This training module is designed to help our university community understand what discrimination and harassment are, as well as university policies and best practices that forward diversity, equity and inclusion.

KOMU-TV consistently cross trains part time employees specifically in our production department to encourage development and potential full-time opportunities. Many part time production employees are students looking to develop skills and prepare themselves for employment after graduation, and many have found full time employment due to this practice.

Teaching/Mentoring

October 1, 2022-September 30, 2023, the following KOMU-TV staff members also served as adjunct instructors at the Missouri School of Journalism. As instructors, they teach reporting and performance classes. Additionally, instructors offer students guidance, help develop their skills and serve as mentors.

Emily Spain – Adjunct for news performance class

Ben Arnet – Adjunct for Sports Reporting class

Steve Lambson – Adjunct for J1400 Applied Projects for Journalism and Strategic Communication

Katrina McCann - Adjunct for J1400 Applied Projects for Journalism and Strategic Communication

Jen McMillen - Adjunct for J1400 Applied Projects for Journalism and Strategic Communication

On October 18, 2022 and March 9, 2023, General Sales Manager Tom Dugan guest lectured a Media Sales Class at the University of Missouri. Discussion included an overview of KOMU-TV's linear television and digital marketing solutions with a targeted focus on the "sales process" including prospecting, diagnosis and presentations. A "Q&A" regarding "What managers are looking for in a media sales/marketing professional" was held with a focus, specifically, on what these students, with unique values, career attitudes and strengths can bring to organizations, post-graduation, as they prepare to enter the workforce in their chosen fields.

On November 18, 2022 General Manager Matt Garrett guest lectured a News Reporting Class at the University of Missouri. Discussion included business operations, programming, marketing and sales.

Local Sales Manager Mark Hotchkiss participated as a Judge for the DECA District competition on January 27, 2023. Students were provided marketing case studies and asked to present ideas or solutions to question in the study. The Judges were tasked with role playing with students and judged the students on their solutions and presentations. Judges also provided feedback to students.

On March 14, 2023 General Manager Matt Garrett guest lectured a Media Management Class at the University of Missouri. Discussion included business operations, programming, marketing and sales. Advice was provided to students for case study requirements for their class and careers.

On April 6, 2023 and September 13, 2023 General Manager Matt Garrett and General Sales Manager Tom Dugan met with MU Business School's Integrated Marketing Communications Class. Both presented real world information about legacy and digital marketing. Also discussed were their careers in media. A question-and-answer session was held at the end of the class.

On April 11, 2023 General Sales Manager Tom Dugan guest lectured a Media Management Class at the University of Missouri. Discussion included an overview of KOMU-TV's linear television and digital marketing solutions with a targeted focus on the "sales process" including prospecting, diagnosis and presentations. A "Q&A" regarding "What managers are looking for in a media sales/marketing professional" was held with a focus, specifically, on what these students, with unique values, career attitudes and strengths can bring to organizations, post-graduation, as they prepare to enter the workforce in their chosen fields.

Student Lab

KOMU-TV's newsroom is a teaching lab for the University of Missouri School of Journalism. KOMU-TV's existence and ownership by the University of Missouri is based upon the model of providing a real-world experience to broadcast journalism students. Journalism students report, produce and anchor newscasts as part of their educational experience. Each semester more than 100 journalism students enhance their skills in the KOMU-TV newsroom. Graduates of the University of Missouri School Journalism are highly sought-after job candidates due to their hands on experience and knowledge gained in the KOMU-TV Newsroom. KOMU-TV is the only commercially operated network affiliated television station where journalism students participate in the production of all news programs.

October 1, 2022 – September 30, 2023, KOMU-TV and the Missouri School of Journalism, hosted station groups and news executives from the following organizations: Graham, Gray, Hearst, Scripps, Tegna, News-Press & Gazette, Sinclair, Nexstar, Morgan-Murphy, Spectrum News, Fox Television Stations and WBRZ. Student journalists learning their craft in the KOMU-TV Newsroom, were interviewed, critiqued and provided professional development tips from representatives from those organizations.

Additional Information

KOMU-TV in collaboration with The Missouri School of Journalism provide tours of KOMU-TV's station and operations to prospective School of Journalism students. Prospective students see how the station operates and how current students work as reporters, producers, anchors, editors, and more. Prospective students meet the staff, faculty, and students who are passionate about journalism and eager to share their insights and advice. Prospective students also learn about the various programs and opportunities that the station and school offer and how it prepares students for successful careers in the media industry. Tours are conducted throughout the year, typically in the afternoon to expose prospective students to how journalism students contribute and participate in daily newscasts.

KOMU-TV served as a media sponsor for the 2023 State of Inclusivity Conference held on August 10, 2023. This conference intentionally fosters equity, diversity and inclusion by creating educational opportunities, raising awareness and providing strategies to bring to life the vision of inclusive excellence in our community. KOMU-TV Promotion Manager attended and represented the station at the conference.