

EEO Public File Report
October 1, 2024 through September 30, 2025
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, 2024 through September 30, 2025: 3

(1) Afternoon Host/Arts Reporter – KSMU

Start Date: November 1, 2024

**** Distributed to MSU Recruitment List prior to January 15, 2025***

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

(2) Director of Content - TV

Start Date: November 4, 2024

*** Distributed to MSU Recruitment List prior to January 15, 2025**

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

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

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

Rachel Knight

Missouri State University

901 South National

Springfield, MO 65897

Phone: 417-836-3511

(3) Community Engagement & Volunteer Coordinator

Start Date: June 2, 2025

*** *Distributed to MSU Recruitment List after January 15, 2025***

Referral Source(s) for person hired:

Personal Contact/Networking (**Provided 1 interviewee**)

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

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) (**Provided 2 interviewees**)

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

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

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. Due to change in university policy, there are two distribution lists during this fiscal year.

Recruitment Distribution prior to January 15, 2025

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

Recruitment Distribution after January 15, 2025

Community Recruitment Sources:		
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
MO Career Center	Springfield	MO
MO Career Center	Springfield	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
- Drury University Career Planning & Development

SUPPLEMENTAL OUTREACH INITIATIVES

October 1, 2024 through September 30, 2025

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 2024; Fall Semester 2025

Description and Scope of Involvement: In cooperation with area colleges and universities, KSMU-FM and KOZK-TV provide 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:

Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV
Michele Skalicky, News Director, Radio & TV

Interns Included:

FA24 – 2

SP25 – 0

SU25 – 1

Initiative Two: Hosting of at least one job fair.

Date: September 25, 2025

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:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV
Justin Beaupre, Director of Content, TV
Ran Cummings, Administrative Assistant, Radio & TV
Chris Drew, Morning Host-Report, Radio
Corbin Livingston, Master Control Operator, TV
Zoë McGarry, Engagement & Volunteer Coordinator, Radio & TV
Brent Moore, Chief Engineer, TV
Jimmy Rea, Afternoon Host-Arts Reporter, Radio
Brent Slane, Distributed User Support Specialist, TV

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

Events:

- November 7, 2024: Missouri State University Mock Interview Day
- February 19, 2025: Marshfield High School Mock Interviews
- March 5, 2025: Missouri State University Job & Internship Fair
- March 11, 2025: Missouri State University Mock Interview Day

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

Justin Beaupre, Director of Content, TV

Dax Bedell, Assistant Production Manager, TV

Phil Case, IT Coordinator, TV

Stefanie McCall, Engagement & Volunteer Coordinator, Radio & TV

Sue Robinson, Director of Community Support, Radio & TV

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

Dates: December 3, 2024; March 26, 2025

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:

Jessica Balisle, Operations & Compliance Coordinator, Radio & TV

Rachel Knight, General Manager, Radio & TV