Annual KMIR EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

In compliance with the Equal Employment Opportunity rules of the Federal Communications Commission, KMIR submits the following EEO Public File Report.

This report, required by 47 C.F.R. section 73.2080c(6), is filed on the KMIR website and in the stations local public file.

1. Job Vacancies & Filled Positions from August 1, 2016 through July 31, 2017

* A list of all job vacancies filled by the station employment unit during this reporting period, identified by job title.

* The Recruitment Sources utilized to fill those job vacancies, identified by name.

* The Recruitment Source referring the hiree for each job vacancy.

2. Recruitment Source listed by name, contact name, address and phone number.

* Data reflecting the total number of persons interviewed for full time vacancies

3. Outreach Initiatives

* List of initiatives and station participation

* A brief description of the supporting documentation that details the nature of the activity and the scope of station participation, including station personnel.
<table>
<thead>
<tr>
<th>Job Title</th>
<th>Recruitment Sources</th>
<th>Open</th>
<th>Hired</th>
<th>Source</th>
<th>Comments/Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive</td>
<td>Tvjobs.com, KMIR website</td>
<td>1</td>
<td>1</td>
<td>Industry</td>
<td>Station Acquisition</td>
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<tr>
<td>Anchor - Weekend</td>
<td>Tvjobs.com, KMIR website</td>
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<td>KMIR website</td>
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<td>Digital Marketing Coordinator</td>
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<td>1</td>
<td>Employee Referral</td>
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<td>TVNewscheck</td>
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<td>Photojournalist-Photographer</td>
<td>ASU, UCR, Valley wide expo, Tvjobs.com, KMIR website</td>
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<td>2</td>
<td>Internship Employee Referral</td>
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<tr>
<td>Producer</td>
<td>CBA, Tvjobs, KMIR website</td>
<td>2</td>
<td>2</td>
<td>Industry</td>
<td>Word of mouth</td>
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<td>Production Specialist</td>
<td>CBA, Tvjobs, Medialine, Linked In, ASU, UC Riverside, KMIR.com</td>
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<td>4</td>
<td>2 KMIR website</td>
<td>Employee Walk-in</td>
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<td>Video Journalist Reporter/MMJ</td>
<td>Valley wide expo, Tvjobs.com, Linked In, ASU, UCR, KMIR Website</td>
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<td>3</td>
<td>Internal</td>
<td>KMIR website Recruiter</td>
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<td>Weather Anchor AM</td>
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<td>Weather Anchor Weekend</td>
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<td>#</td>
<td>Recruitment Source</td>
<td>Website</td>
<td>Contact Name/Title</td>
<td>Phone Number/Fax Number</td>
<td>E-Mail Address</td>
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<td>1</td>
<td>Arizona State University/Walter Cronkite School of Comm</td>
<td>asuonline.asu.edu</td>
<td><a href="https://asu-csm.symplicity.com/employers">https://asu-csm.symplicity.com/employers</a></td>
<td>424-229-9482 Fax 424-238-0271</td>
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<tr>
<td>2</td>
<td>Asian Am Newspaper Association</td>
<td>aaja.co,</td>
<td>Administration</td>
<td>415-346-2051</td>
<td><a href="mailto:admin@aaja.org">admin@aaja.org</a></td>
</tr>
<tr>
<td>3</td>
<td>California Broadcasters Association</td>
<td>cba.com</td>
<td>Career Placement Office - yourcba.com/post-a-job</td>
<td>916-444-2237 Joe Berry</td>
<td><a href="mailto:jerry@yourcba.com">jerry@yourcba.com</a></td>
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<tr>
<td>4</td>
<td>Employment Development Dept. (Riverside County)</td>
<td>edd.ca.gov</td>
<td><a href="http://www.rivcoworkforce.com/jobSeeker.aspx">www.rivcoworkforce.com/jobSeeker.aspx</a></td>
<td>760-863-2531 Clint Miller</td>
<td><a href="mailto:clint.miller@edd.ca.gov">clint.miller@edd.ca.gov</a></td>
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<td>Industry/Employee Referral</td>
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<td>12</td>
<td>KMIR Internships</td>
<td>kmir.com</td>
<td>Office Manager</td>
<td>760-688-3636 <a href="mailto:internshp@kmir.com">internshp@kmir.com</a></td>
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<td>20</td>
<td>KMIR website</td>
<td>kmir.com</td>
<td></td>
<td><a href="mailto:jobs@kmir.com">jobs@kmir.com</a></td>
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<td>LinkedIn</td>
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<td>10</td>
<td>National Association of Black Journalist</td>
<td>nabj.org</td>
<td><a href="mailto:Info@nabjcareers.org">Info@nabjcareers.org</a></td>
<td>626-792-3846</td>
<td><a href="mailto:info@nabjcareers.org">info@nabjcareers.org</a></td>
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<td>11</td>
<td>National Association of Hispanic Journalists</td>
<td>nahj.com</td>
<td>Professional Diversity Network</td>
<td>888-975-1386</td>
<td>proddivnet.com</td>
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<tr>
<td>12</td>
<td>Radio Television Digital News Association</td>
<td>rtnda.org</td>
<td>Karen Hansen, Memberships &amp; Programs Manager</td>
<td>202-662-7257 <a href="mailto:karenh@rtnda.org">karenh@rtnda.org</a></td>
<td></td>
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<tr>
<td>2</td>
<td>Rick Gevers Newsletter</td>
<td>rickgevers.com</td>
<td>Rick Gevers</td>
<td>317-635-7912</td>
<td><a href="mailto:rick@rickgevers.com">rick@rickgevers.com</a></td>
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<tr>
<td>14</td>
<td>Southern California Broadcasters Association</td>
<td>scba.com</td>
<td>Online site</td>
<td>323-930-5597</td>
<td>Joe Berry</td>
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<tr>
<td>8</td>
<td>TVJOBS.com</td>
<td>tvjobs.com</td>
<td><a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a></td>
<td>760-754-8177</td>
<td>infotvjobs.com</td>
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<tr>
<td>16</td>
<td>TVNewsCheckMedia, LLC</td>
<td>TVNewsCheck.com</td>
<td>Pamy Hersh, Dir. Classified Ads</td>
<td>610-420-6003</td>
<td><a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a></td>
</tr>
<tr>
<td>17</td>
<td>University of California (Riverside)</td>
<td>ucr.csm.symplicity.com/employers</td>
<td>UCR Career Center Staff</td>
<td>951-827-1012</td>
<td><a href="mailto:careercontact@ucr.edu">careercontact@ucr.edu</a></td>
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<td>18</td>
<td>Unsolicited</td>
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<tr>
<td>19</td>
<td>Valleywide Employment Expo</td>
<td>deserjobexpo.com</td>
<td>Riverside County Workforce Dev. Cir.</td>
<td>760-863-2965</td>
<td><a href="mailto:Ohoffert@rivcoeda.org">Ohoffert@rivcoeda.org</a></td>
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<td>20</td>
<td>Word of Mouth</td>
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</tbody>
</table>
## Exhibit C

### Outreach Initiatives Worksheet

- Check each option in which you engage during the annual reporting period.
- Attach a brief description and supporting documentation that details the nature of the activity and the scope of station participation, including personnel involved.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</td>
</tr>
<tr>
<td>2.</td>
<td>Hosting at least one job fair.</td>
</tr>
<tr>
<td>3.</td>
<td>Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities. X</td>
</tr>
<tr>
<td>4.</td>
<td>Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities. X</td>
</tr>
<tr>
<td>5.</td>
<td>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. X</td>
</tr>
<tr>
<td>6.</td>
<td>Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies). X</td>
</tr>
<tr>
<td>7.</td>
<td>Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting. X</td>
</tr>
<tr>
<td>8.</td>
<td>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. X</td>
</tr>
<tr>
<td>9.</td>
<td>Establishment of a mentoring program for station personnel.</td>
</tr>
<tr>
<td>10.</td>
<td>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. X</td>
</tr>
<tr>
<td>11.</td>
<td>Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.</td>
</tr>
<tr>
<td>12.</td>
<td>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.</td>
</tr>
<tr>
<td>13.</td>
<td>Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.</td>
</tr>
<tr>
<td>14.</td>
<td>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</td>
</tr>
<tr>
<td>15.</td>
<td>Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.</td>
</tr>
<tr>
<td>16.</td>
<td>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. X</td>
</tr>
</tbody>
</table>
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #3 Co-sponsor at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.

DATE: 9/15/16

PARTICIPATING EMPLOYEES: Mayra Mancilla – Traffic Manager
Manny dela Rosa – Entertainment Reporter
Andrew Johnston – Creative Services Manager
Sandie Ware – National Sales Manager
Cindy Sparks – Office Manager

HOST/SPONSOR OF ACTIVITY: Valley Wide Employment Expo/KMIR

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

This one day event from 1:30 – 4:30 provided hundreds of community employment seekers an opportunity to speak with managers and ask questions regarding the different positions available at KMIR. Managers interacted with jobseekers by offering detailed information about each position and accepted applications and resumes.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE: 11/7/16

PARTICIPATING EMPLOYEES: Cindy Sparks – Office Manager

HOST/SPONSOR OF ACTIVITY: Palm Springs Unified School District

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

This half day Workforce Development Symposium was designed to bring career focused students together with local business employers and mentors to discuss and develop internship opportunities. Approximately 200 students participated with approximately 40 business owners in roundtable discussions about what employers are looking for in employment candidates, how to put together a resume, how to conduct themselves during an interview, how to prepare themselves for that interview and discussed career opportunities. Questions were asked about career opportunities at KMIR, job duties and educational requirements.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT:  OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE:  #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE:  4/5/17

PARTICIPATING EMPLOYEES:  Ross Becker, News Director
                               Andrew Johnston, Creative Services Director
                               Production Staff

HOST/SPONSOR OF ACTIVITY:  Palm Springs School District

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

KMIR offered to help produce and air a half hour production featuring local high school students talking about their achievements and dreams for the future.

KMIR helped them write & produce the show and KMIR anchors mentored the 8 students on how to present the show on TV. It gave them a personal experience with broadcast journalism. The show aired twice on KMIR.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT:  OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE:  #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE:  4/13/17

PARTICIPATING EMPLOYEES:  Ross Becker, News Director

HOST/SPONSOR OF ACTIVITY:  Westfield Mall

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Ross interacted with the community and answered questions about open employment opportunities. More than 200 people interacted with our booth. We also invited local college radio students to participate. Ages ranged from Adults (25+) to high school students looking for internships.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE: 5/9/17

PARTICIPATING EMPLOYEES: Ross Becker, News Director

HOST/SPONSOR OF ACTIVITY: KMIR – Station Tour

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

KMIR invited 30 students from the Journalism/Communications program at College of the Desert to tour the KMIR studios and ask questions about job opportunities. This group included both Hispanic and White student of all ages and two middle aged women who had gone back to school. Q&A throughout the tour.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE: 7/11/17

PARTICIPATING EMPLOYEES: Ross Becker, News Director
                              Max LaBounty, Newscast Director
                              Bryan Gallo, Anchor
                              Thalia Hayden, Anchor
                              News staff

HOST/SPONSOR OF ACTIVITY: KMIR/Desert Sands School District, Indio High School special education class

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Ross Becker explained to a group of 9 students and 3 adults, the different equipment functions and job functions of all the people responsible for live newscasts. Max and other news staff demonstrated the use of audio and director's board. Thalia and Bryan interacted with the students during their live broadcast and the students observed it firsthand.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

DATE: 8/1/16 – 7/31/17

PARTICIPATING EMPLOYEES: Cindy Sparks, Office Manager (Internship Coordinator), Melissa Lopez, Assignment Editor, Ross Becker, News Director and many other station News and Promotions staff.

HOST/SPONSOR OF ACTIVITY: KMIR TV

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

10 Students participated in KMIR’s internship program from 6 colleges across the country. Interns were trained in conducting interviews, news gathering and data input, editing, TV news script writing, story writing, newscast production, graphics, lighting and community interaction. One student following her internship was hire by a local TV station.

5 College of the Desert, Palm Desert, CA
1 Mira Costa College, Oceanside, CA
1 University of San Diego, CA
1 University of Montana, Missoula, MT
1 USC Annenberg School of Communication and Journalism, Los Angeles, CA
1 Emory University, Atlanta Georgia
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #6 Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

DATE: 1/2/17 – 7/31/17

PARTICIPATING EMPLOYEES: Ross Becker, News Director


DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION

Ross is a member of The Society of Professional Journalists which is an open organization that maintains a job listing service and The Radio Television Digital News Association which is a national group that produces news managers with potential qualified job candidates.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMI TV PALM SPRINGS

OUTREACH INITIATIVE: #6 Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

DATE: 4/25/17

PARTICIPATING EMPLOYEES: Ross Becker, News Director

HOST/SPONSOR OF ACTIVITY: KMI TV

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

While attending the National Association of Broadcasters Convention in Las Vegas. Ross met with representatives who represent minority job candidates.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #7 Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

DATE: Fall 2016 – Spring 2017

PARTICIPATING EMPLOYEES: Joseph Martin

HOST/SPONSOR OF ACTIVITY: Cathedral City High School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Joe is a mentor with the Cathedral City High School DATA (Digital Arts Technology Academy). He meets with a few students on a monthly basis to help keep them motivated and to work on improving their grades and help them with identifying career options.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #7 Participation in scholarship programs designed to assist student interested in pursuing a career in broadcasting.

DATE: 12/21/16 – 3/31/17

PARTICIPATING EMPLOYEES: Julie Buehler – Sports Reporter

HOST/SPONSOR OF ACTIVITY: Capistrano Connections Academy (on-line school)

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Julie mentored the student as part of the Young Women’s Leader Forum for a possible communications career in hopes of earning a college scholarship. The program to earn a scholarship included 16 hours of mentoring and education in business and career directions. The student learned how to choose a story, shoot & edit video and write the copy for broadcast. Julie was able to commit one on one time to teach her and encouraged her to pursue broadcasting as a career. At the same time the student was able to observe a working news room to gain insight for her future career choice.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

DATE: Fall 2016 – Spring 2017

PARTICIPATING EMPLOYEES: Joseph Martin

HOST/SPONSOR OF ACTIVITY: KMIR

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Joe is responsible for training all new production specialists at KMIR in editing, camera operation, graphics, audio, and field photography. He created documentation and provides formal and informal training to all new hires in production for cross training and advancement.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

DATE: March 17, 2017

PARTICIPATING EMPLOYEES: Gene Steinberg, VP/General Manager

HOST/SPONSOR OF ACTIVITY: Principal for a Day at James Workman Middle School, Rancho Mirage

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Spoke to a variety of classes about KMIR and local television news opportunities. Students were able to ask questions.

Approx. 50 kids, ages 8 – 14.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting

DATE: Fall 2016 – Spring 2017

PARTICIPATING EMPLOYEES: Joseph Martin

HOST/SPONSOR OF ACTIVITY: Palm Desert School Film Club

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Worked every week with the Palm Desert High School Film Club teaching participating students how to create short films and television broadcasts and spent time discussing career opportunities in the industry. I am also part of an advisory committee with Desert Sands Unified School District meeting with other industry professionals on how we can create internships and other opportunities for students.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

DATE: Fall 2016 – Spring 2017

PARTICIPATING EMPLOYEES: Joseph Martin

HOST/SPONSOR OF ACTIVITY: KMIR

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Joe has participated in 3 Advisory Committee Meetings with industry professionals hosted by Desert Sands Unified School District, assisted College of the Desert, Palm Springs Unified School District, and Desert Sands Unified School District with several in-house (KMIR) productions where we have made our studio available to help them produce programs for their schools and districts.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #10 Participation in at least four events of programs sponsored by Educational institutions relating to career opportunities in broadcasting.

DATE: 5/23/2017

PARTICIPATING EMPLOYEES: Janet Zappala – Anchor and Host/Reporter “Your Health Matters”

HOST/SPONSOR OF ACTIVITY: Palm Desert High School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Janet spoke to a group of 40 graduating seniors, ages 17 & 18 about what their plans were as they moved forward in their education and careers. She also spoke to them about health and wellness and asked questions about their interests. She told them about her career and role at KMIR and broadcasting as a profession and answered questions.
OUTREACH INITIATIVE

STATION CLAIMING CREDIT: OTA BROADCASTING (PSP) LLC - KMIR TV PALM SPRINGS

OUTREACH INITIATIVE: #16 Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

DATE:

PARTICIPATING EMPLOYEES: Bryan Gallo, Weathercaster

HOST/SPONSOR OF ACTIVITY: KMIR

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Weathercaster mentored a student for several weeks, teaching weather research, production and implementation.