

**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.

**KMIR TV JOB VACANCIES / RECRUITMENT SOURCES REPORT**

**August 1, 2016 - July 31, 2017**

<b>Job Title</b>	<b>Recruitment Sources</b>	<b>Open</b>	<b>Hired</b>	<b>Source</b>	<b>Comments/Remarks</b>
Account Executive	Tvjobs.com, KMIR website	1	1	Industry	Station Acquisition
Anchor - Weekend	Tvjobs.com, KMIR website	1	1	KMIR website	
Digital Marketing Coordinator	Tvjobs, KMIR website	1	1	Employee Referral	
News Director	Rick Gevers Newsletter, CBA, KMIR website, TVNewscheck, TV Jobs,	1	1	TVNewscheck	
Photojournalist-Photographer	ASU, UCR, Valley wide expo, Tvjobs.com KMIR website	2	2	Internship Employee Referral	
Producer	CBA, Tvjobs, KMIR website	2	2	Industry Word of mouth	
Production Specialist	CBA, Tvjobs, Medialine, Linked In, ASU, UC Riverside, KMIR.com	4	4	2 KMIR website Employee Walk-in	
Video Journalist Reporter/MMJ	Valley wide expo, Tvjobs.com, Linked In, ASU, UCR, KMIR Website	3	3	Internal KMIR website Recruiter	
Weather Anchor AM	Tvjobs.com, TV Newscheck, KMIR website	1	1	Internal	
Weather Anchor Weekend	tvjob.com, KMIR website	1	1	Industry	

**KMIR TV RECRUITING SOURCES and INTERVIEW TOTALS**

August 1, 2016 through July 31, 2017

This report lists all Recruitment Sources and the total Interviews referred by each Recruitment Source reporting

**# Number of Interviews**

#	Line	RECRUITMENT SOURCE	Website	Contact Name/Title	Phone Number/Fax Number	E-Mail Address	Address1
	1	Arizona State University/Walter Cronkite School of Comm	asuonline.asu.edu	https://asu-csm.symplicity.com/employers	424-229-9482 Fax 424-238-0271		PO Box 871312, Tempe, AZ 85287
	2	Asian Amjournalist Association	aaaja.co,	Administration	415-346-2051	admin@aaaja.org	5 third Street, #1108, San Francisco, CA 94103
	3	California Broadcaster's Association	cba.com	Career Placement Office - yourcba.com/post-a-job	916-444-2237 Joe Berry	jberry@yourcba.com	ca.broadcast1source.com/default.aspx
	4	Employment Development Dept. (Riverside County)	edd.ca.gov www.rivcoworkforce.com/jobSeeker.aspx	Clint Miller	760-863-2531	clint.miller@edd.ca.gov	44-199 Monroe St. Suite B, Indio, CA 92201
11	5	Industry/Employee Referral					
2	6	KMIR Internal Hire/Promotion/Rehire	kmir.com	Department Managers			
1	7	KMIR Internships	kmir.com	Office Manager	760-568-3636	internship@kmir.com	
20	8	KMIR website	kmir.com			jobs@kmir.com	
	9	LinkedIn	linkedin.com				
	10	National Association of Black Journalist	nabj.org	info@nabjcareers.org	626-792-3846	info@nabcareers.org	8800 Lakewood Dr. #117, Windsor, CA 95492
	11	National Association of Hispanic Journalists	nahj.com	Professional Diversity Network	888-975-1386	prodivnet.com	801 W. Adams St. #600, Chicago, IL 60607
	12	Radio Television Digital News Association	rtnda.org	Karen Hansen, Memberships & Programs Manager	202-662-7257	karenh@rtdna.org	529 14th St NW, Suite 1240, Washington, DC, 20045
2	13	Rick Gevers Newsletter	rickgevers.com	Rick Gevers	317-635-7912	rick@rickgevers.com	355 E. Ohio St. #303, Indianapolis, IN 45204
	14	Southern California Broadcasters Association	scba.com	Online site	323-930-5597	Joe Berry jberry@yourcba.com	5670 Wilshire Blvd., Suite 200, Los Angeles, CA 90036
8	15	TVJOBS.com	tvjobs.com	jobs@tvjobs.com	760-754-8177	infotvjobs.com	P.O. Box 4116, Oceanside, CA 92052
2	16	TVNewsCheckMedia, LLC	TVNewsCheck.com	Patty Hersh, Dir. Classified Ads	610-420-6003	phersh@newsCheckMedia.com	24 West Lancaster Ave, Suite 205, Admore, PA 19003
	17	University of California (Riverside)	ucr.csm.symplicity.com/employers	UCR Career Center Staff	951-827-1012	careercontacts@ucr.edu	900 University Ave., Riverside, CA 92521
1	18	Unsolicited					
	19	Valleywide Employment Expo	desertjobexpo.com Riverside County Workforce Dev. Ctr.	Business Solutions Consultant, Olivia Hoffert	760-863-2965	Ohoffert@rivcoeda.org	P.O. Box 8902, Indio, CA 92202
6	20	Word of Mouth					
<b>53</b>							

## 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.

1. Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.	
2. Hosting at least one job fair.	
3. 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
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.	X
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	X
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).	X
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	X
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	X
9. Establishment of a mentoring program for station personnel.	
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	X
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.	
12. 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.	
13. 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.	
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	
15. 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.	
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.	X

## **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

**HOST/SPONSOR OF ACTIVITY:** Society of Professional Journalists and The Radio Television Digital News Association.

### **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 - 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:** 4/25/17

**PARTICIPATING EMPLOYEES:** Ross Becker, News Director

**HOST/SPONSOR OF ACTIVITY:** KMIR

**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.