

KAKE, KUPK, KLBY
EEO PUBLIC FILE REPORT
February 1, 2021 to January 31, 2022

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Sports Reporter/Anchor	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 72	54
Anchor/Reporter	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 72	72
Meteorologist	1-12, 14-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69	18
Multi-Media Producer	1-12, 14-17, 19-24, 26-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	33
Broadcast Engineer/Transmitter Technician	1-12, 14-17, 19-32, 34-35, 37, 40-44, 46-50, 52-56, 58-69, 71	25
News Director	1-12, 14-17, 19-24, 26-32, 34-35, 37, 39-45, 47-48, 50, 52-55, 58-69	67
Creative Services Director	1-12, 14-17, 19-24, 26-32, 34-35, 37, 39-44, 47-48, 50, 52-55, 58-69, 71	68
Account Executive	1-12, 14-17, 19-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Multi-Media Producer	1-12, 14-17, 19-35, 37, 40-44, 47-48, 50, 52-54, 58-69	33
Multi-Media Producer	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Account Executive	1-12, 14-17, 19-24, 26-37, 40-44, 47-48, 50, 52-54, 58-69, 71	71

Please see Section II for specific information concerning sources that are entitled to receive job notifications. Job outreach efforts conducted during the reporting period utilized all sources that were entitled to receive job notifications of the relevant type at the time of outreach.

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I. VACANCY LIST (Continued)

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Anchor/Reporter	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71-72	72
Multi-Media Journalist	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-55, 58-69, 71	71
Producer	1-12, 14-17, 19-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Multi-Media Journalist	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-55, 58-69, 71	71
Promotion Producer	1-12, 14-17, 19-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Web & Social Media Producer	1-12, 14-17, 19-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69	25
Producer	1-12, 14-17, 19-24, 26-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	33
Executive Producer	1-12, 14-17, 19-24, 26-35, 37, 40-44, 47-48, 50, 52-54, 58-69	68
Multi-Media Journalist	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Photojournalist	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69, 71	71
Producer	1-12, 14-17, 19-24, 26-32, 34-35, 37, 40-44, 47-48, 50, 52-54, 58-69	69

Please see Section II for specific information concerning sources that are entitled to receive job notifications. Job outreach efforts conducted during the reporting period utilized all sources that were entitled to receive job notifications of the relevant type at the time of outreach.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12 month period
1	Baker University Gary Handy 618 Eighth St. Baldwin City, KS 66006 785-594-6451 Handshake – https://joinhandshake.com	No	0
2	Barton County Community College Judy Jacobs 245 NE 30 th Road Great Bend, KS 67530 620-792-9349 careercenter@bartonccc.edu	No	0
3	Bethel College Marla Krell 300 East 27th Street North Newton, KS 67117 316-284-5326 Handshake – https://joinhandshake.com	No	0
4	Breakthrough Club Katie Gibbons P O Box 47563 Wichita, KS 67201-7563 316-269-2402 katie.gibbons@btcwichita.com	Yes	0
5	Broadcast Center John Carroll 2360 Hampton Ave. St. Louis, MO, 94710 314-647-8181 placement@broadcastcenterinfo.com	No	0
6	Butler County Community College Aletra Chaney-Profit 901 S. Haverhill Road El Dorado, KS 67042 316-322-3294 achaneyprofit@butlercc.edu	No	0
7	Central Community College Elizabeth Kavan P O Box 1024 Hastings, NE 68902-1024 402-461-2580 elizabethkavan@cccneb.edu	No	0

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8	City of Wichita Susan K. Leiker City Hall, 455 N. Main, 2 nd Floor Wichita, KS 67202 316-268-4531 sleiker@wichita.gov	Yes	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
9	Cloud County Community College Brenda Hanson 2221 Campus Drive Concordia, KS 66901-1002 785-243-1435 bhanson@cloud.edu	No	0
10	Coffeyville Community College Kelli Bauer 400 W. 11 th Street Coffeyville, KS 67337 620-251-7700 kellib@coffeyville.edu	No	0
11	Colorado State University Katie Lloyd 1101 Center Ave. Mall Fort Collins, CO 80523-8033 970-491-5707 Handshake – https://joinhandshake.com	No	0
12	Colby Community College Patty Mead 1255 S. Range Colby, KS 67701 785-462-3984 patty.mead@colbycc.edu	No	0
13	Collective Talent Michael Bille 1721 Richardson Place Tampa FL 33606 bille@michaelsmedia.com	No (Must Pay for Ad)	0
14	Columbia College Dave Mason 600 S. Michigan Ave. Chicago, IL 60605 312-369-8612 dmason@colum.edu	No	0
15	Dept for Children & Families Lolitta Tucker P O Box 1620 Wichita, KS 67201-1620 316-337-6428 lolitta.tucker@dcf.ks.gov	Yes	0

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16	Dodge City Community College Alisha Ontiberos 3004 N. 14 th Street Dodge City, KS 67801 620-227-9244 aontiberos@dc3.edu	No	0
17	Emporia State University June Coleman-Hull 1200 Commercial Street Emporia Kansas 66801 620-341-5407 Handshake – https://joinhandshake.com	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
18	Facebook Website www.facebook.com	No	4
19	Fort Hays State University Daniel B. Rice 600 Park Street Hays, KS 67601-4099 785-628-4260 Handshake – https://joinhandshake.com	No	0
20	Fort Riley ACAP Center Sharone Washington 212 Custer Ave., Room 101 Fort Riley, KS 66442 785-239-2068 Sharone.m.washington.ctr@mail.mil	Yes	0
21	Friends University Shera Jones 2100 W. University Street Wichita, KS 67213 316-295-5822 Handshake – https://joinhandshake.com	No	0
22	Garden City Community College Ryan Ruda 801 Campus Drive Garden City, KS 67846 620-276-9640 ryan.ruda@gcccks.edu	No	0
23	Hastings College Kimberly Graviette 710 N. Turner Avenue Hastings, NE 68901 402-461-7387 Handshake – https://joinhandshake.com	Yes	0
24	Hutchinson Community College Marcia Fletcher 1300 North Plum Hutchinson, KS 67501 620-665-3495 https://www.collegecentral.com/hutchcc/	No	0

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25	Indeed.com 6433 Champion Grandview Way Austin, TX 78750 800-475-4361 www.indeed.com	No	6
26	Johnson County Community College Career Development 12345 College Blvd. Overland Park, KS 66210 913-469-8500 careerdevelopment@jccc.edu	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
27	Kansas Association of Broadcasters Allison Mazzei 1916 SW Sieben Court Topeka, KS 66611-1656 785-235-1307 www.kab.net	Yes	3
28	Kansas City Kansas Comm. College Ana Lima 7250 State Avenue Kansas City, KS 66112 913-334-1100 alima@kckcc.edu	No	0
29	Kansas State University Debbie Owens 100 Holtz Hall Manhattan, KS 66506 785-532-6506 Handshake – https://joinhandshake.com	No	1
30	Kansas University Steve Rottinghaus 1435 Jayhawk Blvd, Room 210 Lawrence, KS 66045 785-864-4755 kucareer@ku.edu	No	0
31	Kansas Works Jill Zimmerman 203 N. 10th Salina, KS 67401 785-827-0385 jzimmerman@ks.gov	Yes	1
32	KETCH Employment Services Lisa Webb 1006 E. Waterman Wichita, KS 67211 316-383-8845 lwebb@ketch.org	Yes	0
33	Linked In Website www.linkedin.com	No	8
34	McPherson College	No	0

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	Kevin Mokhtarian 1600 E. Euclid St. McPherson, KS 67460 800-365-7402 Handshake – https://joinhandshake.com		
35	Media Line Rich Everitt 1209 Wood Valley Rd. Augusta, GA 30909 706-364-7564 rich@medialine.com	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
36	Media Recruiter Art Scott 9457 So. University Blvd #303 Highlands Ranch, CO 80126 303-400-5150 www.mediarecruiter.com	No (Must Pay for Ad)	0
37	Missouri Western State University Dr. Vincent Bawhay 4525 Downs Dr. Saint Joseph, MO 64507 816-271-4200 Handshake – https://joinhandshake.com	No	0
38	National Assoc. of Hispanic Journalists Eric Wee 1000 National Press Bldg Washington, DC 20045 626-792-3846 www.nahjcareers.org	No (Must Pay for Ad)	0
39	Native American Journalist Association Sterling Cospser 395 W. Lindsey Street Norman, OK 73019 405-325-1649 https://www.najanewsroom.com	No (Must Pay for Ad)	0
40	Newman University Melanie Head 3100 McCormick Ave. Wichita, KS 67213 316-942-4291 Handshake – https://joinhandshake.com	No	0
41	NLGJA (Assoc. of LGBTQ Journalists) Elliot Ayres 2120 L Street NW, Ste. 850 Washington, DC 20009 202-887-8209 info@nlgja.org	Yes	0

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42	Northwestern Oklahoma State University Jenny Redinger 709 Oklahoma Blvd Alva, OK 73717 580-327-8546 Handshake – https://joinhandshake.com	No	0
43	Ottawa University Joanna Walters 1001 S. Cedar , Campus Box 10 Ottawa, Ks 66067 785-248-2352 career@ottawa.edu	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
44	Pittsburg State University Dr. Troy Comeau 1701 S. Broadway Pittsburg, KS 66762 620-235-4808 Handshake – https://joinhandshake.com	No	0
45	Rick Gevers & Associates Rick Gevers 355 E. Ohio St. #303 Indianapolis, IN 46204 http://www.rickgevers.com	No (Must Pay for Ad)	4
46	SBE – Society of Broadcast Engineers 9102 N. Meridian St., Ste. 150 Indianapolis, IN 46260 317-846-9000 www.sbe.org	No (Must Pay for Ad)	0
47	Senior Services/Sr Employment Prog. Cherie Wenderott 200 S. Walnut Wichita, KS 67213 316-267-1771 cheriew@seniorservicesofwichita.org	Yes	0
48	SER Corporation Richard Lopez 1020 N. Main, Suite B Wichita, KS 67203 316-264-5372 receptionist@sercorp.com	Yes	0
49	SMPTE (Society of Motion Picture & TV Engineers) 445 Hamilton Ave., Ste. 601 White Plains, NY 10601 914-761-1100 https://careercentral.smpte.org	No (Must Pay for Ad)	0
50	Southwestern College Alex Munoz 100 College Street Winfield, KS 67156-2499	No	0

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	620-229-6267 Alex.munoz@sckans.edu		
51	Spots N Dots Gene McKay 1635 Old Highway 41, Ste. 112-338 Kennesaw, GA 30152 888-884-2630 www.spotsndots.com	No (Must Pay for Ad)	0
52	Sterling College Career Development 125 W. Cooper Sterling, KS 67579 800-346-1017 career@sterling.edu	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
53	Tabor College Ruth Funk 400 S. Jefferson Hillsboro, KS 67063 620-947-3121 ruthf@tabor.edu	No	0
54	TVJobs Mark C. Holloway P O Box 4116 Oceanside, CA 92052 760-754-8177 www.tvjobs.com	Yes	3
55	TV NewsCheck Media Paul Greeley 24 W. Lancaster Ave., Ste. 205 Ardmore, PA 19003 484-412-8287 https://tvnewscheck.com	No (Must Pay for Ad)	2
56	TV Technology.com Ross Gager 555 11 th St. NW, Ste. 600 Washington, DC 20004 860-615-3983 https://jobs.tvtechnology.com	No (Must Pay for Ad)	0
57	The Broadcast Image Group Larry Rickel 200 E. Grayson St., Ste. 116 San Antonio, TX 78215 210-828-6664 info@broadcastimage.com	No (Must Pay for Ad)	0

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58	Truman State University Career Center 100 E. Normal St. Kirksville, MO 63501 660-785-4000 careers@truman.edu	No	0
59	University of Central Oklahoma Career Development 100 N. University Dr. Edmond, OK 73034 405-974-3346 Handshake – https://joinhandshake.com	No	1
60	Washburn University Kent McAnally 1700 College Topeka, KS 66621 785-670-1450 Handshake – https://joinhandshake.com	No	0
RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
61	Wichita State University Megan Nold 1845 N Fairmount, Campus Box 42 Wichita, KS 67260-0042 316-978-3688 Handshake – https://joinhandshake.com	Yes	2
62	Wichita Technical Institute Jeff Ranney 214 South Brunswick Wichita, KS 67209-2045 316-943-2241 jranney@wti.edu	No	1
63	Wichita Workforce Center Billy Nguyen 2021 N. Amidon, Ste. 1100 Wichita, KS 67203 316-771-6827 bnguyen@kansasworks.com	Yes	0
64	WSU Media Resource Center Greg Matthias 1845 N Fairmount, Campus Box 57 Wichita, KS 67260-0057 316-978-7760 Greg.matthias@wichita.edu	No	0
65	WSU Tech Megan Madasz 301 South Grove Wichita, KS 67211 316-677-1876 Handshake – https://joinhandshake.com	No	0

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66	YWCA (Wichita Family Crisis Ctr) Anna Maria Fouad 1111 N. St. Francis Wichita, KS 67214 316-263-7501 mainoffice@wichitafamilycrisiscenter.org	Yes	0
67	Lockwood Broadcast Group Tiffany Humphrey 3914 Wistar Road Richmond, VA 23228 804-672-6565 business@lockwoodbroadcst.com	No (Source sends postings to other Lockwood stations)	1
68	KAKE Internal Job Posting Lori Johnson 1500 N. West Street Wichita, KS 67203 316-946-1350 ljohnson@kake.com	No	4
69	KAKE Website Paul Meister 1500 N. West Street Wichita, KS 67203 316-946-1392 www.kake.com	No	18
70	Walk in Applicant	No	0
71	Employee Referral	No	20
72	Non-employee Referral	No	4
73	KAKE-TV on air advertisement	No	0

TOTAL INTERVIEWEES OVER 12-MONTH PERIOD: 83

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III. RECRUITMENT INITIATIVES

#	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Establish an internship program designed to assist members of the community in acquiring skills needed for broadcast employment.	<p>KAKE hosted 7 college interns during the reporting period before restricting visitors at the station the latter part of the year due to high numbers of positive cases of the Covid 19 virus in Sedgwick County. The students earned academic credit from their school and will use the experience to help them obtain a job in the broadcasting field when they graduate.</p> <p>Interns assigned to the News Department were supervised by Assistant News Director, Dave Grant. We had one intern interested in Promotions who was under the supervision of our Creative Services Director, Aaron Lair. The interns' duties included observing various day-to-day activities of the reporters, news producers, photojournalists, and promotion producers. The interns spent approximately 15 hours a week for one semester in their interested field of study.</p> <p>This year's interns were represented by the following schools: University of Kansas (2) Institute of American Indian Arts Baker University Wichita State University Kansas Wesleyan University University of St. Andrews</p>
2	Participate in events sponsored by community groups interested in broadcast employment issues.	<p>KAKE participated in five school-related and community events for individuals interested in the broadcasting field:</p> <p>1 – February 5, 2021 – KAKE Senior Reporter, Pilar Pedraza, did a virtual Zoom presentation to two classes at Central Christian Academy. Pilar was the sole guest speaker for a 7th-8th grade class and a high school speech class to talk about her</p>

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	<p>job at KAKE and answer questions about broadcast journalism careers.</p> <p>2 – March 15, 2021 – KAKE Assistant News Director, Dave Grant, participated in a virtual Zoom presentation for Wichita State University’s Elliott School of Communications. Dave discussed the Producer role at KAKE and talked about what skills the station looks for in a young producer who wants to get a job in the broadcast field.</p> <p>3 – June 4, 2021 – KAKE Senior Reporter, Pilar Pedraza, did a Zoom presentation for two English classes at Excel Academy of South Shore. Pilar was the sole presenter and talked about her role and responsibilities at KAKE and answered student questions on journalism as a final on their journalism unit.</p> <p>4 – June 16, 2021 – KAKE Senior Reporter, Pilar Pedraza, participated in a Zoom seminar for the IRE 2021 Conference on news broadcasting and the pandemic. Pilar was one of five panelists and her specialization for the seminar was on political reporting. She shared her experiences and reporting tips, and attendees were given the chance to ask questions about her experiences and role at KAKE after her presentation.</p> <p>5 – August 24, 2021 – KAKE Sports Director, Chris Lilly, was a guest speaker at Emporia State University’s GOALS class. Chris talked a group of student athletes and shared how the media / student athlete relationship works and discussed job opportunities in the area of sports that are available in the broadcasting industry.</p>
<p>3 Participate in job fairs</p>	<p>KAKE personnel participated in two Job Fair during the reporting period:</p> <p>1 – March 4, 2021 - KAKE Assistant News Director, Dave Grant, participated in the 2021 Spring Journalism Virtual Career Fair for The University of Kansas. Students signed up for times to do virtual visits to learn about job opportunities and internships available at KAKE. Dave also gave advice on degrees to pursue for a career in broadcasting and offered suggestions on improving their work reel for interviews.</p>
<p>4 Participate in events or programs sponsored by educational institutions relating to careers in broadcasting.</p>	<p>KAKE hosted two students from area high school and colleges for a Job Shadow Day. The students were able to watch employees at KAKE as they performed their day-to-day duties.</p> <p>1 - June 1, 2021 – A student from Kansas Wesleyan College who is studying journalism did a job shadow day in the KAKE newsroom. The student shadowed Multi-Media Journalist, Jackson Overstreet, as he did interviews and wrote news stories to air in newscasts later in the day.</p>

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	<p>2 – July 9, 2021 – A senior from Maize South High School did a job shadow at KAKE to learn about job opportunities at a television station. The student shadowed Reporter/Producer, John Hayes, as he shot video and did interviews for a story on 4H participants returning to their county fair after the pandemic.</p> <p>3 – April 8, 2021 – KAKE Anchor, Deb Farris, was one of the featured panelists for the Kansas Association of Broadcasters’ Virtual Student Seminar and round table event. Students participating in the seminar could ask questions of the featured panel of Kansas’ top broadcasters during the live Q&A session. At the round table event, students could talk specifically with each broadcaster about their areas of interest and job opportunities.</p>
<p>5 Participation in training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>KAKE Management and staff participated in four training sessions to expand their working knowledge of the industry as well as their growth potential in the company:</p> <p>1 – March 24, 2021 – Webinar presented by Corey Elliott with Borrell Associates on Local Advertising Forecast for 2021. The webinar was attended by the KAKE sales managers and Account Executives .The training covered material for understanding the various segments of the advertising industry and what the market is like. They discussed where advertisers are spending their money and how to be an effective salesperson in the current market.</p> <p>2 – April 16, 2021 – Online Orbit Digital Training on OTT presented by Richard Harris at ORBIT for all the Lockwood station sales groups. The training session discussed OTT/CTV advertising, how to use it, and how to sell it to prospective clients. The webinar was attended by the sales managers and Account Executives at KAKE.</p> <p>3 – September 14, 2021 – Webinar on Comscore’s 2021 State of OTT and the digital market. The training focused on understanding consumption trends and the size of the OTT market for different streaming services. They discussed how OTT is affecting TV and digital buys in our network and how to sell with the shift from broadcast to streaming services. The webinar was attended by the sales managers and Account Executives at KAKE.</p> <p>4 – January 13, 2022 – Online Nielsen Research training session presented to the sales managers and Account Executives at KAKE. The training covered the NLTV Software and Scarborough Prime Lingo Software and explained how to use the software and research materials to sell effectively in the current market conditions.</p>