

ANNUAL EEO PUBLIC FILE REPORT FOR KMIR-TV & KPSE-LP

In compliance with the Equal Employment Opportunity rules of the Federal Communications Commission, KMIR submits the following FCC 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 KMIR Public File and consists of three (3) parts as follows:

1. A list of all full-time vacancies filled by the station from August 1, 2015 through July 31, 2016
"Job Vacancies / Recruitment Sources Report"

Job Vacancies
Recruitment Sources
Number of Open Positions and Positions Filled
Referral Source for each vacancy filled

2. A list of Each Recruitment Source by name, website, contact name, address and phone number
"KMIR Recruiting Sources / Interviewee Referral Source"

Number of persons interviewed for all full time vacancies, by referral source

3. A list of Outreach Initiatives and brief description of individual recruitment efforts.
"Outreach Initiatives Worksheet" and "Outreach Initiative Reports"

List of Outreach Initiatives indicating participation
Individual outreach efforts by date, sponsor, description and participants

KMIR TV JOB VACANCIES / RECRUITMENT SOURCES REPORT

2015-2016					
Job Title	Recruitment Sources	# of Openings	Hired	Source	Comments/Remarks
Account Executive	California Broadcasters Assoc (CBA),California Chicano New Media Assoc.(CCMA), Medialine, KMIR website , TVJOBS.com, University of California (Riverside)(UCR)	2	2	(2) Employee referral	
Assignment Editor	KMIR Website	1	1	Industry Referral	urgent, position vacated
Chief Meteorologist	KMIR website	1	1	Industry Referral	Targeted recruitment for specific individual
Chief Technologist	California Broadcasters Assoc (CBA),California Chicano New Media Assoc.(CCMA), KMIR website, Medialine, NAB job fair,University of California (Riverside)(UCR)	1	1	KMIR Internal Promotion	
Creative Services Director	Black Journalist Association of Southern California (BJASC), California Broadcasters Assoc (CBA),California Chicano New Media Assoc.(CCMA), Medialine, The Desert Sun, KMIR website, TVNewsCheckMedia, University of California (Riverside)(UCR)	1	1	KMIR website	
IT / Broadcasting Engineer	Monster.com, Society of Broadcast Engineers, KMIR Website	1	1	Society of Broadcast Engineers	
Master Control Operator	California Broadcasters Association (CBA), California Chicano New Media Association (CCMA), University of California (Riverside, UCR), KMIR website, Medialine and Valleywide Employment Expo	2	2	Employee Referral	
Newscast Producer	Arizona State University (ASU), California Chicano New Media Assoc., Medialine, California Broadcasters Assoc. (CBA), The Desert Sun (newspaper), University of California (UCR), (Riverside), University of Southern California (USC) KMIR website	2	2	Word of Mouth	
Production Specialist	KMIR website, NAB job fair, The Desert Sun Newspaper, Valleywide Employment Expo	3	3	KMIR Website	
Video Journalist	Arizona State University (ASU),Black Journalist Association of Southern California (BJASC), California Broadcasters Assoc (CBA),California Chicano New Media Assoc.(CCMA), Medialine, The Desert Sun, KMIR website,University of California (Riverside)(UCR)	2	2	Word of Mouth/Industry	
Weathercaster	KMIR website	1	1	word of mouth	Intern - position created for individual

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.	X
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.	
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).	
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	
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.	X
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.	X
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.	X
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.	

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

DATE: 9/10/15

PARTICIPATING EMPLOYEES: Mayra Mancilla, Traffic Manager

Manny Dela Rosa, Creative Services Manager

Alison Hendrix, General Sales Manager

Cindy Sparks, Office Manager

HOST/SPONSOR OF ACTIVITY: Valleywide Employment Expo

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

The 4 managers paired up and alternated during the 4 hour expo handing out job position flyers and employment applications while answering specific job related questions and accepted resume's and applications.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in job fairs by station personnel who have substantial responsibility in making of hiring decisions

DATE: 4/20/16

PARTICIPATING EMPLOYEES: Carol LaFever, COO, OTA Broadcasting, LLC

Gene Steinberg, General Manager & VP KMIR

David Reese, News Director KMIR

HOST/SPONSOR OF ACTIVITY: National Association of Broadcasters Education Foundation

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Station open position information was distributed to Career Fair attendees and questions were answered regarding specific job duties and qualifications.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.

DATE: 2/27/16

PARTICIPATING EMPLOYEES: Alison Hendrix, General Sales Manager

HOST/SPONSOR OF ACTIVITY: Soroptimist International of Palm Desert & College of the Desert

Keynote Speaker at a Career Building Workshop for Women

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Alison Hendrix spoke to 60 college aged women (ages 18-30) and 20 women (ages 30-80) for 25 minutes. She presented a PowerPoint presentation about "Reaching For Your Dreams." She shared various experiences and lessons she learned in her career path and how she came to be in the General Sales Managers position she is in today. Some women inquired about internships and were given our News Directors contact information.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participation in programs sponsored by organizations representing groups present in the community interested in broadcast employment

DATE: 03/10/2016

PARTICIPATING EMPLOYEES: Carlos Herrera

HOST/SPONSOR OF ACTIVITY: Cal State University Northridge Journalism Department/Career Day

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Carlos participated in California State University Northridge's Journalism Career Day. He was part of a panel and spoke to a group of 50 university juniors and seniors about his current role at KMIR News, his experience working for the station and what he has learned. He discussed his TV news career path from its beginning in college. He gave them suggestions about what they can do to land their first job, including internships, putting together a reel and connecting with the appropriate people in the news business. At the end of the 90 minute discussion, was a question and answer session and following that he met with some students individually and offered them help.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities

DATE: 4/15/16

PARTICIPATING EMPLOYEES: David Reese, News Director

Melissa Lopez, Assignment Editor

HOST/SPONSOR OF ACTIVITY: San Bernardino Public Information Officers Panel

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

David and Melissa spoke to the panel about the necessary communication between officers and the media and answered questions. The purpose of S-203 is to provide students with the skills and knowledge needed to serve as public information officers (PIOF). The course covers establishing and maintaining an incident information operation, communicating with internal and external audiences, working with the news media, handling special situations, and long term planning and strategy.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by organizations representing groups present in the community interested in broadcast employment

DATE: 6/25/16

PARTICIPATING EMPLOYEES: Julie Buehler, Video Journalist/Sports

HOST/SPONSOR OF ACTIVITY: Big Brothers, Big Sisters

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Julie gave a studio tour for 23 adults and children interested in broadcast journalism. They were instructed on how a TV operation is conducted and used cameras and shot a couple of promotions to get a feel for news production. She discussed positive ways to impact the community through communication and volunteer work, how journalism is a public service and the ethics involved in quality journalism. And answered questions throughout the tour.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Internship program designed to assist members of the community to acquire skills need for broadcast employment

DATE: 8/1/15-7/31/16

PARTICIPATING EMPLOYEES: David Reese, News Director and News staff

Andrew Johnston Creative Services Director and Promotions staff

Cindy Sparks, Office Manager (Internship Coordinator)

HOST/SPONSOR OF ACTIVITY: KMIR TV, Palm Springs

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

7 Students participated in KMIR's internship program from 6 schools. Interns were trained in conducting interviews, news gathering and data input, editing, TV news script writing, story writing, newscast production, graphics, camera operation and community interaction.

2 College of the Desert, Palm Desert, CA

1 San Francisco State University, San Francisco, CA

1 California State University San Bernardino Palm Desert, CA

1 The City University of New York, New York, NY

1 Oklahoma Baptist University, Shawnee, OK

1 Hillsdale College, Hillsdale, MI

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Training in programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

DATE: 2/1/16 – 7/31/16

PARTICIPATING EMPLOYEES: David Reese, News Director

HOST/SPONSOR OF ACTIVITY: KMIR TV, Palm Springs

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

INSTRUCTOR

David Reese, News Director
Management and leadership skills training

EMPLOYEE

Melissa Lopez, Assignment Editor

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Establish a mentoring program for station personnel

DATE: 8/1/15 -7/31/16

PARTICIPATING EMPLOYEES: listed below

HOST/SPONSOR OF ACTIVITY: KMIR TV Palm Springs

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

EMPLOYEE MENTORS

Michelle Reyes, Director

News cast directing and news cast graphic design

Andrew Johnston, Creative Services Dir

Website, Desert Living Show, Camera

Social Media, Facebook live, posting techniques

Standard Operating Procedures - digital guidelines

Jordan Tarrant, Master Control Supervisor

Master Control Operations

Arianna Tejero, Producer

Desert Living Show – coordination, writing, producing

Shawn Harkness, Producer

News cast production

Janet Zappala, Gino LaMont, Thalia Hayden – Anchor

Reporting, on air presentation

Ginger Jeffries, Meteorologist

Weather research and techniques

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by educational institutions relating to career opportunities in broadcasting

DATE: 2/26/16

PARTICIPATING EMPLOYEES: Joseph Martin

HOST/SPONSOR OF ACTIVITY: Palm Springs Unified School District/Cathedral City High School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Joseph interviewed Juniors and Seniors for a mock "Television Production Assistant" position at KMIR to assess their resume's, cover letters, and their job interview skills. At the end of the session, he offered the mock position to the student who did the best overall. All of the students were enrolled in the media production program at CCHS and were considering this industry for both college and an eventual career. There was a question and answer period following the mock interviews. Each student provided a list of questions regarding the job position itself and the career path overall.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by educational institutions relating to career opportunities in broadcasting

DATE: 3/1/16

PARTICIPATING EMPLOYEES: Julie Buehler, Video Journalist/Sports

HOST/SPONSOR OF ACTIVITY: Ronald Reagan Elementary School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Julie read to a class of 26 1st graders. She then offered insight into how reading is an important part of pursuing career goals and how important it is in her daily life as a broadcaster. She relayed that she was very quiet and shy as a child and encouraged the kids to pursue their dreams. There was a question and answer time where kids asked her who she's interviewed and what her favorite sports to cover are.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by educational institutions relating to career opportunities in broadcasting

DATE: 3/2/16

PARTICIPATING EMPLOYEES: Soumada Smith, Weathercaster

HOST/SPONSOR OF ACTIVITY: Read Across America – Kennedy Elementary School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Soumada spoke to 2 Kennedy Elementary School kindergarten classrooms about her job at KMIR as a weathercaster. She explained our Desert's dry climate and asked them what they know about weather and what kind of weather they like. She encouraged them to keep reading and learning and explained that's how she was able become a weathercaster.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Participate in programs sponsored by educational institutions relating to career opportunities

DATE: 6/7/16

PARTICIPATING EMPLOYEES: Angela Monroe

HOST/SPONSOR OF ACTIVITY: Ronald Reagan Elementary School

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Angela spoke to 24 second grade students about her career path to Anchor/Producer/Video Journalist. The students were able to work the camera and she presented news stories she has done. She answered questions about the stories and her job.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Event in community designed to inform and educate members of the public as to employment opportunities in broadcasting

DATE: below

PARTICIPATING EMPLOYEES: Andrew Johnston, David Reese

HOST/SPONSOR OF ACTIVITY: KMIR TV/ Tours

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

7/8/16 student from Full Sail University, Florida

3/18/16 student from St. Johns University, NY

Guests were given a tour of the stations full operations, primarily News/Production and Promotions. They learned daily news procedures and techniques for live newscasts and behind the camera operations for both news and promotions. Guests were introduced to the different employee positions needed for newscast production and what those positions duties and employment requirements are. Guests were encouraged to apply for positions they were interested in.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Event in community designed to inform and educate members of the public as to employment opportunities in broadcasting.

DATE: 5/18/16

PARTICIPATING EMPLOYEES: David Reese, News Director

News Staff

HOST/SPONSOR OF ACTIVITY: KMIR TV/ Tour

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

College of the Desert Journalism Students toured the station. David explained how live broadcasts are conducted and what it takes to put the show together. News staff involved with the live newscast answered questions about news production and their role in it and the necessary skills and experience needed for the job.

OUTREACH INITIATIVE

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

OUTREACH INITIATIVE: Provisions of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

DATE: 4/22/16

PARTICIPATING EMPLOYEES: Management Staff: Gene Steinberg, Alison Hendrix, Mayra Mancilla, Andrew Johnston, and David Reese

HOST/SPONSOR OF ACTIVITY: OTA Broadcasting, LLC

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Management staff participated in a web based training course preventing employment discrimination.