

# FCC EEO Public File Report

Station: KWCH-TV / KBSD-TV / KBSH-TV / KBSL-TV / KSCW

Period Covered by Report: 2/1/10 through 1/31/11

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Number Interviewed	Number Hired	Recruitment Source for Hire
1	Multi-Media Reporter	10/8/2009	2/1/2010	See sections 1 and 2 of Recruitment Sources attached.	2	1	Website: TVJobs.com
2	Technical Director	10/8/2009	2/16/2010	See sections 1 and 2 of Recruitment Sources attached.	4	1	Website: KAB.net
3	Web Coordinator	1/5/2010	4/5/2010	See sections 1 and 2 of Recruitment Sources attached.	10	1	Website: Kansasworks.com
4	Account Executive	1/1/2010	4/12/2010	See sections 1 and 2 of Recruitment Sources attached.	6	1	Website: kwch.com
5	Traffic/Sales Assistant	4/7/2010	4/19/2010	See sections 1 and 2 of Recruitment Sources attached.	17	1	Website: unknown
6	Traffic/Sales Assistant	4/7/2010	6/1/2010	See sections 1 and 2 of Recruitment Sources attached.	2	1	Website: Career Builder
7	Multi-Media Reporter	7/19/2010	8/30/2010	See sections 1 and 2 of Recruitment Sources attached.	3	1	Website: TVJobs.com
8	Account Executive	1/1/2010	9/20/2010	See sections 1 and 2 of Recruitment Sources attached.	13	1	TV
9	Sports Reporter/Photographer	4/2/2010	9/27/2010	See sections 1 and 2 of Recruitment Sources attached.	3	1	Website: TVJobs.com
10	Sports Reporter/Photographer	4/2/2010	9/29/2010	See sections 1 and 2 of Recruitment Sources attached.	3	1	Website: Other
11	News Producer	8/25/2010	11/8/2010	See sections 1 and 2 of Recruitment Sources attached.	2	1	Website: TVJobs.com
12	Account Executive	1/1/2010	12/20/2010	See sections 1 and 2 of Recruitment Sources attached.	6	1	Employee Referral
13	Web Producer	11/19/2010	1/3/2011	See sections 1 and 2 of Recruitment Sources attached.	3	1	Website: WSU

14	Traffic/Sales Assistant	11/29/2010	1/3/2011	See sections 1 and 2 of Recruitment Sources attached.	2	1	Employee Referral
15	Commercial Producer	3/29/2010	1/5/2011	See sections 1 and 2 of Recruitment Sources attached.	10	1	Unknown
16	Talent/Special Projects	10/29/2010	1/10/2011	See sections 1 and 2 of Recruitment Sources attached.	6	1	Other: Non-employee
					92	16	

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No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	KWCH+ websites				27	N	Positions 1 thru 16
2	Employee Referrals/Current employee/Former Employee				23	N	Positions 1 thru 16
3	Other (friend, word of mouth, walk-in, unsolicited mail-in, agency)				8	N	
4	Unknown (applicant did not indicate referral source)				2	N	
5	Wichita Workforce Development Center	150 N. Main - Suite 100, Wichita, KS 67202 kansasworks.com*	Carolyn Mosteller kansasworks.com	316-771-6828	6	N	Positions 1 thru 16
6	Baker University	618 Eighth St., PO Box 65, Baldwin City, KS 66606	susan.wade@bakeru.edu		0	N	Positions 1 thru 16
7	Barton Community College	245 NE 30th Road, Great Bend, KS 67530	bracka@bartonccc.edu	620-792-2701	0	N	Positions 1 thru 16
8	Beibel College	300 E. 27th St, North Newton, KS 67117	marla@bethelks.edu		0	N	Positions 1 thru 16
9	Breakthrough Club	1010 North Main Street, Wichita, KS 67203	candy.crandall@bcwchita.com		0	N	Positions 1 thru 16
10	Broadcast Center	2630 Hampton Ave, St. Louis, MO 63139	placement@broadcastcenterinfo.com		0	N	Positions 1 thru 16
11	Brown College - Career Services	1440 Northland Drive, Mendota Heights, MN 55120	Aluckie-parks@browncollege.edu		0	N	Positions 1 thru 16
12	Brown Mackie	2106 South 9th St, Salina, KS 67401	khays@brownmackie.edu		0	N	Positions 1 thru 16
13	Butler County Community College	901 S. Haverhill Road, El Dorado, KS 67042	Connie Hendricks	(316) 322-3491	0	N	Positions 1 thru 16
14	Central Michigan University, Brdcast & Cinematic Arts Dept.	340 Moore Hall, Mt. Pleasant, MI 48859	Dr. Peter B. Orlik	989-774-3851	0	N	Positions 1 thru 16
15	Cerebral Palsy Research Foundation	5111 East 31st Street N., Wichita, KS 67208	ShanellIM@cpfrf.org		0	N	Positions 1 thru 16
16	Cloud Co Community College	2221 Campus Drive, Concordia, KS 66901	whillips@cloud.edu		0	N	Positions 1 thru 16
17	Coffeyville Community College	400 W. 11th Street, Coffeyville, KS 67337	gay@coffeyville.edu		0	N	Positions 1 thru 16
18	Colby Community College	1255 S. Range Ave, Colby, KS 67701	rod.thomasson@colbycc.edu		0	N	Positions 1 thru 16
19	Colorado State University	711 Oval Dr, Fort Collins, CO 80521	elizabeth.gaedert@colorado.edu		0	N	Positions 1 thru 16
20	Dodge City Community College	700 Avenue G, Dodge City, KS 67801	kcarter@dc3.edu		0	N	Positions 1 thru 16
21	Fort Hays State University, Career Services	600 Park Street, Hays, KS 67601	Daniel B. Rice, Director	785-628-4260	0	N	Positions 1 thru 16
22	Fort Hays State University, INT Department	600 Park Street, Hays, KS 67601	Mark Bannister	785-628-5373	0	N	Positions 1 thru 16
23	Friends University	2100 W. University Ave, Wichita, KS 67213	brass@friends.edu		0	N	Positions 1 thru 16
24	Garden City Community College	801 N. Campus Drive, Garden City, KS 67846	colin.lamb@gccocks.edu		0	N	Positions 1 thru 16
25	Hutchinson Community College, Placement Office	1300 N. Plum St., Hutchinson, KS 67501	Betty Ann Kelly	(620) 665-3495	0	N	Positions 1 thru 16
26	Kansas State University, School of Journalism & Mass Comm.	105 Kedzie Hall, Manhattan, KS 66506	J. Steven Smethers	(785) 532-5286	0	N	Positions 1 thru 16
27	KETCH - Employer Support Services	P. O. Box 518, Wichita, KS. 67201	Shaina Giesick	316-337-7238	0	N	Positions 1 thru 16
28	KSU College of Technology & Aviation	2310 Centennial Road, Salina, KS 67401	Lacy M. Crowell	785-826-2623	0	N	Positions 1 thru 16
29	Leadership Institute	1101 North Highland Street, Arlington, VA 22201	Jeromwell@LIMail.us		0	N	Positions 1 thru 16
30	Leadership Institute	1101 North Highland Street, Arlington, VA 22201	king@limail.us		0	N	Positions 1 thru 16
31	MediaLine	P. O. Box 51909, Pacific Grove, CA 93950-6909	Mark Shilstone	1-800-237-8073	0	N	Positions 1 thru 16
32	Mid-America All Indian Center	650 N. Seneca, Wichita, KS 67203	Andrea Walterscheid-Boyer	316-262-2221	0	N	Positions 1 thru 16
33	NAHispanicJournalists	1000 National Press Building, Washington, D.C. 20045	jobbank@nahi.org		0	N	Positions 1 thru 16
34	Ottawa University	1001 South Cedar St, Ottawa, KS 66067	susan.webb@ottawa.edu	800-755-5200	0	N	Positions 1 thru 16
35	Ottawa University	1001 South Cedar St, Ottawa, KS 66067	galenbunning@ottawa.edu	800-755-5200	0	N	Positions 1 thru 16
36	OU School of Meteorology	100 E. Boyd, Room 1310, Norman, OK 73019	Marcia Pallitto	405-325-6561	0	N	Positions 1 thru 16
37	Pittsburg State University	1701 South Broadway, Pittsburg, KS 66762	gghogard@pittsstate.edu	620-231-7000	1	N	Positions 1 thru 16
38	RTNDA - Job Information Bulletin	1600 K St, NW-Suite 700, Washington, D.C. 20006	Nicole Newsome	202-659-6510	0	N	Positions 1 thru 16
39	Salina Area Technical School	2562 Centennial Road, Salina, KS 67401	Greg Norris	785-309-3107	1	N	Positions 1 thru 16
40	Senior Employment Services	200 S. Walnut Street, Wichita, KS 67213	Cherie Wenderott	316-267-1771	0	N	Positions 1 thru 16
41	SER - Jobs for Progress, Inc.	1020 N. Main - Suite B, Wichita, KS 67203	sercorps@hotmail.com	(316) 264-5372	0	N	Positions 1 thru 16
42	Sterling College	525 North 8th St, Sterling, KS 67579	halbertson@sterling.edu	620-278-2173	0	N	Positions 1 thru 16
43	Art Institute of Colorado	1200 Lincoln St., Denver, CO 80203	Erk Oliver	303-824-4769	0	N	Positions 1 thru 16
44	Entertainment Employment Journal	P. O. Box 72599, Corpus Christi, TX 78472	G. Carbaljal	(361) 986-0118	0	N	Positions 1 thru 16
45	Leadership Institute	1101 North Highland Street, Arlington, VA 22201	Jim Crowell	1-800-827-5323	0	N	Positions 1 thru 16
46	Tabor College	400 South Jefferson, Hillsboro, KS 67063	knethercool@tabor.edu	800-822-6799	0	N	Positions 1 thru 16
47	University of Colorado at Boulder, Career Services/School of Jour	1511 University Ave, 478 UCB, Boulder, CO 80309	Beth Gaedert	303-492-0460	0	N	Positions 1 thru 16
48	University of Kansas School of Journalism	1435 Jayhawk Boulevard, Lawrence, KS 66045	pnoland@ku.edu	785-864-4755	0	N	Positions 1 thru 16
49	Urban League of Wichita	2418 E. 9th Street North, Wichita, KS 67214	kjenkins@kansasul.org	316-683-3315	0	N	Positions 1 thru 16

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50	Urban League of Wichita	2418 E. 9th Street North, Wichita, KS 67214	plipsev@kansassul.org	316-683-3315	0	N	Positions 1 thru 16
51	Vatterott College	3639 N. Comotara, Wichita, KS 67226	Linda McClure	316-634-0066 - ext. 22	0	N	Positions 1 thru 16
52	Washburn University	1700 SW College Ave, Topeka, KS 66621	judy.smith@washburn.edu	785-670-1010	0	N	Positions 1 thru 16
53	Wichita State University, Cooperative Education	223 Grace Wilkie, Wichita, KS 67260-0143	Linda Matson	(316) 978-6986	2	N	Positions 1 thru 16
54	Wichita State University, Elliott School of Communication	1845 Fairmount-Campus Box 57, Wichita, KS 67260	Kevin Hager	(316) 978-6071	0	N	Positions 1 thru 16
55	Wichita Technical Institute	2051 S. Meridian, Wichita, KS 67213	Jeff Ranney	(316) 943-2241	0	N	Positions 1 thru 16
56	WSU Media Resource Center	1845 Fairmount-Campus Box 57, Wichita, KS 67260	Greg Matthias	(316) 978-7760	0	N	Positions 1 thru 16

## Section 2

No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	KAB Jobs website	lab.net/jobbank/jobSearchSummary.asp			4	N	Positions 1 thru 16
2	KAB Job Fair					N	
3	TvJobs	tvjobs.com			8	N	1, 7, 9, 10, 11, 15, 16
4	Nat'l Association of Hispanic Journalists	www.nahj.org			0	N	Positions 1 thru 16
5	On-air - KWCH-TV television ad	2815 E. 37th Street, North, Wichita, KS 67219	HR Coordinator	316-838-1212	7	N	4, 8, 12
6	CareerPage website National Alliance of State Broadcasters Associations	careerpage.org				N	1, 7, 9, 10, 11
7	News Paper - Wichita Eagle	825 E. Douglas, Wichita, KS 67202			3	N	5, 6
8	HireKansasTalent.com - Six Kansas Universities job posting web site					N	Positions 1 thru 16
				TOTAL	92		

\* formerly kansasjoblink.com

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## Supplemental Recruitment Initiatives

Station: KWCH-TV / KBSD-TV / KBSH-TV / KBSL-TV / KSCW-TV

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	2/5/2010	Two Job Shadow Students	Derby Middle School Job Shadow Project	Students sat with anchor, reporter, photographer, assignment desk, CIK producer and sports reporter. He watched the news live and was given a full tour of the station.	News and CIK employees
2	2/16/2010	Guest Instructor	WSU	Spoke about adjusting to an immediate news cycle with the add pressure from online posting; the differences between reporter/photographer storytelling and multimedia reporter storytellin; job market; few tips on how to focus their search while widening their skill set.	Scott McMullen, Photographer
3	2/24/2010	Mentor Day	Collegiate High School	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Rebecca Gannon, Anchor/Reporter
4	3/10/2010	Four Job Shadow Students	Conway Springs High School	Students watched a live newscast, attended the AM News Meeting, went out with Reporter, and sat with Producer	Felicia Rolfe and Brian Heap, Anchors; Dave Robers, Reporter/Photographer ; Production Techs; Jenn Searle, Producer

5	3/12/2010	Job Shadow Student	North High	Student worked with 6PM producer, toured with the technical director, and watched the noon news live.	Rob Marin, Producer; Phil Searle, Technical Director; Kim Setty, Anchor
6	3/24/2010	Job Shadow Student	Central Christian High School	Student attended am news meeting, sat with assignment editor who explained roles of producers and reporters, met with news ops manager, watched the noon news live.	Megahn Snyder, Assignment Editor; Megan Strader, Reporter; Producer; Dennis Decker, News Ops Manager
7	3/26/2010	Job Shadow Student	Wichita North High School	Worked with Production Manager to make a video for senior project.	Dominic Gauna, Production Manager
8	3/26/2010	Senior Project	Wichita North High School	Evaluate Senior Project and Mentoring	Dominic Gauna, Production Manager
9	4/6/2010	Student Round Table	KAB	Panel of recent grads who talk about their first jobs, expectations, and reality.	Roger Cornish, Anchor
10	4/13/2010	Class Speaker	August Middle School	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Dominic Gauna, Production Manager
11	4/15/2010	Job Fair	South High School	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Joan Barrett, President
12	4/20/2010	Educational Talk	Shepherd's Center	Spoke about what it is like to be a sports reporter.	Jenn Bates, Sports Reporter

13	4/29/2010	Job Shadow Student	Wichita State University	Worked on stories with reporter and photographer, practiced anchoring	Producer; Denise Hnytka, Anchor/Reporter; Megan Strader, Reporter
14	5/3/2010	Station Tour	ICT Home School	Educated students about the station processes and provided at tour.	Mark Larson, Meteorologist
15	5/13/2010	Career Fair	Dodge City Middle School	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Rodney Price, Meteorologist
16	6/8/2010	Marketing Seminar	YEK	Taught students marketing and sales instruction.	Brian McDonough, GSM; Marcus Wilkerson, LSM
17	6/15/2010	College Prep Summer School	K-State Salina	Met with students to help prepare them for a career in broadcast.	Melody Pettit, Reporter/Photographer
18	6/29/2010	Job Shadow Student	Home School	Students observed the preparation for a weather forecast and a live newscast.	Mark Larson, Meteorologist
19	7/5/2010	Job Shadow Student	Fort Hays State University	Student worked with a reporter and producer to prepare for the 5PM news cast then watched the 5PM news cast live.	Rob Marin and Chris Durden, Producers; Denise Hnytka, Reporter/Anchor; Jenn Bates, Sports Reporter
20	9/3/2010	Job Shadow Student	Butler County Community College	Student worked with news producer and marketing producer to write stories, worked with reporters on reporting skills.	Sarah Kallail and Chris Durden, Producers; Stephanie Huff, Promotions Manager; Denise Hnytka, Reporter/Anchor
21	9/20/2010	Media Class	Wichita State University	Taught students marketing and sales instruction.	Brian McDonough, GSM
22	9/30/2010	Sports TV Talk	WSU Journalism Class	Taught students the basics and gave insight to sports reporting.	Jenn Bates, Sports Reporter

23	10/8/2010	Project Evaluations	ITT	Evaluated and graded student projects	Les Bach, Chief Engineer
24	10/13/2010	Job Shadow Student	Ellsworth High School	Student followed photographer and observed shooting and editing process	Rob Schunn, Photographer
25	10/22/2010	Career Fair	Heights High School	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Jenn Bates, Sports Reporter
26	11/6/2010	Debate Tournament	Wichita Collegiate	Judged a student debate tournament	Joan Barrett, President; Tim VanderZwaag, DSM; Marcus Wilkerson, LSM
27	11/19/2010	Job Shadow Student	USD 259	Students observed the preparation for a weather forecast and a live newscast.	Mark Larson, Meteorologist
28	11/22/2010	Read to Kids	Valley Center	Read to students	Ross Janssen, Meteorologist
29	11/22/2010	Job Shadow Student	Illinois Center for Broadcasting	Student attended editorial meeting, took a station tour, went out with reporter and photographer on story, wrote a package and practiced voice work	Angela Smith, Assignment Editor/Producer; Megan Strader, Reporter; Denise Hnytka, Anchor/Reporter
30	12/13/2010	Job Shadow Student	BCCC	Students observed the preparation for a weather forecast and a live newscast.	Mark Larson, Meteorologist
31	12/14/2010	Job Shadow Student	USD 259	Students observed the preparation for a weather forecast and a live newscast.	Mark Larson, Meteorologist



32	1/13/2011	Job Shadow Student	Buhler High School	Student toured the station, watched a live news cast, attended editorial meeting, went out with reporter and photographer for a story, sat at assignment desk, observed commercial editing process	Melody Pettit and Dave Roberts, Reporter/Photographers; Eron Rawson, Commercial Producer; Mark Statzer, Maintenance Eng; Brian Gordon and Greg McFadden, Photographers; Megahn Snyder, Assignment Editor
33	1/28/2011	Job Shadow Student	Harper Elementary/Junior High	Student observed what is required to prepare for the weather news cast.	Rodney Price, Meteorologist
34	Feb 2010 - Jan 2011	KWCH and KSCW television	Air promotions regarding contacting our HR Manager for open job lists.	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	None