

# FCC EEO Public File Report

Station:

Period Covered by Report: 2/1/06 through 1/31/07

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Number Interviewed	Number Hired	Recruitment Source for Hire
1	Producer	11/10/2005	5/3/2006	See sections 1 and 2 of Recruitment Sources attached.	3	1	MGBG Meganet (includes KWCH+ websites)
2	Master Control Oper.	11/21/2005	3/13/2006	See sections 1 and 2 of Recruitment Sources attached.	4	1	Other (Friend; word of mouth; walk-in; unsolicited mail-in)
3	Marketing Director	12/28/2005	3/20/2006	See sections 1 and 2 of Recruitment Sources attached.	5	1	Graeme Newel (newsletter)
4	Reporter	12/28/2005	2/6/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	NAHU
5	Traffic Coordinator	1/25/2006	2/1/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referrals/Current employee/Former employee
6	Reporter	2/14/2006	5/30/2006	See sections 1 and 2 of Recruitment Sources attached.	2	1	Employee Referrals/Current employee/Former employee
7	Videographer	3/23/2006	7/31/2006	See sections 1 and 2 of Recruitment Sources attached.	2	1	MGBG Meganet (includes KWCH+ websites)
8	Account Executive	4/27/2006	8/28/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Salina Journal Newspaper
9	Accounting Clerk	6/13/2006	9/11/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Wichita Eagle Newspaper
10	Production Tech-I	6/13/2006	7/6/2006	See sections 1 and 2 of Recruitment Sources attached.	4	1	MGBG Meganet (includes KWCH+ websites)
11	Photojournalist	6/19/2006	9/11/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referrals/Current employee/Former employee
12	Business Manager	6/28/2006	10/31/2006	See sections 1 and 2 of Recruitment Sources attached.	7	1	Wichita Eagle Newspaper
13	Sr. Maintenance Engr.	7/3/2006	12/4/2006	See sections 1 and 2 of Recruitment Sources attached.	2	1	Employee Referrals/Current employee/Former employee
14	Account Executive	7/14/2006	7/31/2006	See sections 1 and 2 of Recruitment Sources attached.	7	1	Employee Referrals/Current employee/Former employee
15	Account Executive	7/17/2006	9/18/2006	See sections 1 and 2 of Recruitment Sources attached.	9	1	KWCH-TV Television on-air advertisement
16	Production Tech-I	8/4/2006	9/18/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Internet
17	Account Executive	8/15/2006	10/9/2006	See sections 1 and 2 of Recruitment Sources attached.	2	1	Employee Referrals/Current employee/Former employee

18	Fox Anchor	8/17/2006	10/23/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referrals/Current employee/Former employee
19	Accounting/Cred.Supv.	10/13/2006	12/11/2006	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referrals/Current employee/Former employee
20	General Sales Manager	11/1/2006	12/27/2006	See sections 1 and 2 of Recruitment Sources attached.	7	1	Employee Referrals/Current employee/Former employee
21	IT Support Tech	12/28/2006	1/29/2007	See sections 1 and 2 of Recruitment Sources attached.	5	1	KWCH+ website
					67	21	

# FCC EEO Public File Report

Recruitment Sources Contacted for Each Full-Time Vacancy  
 Station: KWCH, KBSD, KUSH, KBSL  
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## Section 1

No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	MBRG Magnet (includes KWCH+ websites)	media-general.com/jobs_kwch.com			13	N	Positions 1 thru 18
2	KWCH+ websites						Positions 1 thru 21
3	Employee Referrals/Current Employee/Former Employee				26	N	Positions 1 thru 21
4	Other (Friend; word of mouth; walk-in; unsolicited mail-in)				8	N	
5	Unknown (applicant did not indicate referral source)						
6	Wichita Workforce Development Center	402 E. 2nd St., Wichita, KS 67207 / kansascareers.com	Christy Doherty	316-266-8628	3	N	Positions 1 thru 21
7	Mid-America All Indian Center	650 N. Seneca, Wichita, KS 67203	Andrea Walterscheid-Boyer	316-262-5221	0	N	Positions 1 thru 21
8	KETCH - Employer Support Services	P. O. Box 518, Wichita, KS 67201	Sherry Sperman	316-337-7238	0	N	Positions 1 thru 21
9	Senior Employment Services	200 S. Walnut Street, Wichita, KS 67213	Cherie Wendt	316-267-1771	0	N	Positions 1 thru 21
10	The Leadership Institute	1101 North Highland Street, Arlington, VA 22201	Mr. Billy Parker	1-800-827-5323	0	N	Positions 1 thru 21
11	BTNDA - Job Information Bulletin	1600 K Street, NW - Suite 700, Washington, DC 20006-2838	Nicole Newome	202-659-6510	0	N	Positions 1 thru 21
12	SEK - Jobs for Progress, Inc.	1020 N. Main - Suite B, Wichita, KS 67203	Scott Higginbottom	(316) 264-3372	0	N	Positions 1 thru 21
13	MediaLine	P. O. Box 51999, Pacific Grove, CA 93950-6909	Mark Shilstone	1-800-237-8073	0	N	Positions 1 thru 21
14	The Entertainment Employment Journal	P. O. Box 72599, Corpus Christi, TX 78472	G. Carbajal	(361) 986-0118	0	N	Positions 1 thru 21
15	WSU Media Resource Center	1845 Fairmount - Campus Box 37, Wichita, KS 67260-0057	Greg Mathias	(316) 978-7760	0	N	Positions 1 thru 21
16	Wichita Technical Institute	2051 S. Meridian, Wichita, KS 67213	Jeff Ranney	(316) 943-2241	1	N	Positions 1 thru 21
17	Butler County Community College	901 S. Haverhill Road, El Dorado, KS 67042	Susan Howell	(316) 322-3491	0	N	Positions 1 thru 21
18	Kansas State University School of Journalism & Mass Comm.	103 Kedge Hall, Manhattan, KS 66506	J. Steven Smithers	(785) 532-5286	0	N	Positions 1 thru 21
19	Wichita State University, Elliott School of Communication	1845 Fairmount - Campus Box 57, Wichita, KS 67260-0057	Kevin Hager	(316) 978-6071	0	N	Positions 1 thru 21
20	Hutchinson Community College, Placement Office	1300 N. Plum St., Hutchinson, KS 67501	Betty Ann Kelly	(620) 665-3495	0	N	Positions 1 thru 21
21	Wichita State University, Cooperative Education	223 Grace Wilke, Wichita, KS 67260-0143	Julia Adams	(316) 978-6144	0	N	Positions 1 thru 21
22	The Art Institute of Colorado	1200 Lincoln St., Denver, CO 80203	Erika Oliver	303-824-4769	0	N	Positions 1 thru 21
23	Fort Hays State University, INT Department	600 Park Street, Hays, KS 67601	Becky Kiser	785-628-4512	0	N	Positions 1 thru 21
24	University of Colorado at Boulder, Career Services/School of Journalism	1511 University Ave., 478 UCB, Boulder, CO 80309-0478	Beth Gaedert	303-492-0460	0	N	Positions 1 thru 21
25	Salina Area Technical School	2562 Centennial Road, Salina, KS 67401	Greg Norris	785-309-3107	0	N	Positions 1 thru 21
26	KSU College of Technology & Aviation	2310 Centennial Road, Salina, KS 67401	Luey M. Crowell	785-826-2623	0	N	Positions 1 thru 21
27	Broad & Cinematic Arts Dept., Central Michigan University	340 Moore Hall, Mt. Pleasant, MI 48859	Dr. Peter B. Orlik	989-774-3851	0	N	Positions 1 thru 21
28	OT School of Meteorology	100 E. Boyd, Room 1310, Norman, OK 73019	Maria Palluto	405-325-6561	0	N	Positions 1 thru 21
29	Fort Hays State University, Career Services	600 Park Street, Hays, KS 67601	Daniel B. Rice, Director	785-628-4260	0	N	Positions 1 thru 21
30	Vatterott College	3639 N. Compton, Wichita, KS 67226	Linda McClure	316-634-0066 - ext. 22	0	N	Positions 1 thru 21

## Section 2

No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification
1	KAB Jobs website	kab.net/jobbank/jobSearchSummary.asp			0	N
2	KAB Job Fair	careerpage.org			1	N
3	NASBA CareerPage/BEDA CareerPage	careerpage.org			0	N
4	Greene Newel (newsletter)	602 Communications, 3139 E. Wickenburg Lane, Phoenix, AZ 85019	Greene Newell	602-485-4412	2	N
5	TvJobs	kvjobs.com			0	N
6	The Wichita Eagle	825 E. Douglas, Wichita, KS 67202	Classified Ads	316-268-4090	7	N
7	Spots in Docs Newsletter	spotsindocs.com			1	N
8	Natl Association of Hispanic Journalists	www.nahj.org			1	N
9	On-air - KWCH-TV television ad	2815 E. 37th Street, North, Wichita, KS 67219	HR Coordinator	316-838-1212	3	N
10	Salina Journal Newspaper	333 S. 4th Street, Salina, KS	Classified Ads	785-822-1464	1	N
			TOTAL		67	

## EEO Public File Report

Supplemental Recruitment Initiatives  
 Station: KWCH-TV / KBSD-TV / KBSH-TV / KBSL-TV  
 Period Covered by Report: 2-1-06 through 1/31/07

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	2/15/2006	Harvey County Career Development Fair	Harvey County High Schools from Halstead, Hesston, Newton, and Burrton, Kansas Sophomore, Junior, and Senior students attended this Career Development Fair.	Hosted a table for students to inquire about career opportunities in broadcasting.	KWCH-TV Program Director/Production Manager, Laverne Goering.
2	2/24/2006	Shadow Student	A Wichita Collegiate High School, Wichita, Kansas, Senior student shadowed our morning news anchor. Student sat in on the morning news show, the control room, prompter room and the AM News meeting, and toured the station.	Morning News Anchor hosted this senior student in all of the areas she visited.	KWCH-TV Morning News Anchor Felicia Rolfe.
3	2/24/2006	Shadow Student	A Goddard, Kansas, Goddard High School Sophomore student shadowed our Sports Department Anchor through a 6PM newscast.	Sports Anchor hosted this sophomore student through what goes into putting together a sports cast. Student helped put it together.	KWCH-TV Sports Anchor Bruce Haertl.
4	3/1/2006	Wichita State University Career Fair	To provide an opportunity for graduating seniors to meet employers and ask about available jobs; to learn what skills and knowledge employers are looking for.	Hosted a table with two management personnel with hiring capacity to answer students questions and elaborate on requirements for open job opportunities	KWCH-TV Assistant News Director, Nicki Flynn; KWCH-TV Local Sales Manager, Ken Clifford; KWCH-TV HR Coordinator, Linda Liebe
5	3/2/2006	Kansas University Career Fair	Targeted employers and students who shared interest in Marketing and Journalism.	An all day career fair at which KWCH-TV hosted a table to provide information about requirements and opportunities available in broadcasting journalism careers.	KWCH-TV Chief Photographer Dennis Decker

6	3/9/2006	Shadow Student	Two Blue Springs High School, Kansas City, Missouri, Junior students shadowed a KWCH-TV Reporter for the day.	Students attended morning news planning meeting, Interwatch, had an information interview with a Producer, watched the Noon News show, and went with reporter and photographer on a news story in Winfield, Kansas.	KWCH-TV Reporter, Cliff Judy; Photographer Brian Gordon; and Producer Rebekah Dryden
7	3/14/2006	KWCH-TV Career Fair	A career fair to provide job applicants the opportunity to explore broadcasting, professional management, sales, administrative, and general career paths.	KWCH-TV in conjunction with Wichita area broadcasters, the Kansas Association of Broadcasters, other employers in the Wichita area, and Career Fairs Global sponsored and co-hosted the career fair. KWCH-TV was involved in the planning and promotion of this career fair on our air and our web site for two weeks prior to the career fair.	KWCH-TV Assistant News Director, Nicki Flynn, General Sales Manager, Tony Thompson, National Sales Manager, Tim VanderZwaag, Managing News Editor, Chad Cross, HR Coordinator, Linda Liebe
8	3/15/2006	Shadow Student	Three Conway Springs High School, Conway Springs, Kansas, high school Juniors spent 6 3/4 hours shadowing KWCH-TV News and Production personnel.	Production Department hosted one student through the daily processes in the Production Control Room and in the Studio. News Department Reporters hosted two students, taking them out on story assignments.	KWCH-TV Production Department Director, Ron Pugh; KWCH-TV Reporters Matt Mauro and Joe Sheeran, and Photographers Dennis Decker and Rob Schunn
9	3/22/2006	Shadow Student	Buhler High School, Buhler, Kansas - Senior High School Student shadowing in KWCH-TV Weather Department.	Weather Department hosted student in the weather department. Student observed weather procedures, and a newscast as well as produced weather graphics.	KWCH-TV Meteorologists Mark Larson and Lindsey Butor.

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
10	5/11/2006	Shadow Student	Andale High School, Andale, Kansas - Junior high school student, shadowing in KWCH-TV Weather Department.	Weather Department hosted student in the weather department. Student observed weather preparations for and execution of Noon newscast. Produced weather graphics. Extensive Q&A throughout meeting/session	KWCH-TV Meteorologist Mark Larson.
11	5/24/2006	News Intern	Third year Sterling College, Sterling, Kansas, student interned in News Department.	Observed all aspects of news room operation.	KWCH-TV staff of producers, reporters, photographers.
12	6/16/2006	News Intern	University of Kansas, Lawrence, Kansas, communications student interned in News Department	Observed all aspects of news room operation.	KWCH-TV staff of producers, reporters, photographers.
13	6/16/2006	Kansas Association of Broadcasters Sales Seminar	One day Television Sales seminar.	Kansas Association of Broadcast annual Sales seminar for Account Executives	Account Executives Gary Sotir, Tammy Anderson, and Blake McGuire.
14	7/27/2006	News Intern	Internship for television management processes.	Part-time news photojournalist/editor and college student observing all aspects of television management to complete his internship schedule by observing department heads throughout the station.	Joan Barrett, News Director Michele Gors, Chief Engineer Les Bach, Program/Production Dir. Laverne Goering, Gen.Sls.Mgr.Tony Thompson, Promotion/Mktg. Dir.

15	9/15/2006	Shadow Student	Fort Hays State University students shadowing in KWCH-TV News Department	Observation of producing in a News room by shadowing reporter and photographer crews, observing 5PM Newscast, discussion with producer.	KWCH-TV Producer Christina Karaoli.
16	Carol Kneeland Project Board meetings - 10/11 - 14/06	Carol Kneeland Project Board meetings -	Carole Kneeland Project for Responsible Television Journalism	Joan Barrett is on the Board of Directors of this organization. She conducted two 3 1/2 day workshops for television News Directors.	KWCH-TV Vice President & General Manager, Joan Barrett.
17	10/22-24/06	Kansas Association of Broadcasters Convention & Workshop - Staff training.	Broadcasting seminars for sales, engineering, programming, continuity/creative, human resources personnel.	KWCH-TV, KBSD-TV, KBSH-TV, KBSL-TV personnel attended the various seminars appropriate to their respective areas of involvement.	KWCH-TV, KBSD-TV, KBSH-TV, & KBSL-TV managers, account executives, engineers, news managers, anchors, reporters, producers, and promotion producers.
18	10/30/2006	Shadow Student	Two Haviland High School, Haviland, Kansas student shadowing in Weather Department.	Observed forecasting time in the office, watched Noon News broadcast, had Q&A summary and student paper.	KWCH-TV Meteorologists Mark Larson and Rodney Price.
19	11/10/2006	Shadow Student	Wichita State University, Wichita, Kansas student shadowing field crew.	Shadow KWCH-TV field crew to observe procedure for getting news stories for on-air.	KWCH-TV Reporter /Photographer crews.
20	12/1/2006	Shadow Student	Wichita State University, Wichita, Kansas student shadowing KWCH-TV Reporter, Photographer, and Producer	Sat in on morning news meeting, went out in the field with reporter/photographer.	KWCH-TV Reporter Linda Mares, Photographer Brian Gordon, Producer Chris Durden.