

**KBBM(FM), KBXR(FM), KPLA(FM), KFRU(AM), KLIK(AM),  
KJMO(FM), KOQL(FM) & KZJF(FM)**

**EEO PUBLIC FILE REPORT  
October 1, 2006 to September 30, 2007<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
On-Air Announcer	12-14, 17-18	18
On-Air Announcer	12-14, 17-18	18
On-Air Announcer	12-14, 17	14
On-Air Announcer	12-14, 16-17	16
Marketing Consultant	1-10, 12-13	2
Marketing Consultant	1, 3-10, 12-13	1
Marketing Consultant	1-10, 12-13	2
Marketing Consultant	1-10, 12-13	2
Marketing Consultant	1, 3-10, 12-13	1
Marketing Consultant	1, 3-10, 12-13	3
Marketing Consultant	1, 3-10, 12-13	4
Marketing Consultant	1, 3-10, 12-13	12
Marketing Consultant	1, 3-10, 12-13	12
Marketing Consultant	1, 3-10, 12-13	12
Marketing Consultant	1, 3-10, 12-13	1
Marketing Consultant	1-10, 12-13	2
Receptionist	1, 3-10, 12-13	1
Receptionist	1-10, 12-13	2
Receptionist	1, 3-10, 12-13, 18	18
On-Air Announcer	12-14, 17-18	18
On-Air Announcer	12-14, 17	14

<sup>1</sup> This report was revised in September 2008 to address minor reporting issues.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over reporting period</b>
1	<b>Columbia Daily Tribune</b> Classifieds 101 N. Fourth Street Columbia, MO 65201	N	28
2	<b>Jefferson City News Tribune</b> Classifieds 210 Monroe Street Jefferson City, MO 65101	N	7
3	<b>KFRU(AM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.kfru.com">www.kfru.com</a> Contact: Mindy Wolf	N	11
4	<b>KPLA(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.kpla.com">www.kpla.com</a> Contact: Mindy Wolf	N	3
5	<b>KJMO(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.kjmo.com">www.kjmo.com</a> Contact: Mindy Wolf	N	0
6	<b>KLIK(AM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.klik1240.com">www.klik1240.com</a> Contact: Mindy Wolf	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
7	<b>KBBM(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.buzz.fm">www.buzz.fm</a> Contact: Mindy Wolf	N	0
8	<b>KBXR(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.bxr.com">www.bxr.com</a> Contact: Mindy Wolf	N	8
9	<b>KOQL(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.q1061.com">www.q1061.com</a> Contact: Mindy Wolf	N	4
10	<b>KZJF(FM) On-Air Announcements</b> 503 Old Highway 63 North Columbia, MO 65201 <a href="http://www.jeffcountry.com">www.jeffcountry.com</a> Contact: Mindy Wolf	N	0
11	<b>Columbia/Jefferson City Business Times</b> 2001 Corporate Place, Suite 100 Columbia, MO 65202 (573) 499-1830	N	0
12	<b>University of Missouri – Mizzou Career Center</b> 909 Lowry Mall Columbia, MO 65211-6060 Contact: Kristi Miller	N	4
13	<b>Columbia College Career Center</b> 1001 Rogers Street Columbia, MO 65216 Contact: Don Malson	N	0
14	<b>All Access</b> 28955 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265 <a href="http://www.allaccess.com">www.allaccess.com</a> Contact: J. Denver	N	5

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over reporting period</b>
15	<b>Missouri Broadcasters Association</b> P.O. Box 104445 Jefferson City, MO 65110-4445 Contact: Don Hicks	N	0
16	<b>Lincoln University Career Center</b> 304 Founders Hall Jefferson City, MO 65101 Contact: Mary Davenport	N	1
17	<b>St. Louis Broadcast Center</b> 2360 Hampton Avenue St. Louis, MO 63139 Contact: John Carroll	N	0
18	<b>Employee Referral</b>	N	4
19	<b>Non-Employee Referral</b>	N	0
20	<b>Internal Transfer/Promotion</b>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>75</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Host Job Fair	On November 14, 2006, our stations hosted a job fair held at the Cumulus Broadcasting Building in Columbia, MO between 5:30 and 7:30pm. The job fair was advertised through on-air announcements on our stations, as well as in the Columbia Daily Tribune. Station participants included our Director of Sales, Sales Manager and Market Manager, who collected resumes from applicants and discussed job opportunities at the stations with individuals interested in broadcasting careers.
<b>2</b>	Internship Program	During the reporting period, our stations hosted 7 interns from the University of Missouri. The internship program is designed to give college students exposure to the radio and promotions industry and offers meaningful educational and work experiences to meet the academic and career goals of the intern. Interns typically will assist radio personalities as well as the Promotions Director in attending and setup up for all radio and promotional events. In addition, they will assist all other departments with any special projects or assistance needed. The interns typically report directly to the Promotions Director.