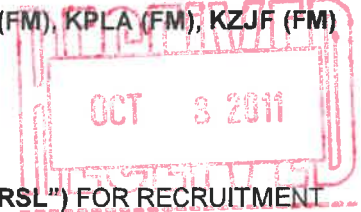


KBBM (FM), KBXR (FM), KFRU (AM), KJMO (FM), KLIK (AM), KOQL(FM), KPLA (FM), KZJF (FM)
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I. VACANCY LIST

SEE SECTION II, THE "MASTER RECRUITMENT SOURCE LIST" ("MRSL") FOR RECRUITMENT SOURCE DATA

Job Title	Recruitment Sources ("RS" Used to Fill Vacancy)	RS Referring Hiree
Promotion Director	25, 32, 34, 29, 28 2 - 4, 9, 10, 12, 14, 15	34
Account Executive	29, 34, 32, 28, 35, 36, 37 2 - 4, 9, 10, 12, 14, 15	34,34,34,36,37,29,34,37,29
Market Manager	24,35	24
Board Op	5, 28	5
Administrative Assistance in Jefferson City	28	28

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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 Reporting Period
Local and State Resources			
1	American Business Women's Association Career Chapter webmaster@abwa-career.org	No	
2	CMSU Office of Career Services Attn: Chris Barnett Union 302 Warrensburg, MO 64093 (ph) 660-543-8349 / (fax) 660-543-4668	No	
3	College of Business Attn: Sondra Rippero 146 Middlebush Hall Columbia, MO 65211 (ph) 573-882-6898 / (fax) 573-884-1198	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
4	Columbia College Attn: Don Malson 1001 Rogers St Columbia, MO 65216 (ph) 573-875-7421 / dgmalsn@email.ccis.edu	No	
5	Columbia Daily Tribune Classifieds 101 N. Fourth St. Columbia, MO 65201 (ph) 573-815-1855	No	2
6	Division of Workforce Development Attn: Marvin Kinney 1500 Vandiver Suite 115 Columbia, MO 65202 (ph) 573-882-8821 / (fax) 573-884-5055	No	
7	Jobs Center Attn: Dale Wolchko 205 E. Ash Columbia, MO 65203 (ph) 573-449-3431 ext 233 / (fax) 573-474-8575	No	
8	Kelly Services Branch 3640 2501 Bernadette Dr. Columbia, MO 65203 (ph) 573-443-0421	No	
9	KWWC—FM Attn: Mark Smith 1200 E Broadway Columbia, MO 65201 (ph) 573-876-7197 / (fax) 573-876-2318	No	
10	Lincoln University Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101 (ph) 573-681-5162 / nelsonr@lincolnu.edu	No	
11	Missouri Broadcasters Association Attn: Don Hicks PO Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	
12	Missouri Journalism Career Center Attn: Michael Hoeflerlin 120 Neff Hall Columbia, MO 65211 (ph) 573-882-7557 / (fax) 573-884-5400	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	MU Women's Center Attn: Charlotte 229 Brady Commons Columbia, MO 65211 (ph) 573-882-6621 / (fax) 573-884-5780	No	
14	University of Missouri—Columbia Dept of Communication Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310 (ph) 573-882-4431 / (fax) 573-884-5672	No	
15	University of Missouri—St. Louis Career Services Attn: Emily McEneny / Lois Dockins 308 Woods Hall 8001 Natural Bridge Rd St. Louis, MO 63121 (ph) 314-516-5111 / (fax) 314-516-6535	No	
National Sources			
16	Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 (800) 374-0119 (760) 754-2115 (fax) www.amfmjobs.com	No	
17	Brown Institute of Broadcast Education 1440 Northland Drive Mendota heights, MN 55120 (651) 905-3400 http://placement.browncollege.edu	No	
18	Ms. Foundation for Women 120 Wall Street, 33 rd Floor New York, NY 10005 (212) 742-2300 (212) 742-1652 (fax) http://www.ms.foundation.org	No	
19	NAACP 4805 Mt Hope Drive Baltimore, Maryland 21215 (877) 622-2798 (410) 580-5735 (fax) http://www.naacp.org	No	
20	National Association of Broadcasters 1771 North St NW Washington, DC 20036 (202) 429-5300 (202) 429-4199 (fax) http://www.nab.org	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	National Hispanic Media Coalition 2514 South Grand Avenue Los Angeles, CA 90007 (213) 746-6988 (213) 746-1305 (fax) http://www.nhmc.org	No	
22	Ohio Center for Broadcasting-Columbus 5330 East Main St, Suite 200 Columbus, Ohio 43213 614-245-0555 Placement.columbus@beonair.com Requests email notifications	No	
23	L.U.L.A.C. 2000 L Street NW, Suite 610 Washington, DC 20036 (ph) 202-833-6130 / (fax) 202-833-6135	No	
Other Sources			
24	Inside Radio	No	1
25	http://www.allaccess.com	No	1
26	http://www.gatewaycityradio.com	No	
27	http://www.tvandradiojobs.com	No	
28	Internal Transfer/Promotion	No	1
29	On-Air Announcements	No	11
30	Sales Open House	No	
31	Station website postings	No	1
32	Walk in / Self Referral	No	1
33	Word-of-Mouth Referral	No	
34	Station Employee Referral	No	7
35	http://columbiamo.craigslist.org	No	
36	www.careerbuilders.com	NO	11
37	www.monster.com	No	11
TOTAL INTERVIEWEES OVER REPORTING PERIOD			44

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RECRUITMENT INITIATIVES FORM
October 1, 2010 to September 30, 2011

Type of Recruitment Initiative	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
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	(Menu Selection)		
1.	Job Fair	12-15-10	Held at Cumulus Broadcasting were the Market and Sales Manager talked about a career in sales at Cumulus.
2.	Job Fair		We participated in a career fair at Columbia College. Station participants included were Promotions Director and Market Manager, who collected resumes and discussed job and internship opportunities with students interested in broadcasting careers.
3.	Host Event/Program for an Education Institution Relating to Career Opportunities in Broadcasting	Ongoing	<p>During the reporting period, we provided station tours to educational groups listed below. Station participants included our operations manager, two to four air staff, and the promotions manager who conducted the tour and provided information to the students about radio operations and broadcasting careers.</p> <p>(1) : Station tour for Woodhaven Development Disabilities</p> <p>(2) : Boy Scouts of America</p> <p>(3) 1/13/11: Station tour for Columbia Catholic School fifth graders as part of our Partners in Education program. The participants discussed the production and scripting of radio commercials and listened created their own ads.</p>