

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM), and KPLA(FM)  
EEO PUBLIC FILE REPORT  
October 1, 2018 to September 30, 2019**

**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>
Administrative Assistant 10/1/18	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19	17
On Air Talent 11/23/18	1, 2, 3, 4, 5, 6, 7, 8, 9, 10,13, 14, 15, 16, 17, 18, 19	15
Operations Manager 3/1/19	1, 2, 4, 5, 6, 7, 8, 9, 10,13, 14, 15, 16, 17, 18, 19, 20	9
Digital Sales Manager 3/6/19	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19,22	17
Account Executive #1 4/1/19	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19, 20	20
Account Executive #2 6/17/19	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19,22	20
Programming Position 5/20/19	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19,22	9
Promotions Manager 7/15/19	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19,22	17

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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 College</b> Attn: Reyhan Jamerson 1001 Rogers Street Columbia, MO 65216 (ph ) 573-875-7421	No	0
2	<b>Lincoln University</b> Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101	No	0
3	<b>Missouri Broadcasters Association</b> Attn: Don Hicks P. O. Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	0
4	<b>University of Missouri-Columbia Department of Communication</b> Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310	No	0
5	<b>University of Missouri-St. Louis Career Services</b> Attn: Emily McEneny / Lois Dockins 308 Woods Hall 8001 Natural Bridge Road St. Louis, MO 63121	No	0
6	<b>Central Methodist University</b> 411 Central Methodist Square Fayette, MO 65248	No	0
7	<b>Zip Recruiters</b> <a href="http://www.Ziprecruiters.com">http://www.Ziprecruiters.com</a>	No	0
8	<b>Monster</b> <a href="http://www.monsters.com">http://www.monsters.com</a>	No	0
9	<b>Internal Transfer/Promotion</b>	No	8

<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>
10	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	No	8
11	<b>Walk-In/Self-Referral</b>	No	4
12	<b>Word-of-Mouth Referral</b>	No	0
13	<b>Job Inventory</b> <a href="http://www.Jobinventory.com">http://www.Jobinventory.com</a>	No	0
14	<b>Glassdoor</b> <a href="http://www.glassdoor.com">http://www.glassdoor.com</a>	No	0
15	<b>Indeed</b> <a href="http://www.indeed.com">http://www.indeed.com</a>	No	33
16	<b>Simply Hired</b> <a href="http://www.simplyhired.com">http://www.simplyhired.com</a>	No	0
17	<b>LinkedIn</b> <a href="http://www.linkedin.com">http://www.linkedin.com</a>	No	57
18	<b>Lensa</b> <a href="http://www.Lensa.com">http://www.Lensa.com</a>	No	0
19	<b>Cumulus Corporate Website</b> <a href="http://www.cumulus.com/careers/">http://www.cumulus.com/careers/</a>	No	15
20	<b>Employee Referral</b>	No	3
21	<b>Internship Program-Spring Semester</b> <b>January 2019- May 2019</b>	No	0
22	<b>LinkUp</b>	No	0
23	<b>Internship Program-Summer Semester</b> <b>June 2019- July 2017</b>	No	0
24	<b>Internship Program Fall Semester</b> <b>August 2019- December 2019</b>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>128</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	During the period from August – December 2018, a student from the University of Missouri shadowed the SEU’s production and on-air staff. An on-air host provided information and working knowledge of sports broadcasting and local programming to the student.
	Internship Program – Summer Semester (June – August 2019)	During the period from June through August of this year, the SEU hosted four students for the University of Missouri. One intern worked in the Sales Department and the other three interns worked in the Promotions Department where they were encouraged to participate in a diverse array of promotions-related activities, such as preparing for remote events and proposing future promotions activities. The interns were supervised by the SEU Promotions Director.
	Internship Program – Fall Semester (August – December 2019)	During the period from August through December of this year, the SEU is hosting <b>one</b> student intern from the University of Missouri. The intern will be working in the Programming Department, where she will be encouraged to participate in a diverse array of promotions-related activities, such as preparing for remote events and proposing future promotions activities. The intern will be supervised by the SEU Program Director.
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	During the period from February through April 2019, the SEU hosted ten (10) kids from three different School Districts for the Classroom Super Star Awards program. The Program Manager of KOQL spoke to the students concerning the broadcast operation of a radio station and how the SEU’s stations serve their local communities. The students were given a tour of the SEU’s stations and provided an opportunity to observe how on-air commercials are produced.
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	In January 2019, the SEU’s on-air staff gave Our Lady of Lourdes students a tour of the SEU’s stations as part of the Partners in Education Program with KPLA. The SEU’s Production Manager provided information to the students about radio operations and broadcasting careers. The students observed how on-air commercial are produced.

