

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM),  
KPLA(FM) and KZJF(FM)  
EEO PUBLIC FILE REPORT  
October 1, 2012 to September 30, 2013<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>
Account Executive	2, 28, 30, 33-34, 36-39, 41	37
Account Executive	2, 28, 30, 33-34, 36-39, 41	37
Account Executive	2, 28, 30, 33-34, 36-39, 41	37
Account Executive	2, 28, 30-31, 33-34, 36-39, 41	34
Account Executive	2, 28, 30-31, 33-34, 36-39, 41	34
Account Executive	2, 28, 30-31, 33-34, 36-39, 41	37
Program Director & KBXR Morning Personality	2, 26, 28, 32-34, 36-39, 41	26
KPLA Morning Show Co-Host	2, 26, 28-29, 31, 33-34, 36-41	29
Business Manager	2, 28, 30-31, 33-34, 36-39, 41	34
Account Executive	2, 28, 30-31, 33-34, 36-39, 41	37

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<sup>1</sup> This Report was revised in April 2015 to address 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>University of Central Missouri (“CMSU”)</b> Office of Career Services Attn: Chris Barnett Union 302 Warrensburg, MO 64093 (ph) 660-543-8349 / (fax) 660-543-4668	No	0
2	<b>Columbia College</b> Attn: Angi L. Pauley, Office Coordinator Grossnickle Career Services Center Missouri Hall, Room 219 1001 Rogers Street Columbia, MO 65216 (ph ) (573) 875-7425 alpauley@ccis.edu	No	0
3	<b>Columbia Daily Tribune</b> Classifieds 101 N. Fourth Street Columbia, MO 65201 (ph) 573-815-1855	No	0
4	<b>Division of Workforce Development</b> Attn: Marvin Kinney 1500 Vandiver, Suite 115 Columbia, MO 65202 (ph) 573-882-8821 / (fax) 573-884-5055	No	0
5	<b>Jobs Center</b> Attn: Dale Wolchko 205 E. Ash Columbia, MO 65203 (ph) 573-449-3431 ext 233 / (fax) 573-474-8575	No	0
6	<b>Kelly Services</b> Branch 3640 2501 Bernadette Drive Columbia, MO 65203 (ph) 573-443-0421	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	<b>KWWC-FM</b> Attn: Mark Smith 1200 E Broadway Columbia, MO 65201 (ph) 573-876-7197 / (fax) 573-876-2318	No	0
8	<b>Lincoln University</b> Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101 (ph) 573-681-5162 / nelsonr@lincolnu.edu	No	0
9	<b>Missouri Broadcasters Association</b> Attn: Don Hicks P. O. Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	0
10	<b>Missouri Journalism Career Center</b> Attn: Michael Hoeflerlin 120 Neff Hall Columbia, MO 65211 (ph) 573-882-7557 / (fax) 573-884-5400	No	0
11	<b>MU Women's Center</b> Attn: Charlotte 229 Brady Commons Columbia, MO 65211 (ph) 573-882-6621 / (fax) 573-884-5780	No	0
12	<b>University of Missouri-Columbia Department of Communication</b> Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310 (ph) 573-882-4431 / (fax) 573-884-5672	No	0
13	<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 (ph) 314-516-5111 / (fax) 314-516-6535	No	0
14	<b>William Woods University</b> Attn: Career Services 1 University Avenue Fulton, MO 65251	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	<b>Stephens College</b> Attn: Career Services 1200 E Broadway Columbia MO 65215	No	0
16	<b>Central Methodist University</b> 411 Central Methodist Square Fayette, MO 65248	No	0
17	<b>Broadcast Employment Services</b> P. O. Box 4116 Oceanside, CA 92052 (ph) (800) 374-0119 / (fax) (760) 754-2115 <a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	No	0
18	<b>Brown Institute of Broadcast Education</b> 1440 Northland Drive Mendota Heights, MN 55120 (651) 905-3400 <a href="http://placement.browncollege.edu">http://placement.browncollege.edu</a>	No	0
19	<b>Ms. Foundation for Women</b> 120 Wall Street, 33 <sup>rd</sup> Floor New York, NY 10005 (ph) (212) 742-2300 / (fax) (212) 742-1652 <a href="http://www.ms.foundation.org">http://www.ms.foundation.org</a>	No	0
20	<b>NAACP</b> 4805 Mt. Hope Drive Baltimore, Maryland 21215 (ph) (877) 622-2798 / (fax) (410) 580-5735 <a href="http://www.naacp.org">http://www.naacp.org</a>	No	0
21	<b>National Association of Broadcasters</b> 1771 North Street, NW Washington, DC 20036 (ph) (202) 429-5300 / (fax) (202) 429-4199 <a href="http://www.nab.org">http://www.nab.org</a>	No	0
22	<b>National Hispanic Media Coalition</b> 2514 South Grand Avenue Los Angeles, CA 90007 (ph) (213) 746-6988 / (fax) (213) 746-1305 <a href="http://www.nhmc.org">http://www.nhmc.org</a>	No	0
23	<b>Ohio Center for Broadcasting-Columbus</b> 5330 East Main Street, Suite 200 Columbus, Ohio 43213 614-245-0555 <a href="mailto:Placement.columbus@beonair.com">Placement.columbus@beonair.com</a>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	<b>L.U.L.A.C.</b> 2000 L Street NW, Suite 610 Washington, DC 20036 (ph) 202-833-6130 / (fax) 202-833-6135	No	0
25	<b>Media Recruiter Website</b> <a href="http://www.mediarecruiter.com">http://www.mediarecruiter.com</a>	No	0
26	<b>All Access Website</b> <a href="http://www.allaccess.com">http://www.allaccess.com</a>	No	9
27	<b>Gateway City Radio Website</b> <a href="http://www.gatewaycityradio.com">http://www.gatewaycityradio.com</a>	No	0
28	<b>Monster Website</b> <a href="http://www.monsters.com">http://www.monsters.com</a>	No	0
29	<b>Internal Transfer/Promotion</b>	No	1
30	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	0
31	<b>SEU Job Fairs/Open Houses</b> ( <i>see Section III</i> )	No	0
32	<b>Cumulus Media Website</b> <a href="http://www.cumulus.com">http://www.cumulus.com</a>	No	1
33	<b>Walk-In/Self-Referral</b>	No	2
34	<b>Word-of-Mouth Referral</b>	No	3
35	<i>Intentionally Omitted</i>	N/A	N/A
36	<b>Craig's List</b> <a href="http://www.columbiamo.craigslist.org">http://www.columbiamo.craigslist.org</a>	No	0
37	<b>Career Builder Website</b> <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a>	No	30
38	<b>Indeed Website</b> <a href="http://www.indeed.com">http://www.indeed.com</a>	No	2
39	<b>ZipRecruiter Website</b> <a href="http://www.ziprecruiter.com">http://www.ziprecruiter.com</a> <i>(Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)</i>	No	0
40	<b>SEU Internship Program</b> ( <i>see Section III</i> )	No	1
41	<b>Hire Mizzou Tigers Website</b> ( <i>University of Missouri</i> ) <a href="http://hiremizzoutigers.com">http://hiremizzoutigers.com</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			49

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b>
1.	Host Event/Program for an Educational Institution Relating to Career Opportunities in Broadcasting	On January 23, 2013, our SEU gave students from Columbia Catholic School a tour of our facilities as part of the Partners in Education program. Our Operations Manager, a number of our On-Air Staff and the Promotions Manager provided information to the students about radio operations and careers in broadcasting. The production and scripting of radio commercials was discussed and then the students were given the opportunity to create and listen to their own advertisements.
2.	Participate in Job Fair	On March 7, 2013, our SEU participated in a job fair sponsored by Columbia College. The event took place on its campus in Columbia, Missouri. SEU representatives talked with attendees about career opportunities in radio sales as well as internships in the Promotions department. Resumes and applications were collected. SEU participants included our Promotions Director and Market Manager.
3.	Fall 2012 Internship Program	During the Fall of 2012 (August through December), our SEU hosted six (6) student interns as follows: <ul style="list-style-type: none"> <li>● five (5) from the University of Missouri-Columbia; and,</li> <li>● one (1) from Central Methodist University.</li> </ul> These interns were supervised by our SEU's Promotions Director and helped plan and execute SEU/Station events. The interns also assisted with the planning and the management of station websites and learned about radio production and marketing.
4.	Spring 2013 Internship Program	During the Spring of 2013 (January through May), our SEU hosted six (6) student interns as follows: <ul style="list-style-type: none"> <li>● five (5) from the University of Missouri-Columbia; and,</li> <li>● one (1) from Columbia College.</li> </ul> These interns were supervised by our SEU's Promotions Director and helped plan and execute SEU/Station events. The interns also assisted with the planning and the management of station websites and learned about radio production and marketing.
5.	Summer 2013 Internship Program	During the Summer of 2013 (May through August), our SEU hosted six (6) student interns as follows: <ul style="list-style-type: none"> <li>● five (5) from the University of Missouri-Columbia; and,</li> <li>● one (1) from Columbia College.</li> </ul> These interns were supervised by our SEU's Promotions Director and helped plan and execute SEU/Station events. The interns also assisted with the planning and the management of station websites and learned about radio production and marketing.