

**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, 2019¹**

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
Administrative Assistant	1-2, 4-8, 10, 13-19	17
On Air Talent	1-10, 13-19	15
Operations Manager	1-2, 4-10, 13-20	9
Digital Sales Manager	1-2, 4-10, 13-22	17
Account Executive #1	1-2, 4-10, 13-20	20
Account Executive #2	1-2, 4-8, 10, 13-22	20
Programming Position	1-2, 4-10, 13-22	9
Promotions Manager	1-2, 4-8, 10, 13-22	17

¹ This Report was revised in September 2020 to address reporting issues.

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Word-of-Mouth Referral	No	0
13	Job Inventory http://www.Jobinventory.com	No	0
14	Glassdoor http://www.glassdoor.com	No	0
15	Indeed http://www.indeed.com	No	33
16	Simply Hired http://www.simplyhired.com	No	0
17	LinkedIn http://www.linkedin.com	No	57
18	Lensa http://www.Lensa.com	No	0
19	Cumulus Corporate Website http://www.cumulus.com/careers/	No	21
20	Employee Referral	No	3
21	Internship Program-Spring Semester January - May 2019	No	0
22	LinkUp	No	0
23	Internship Program-Summer Semester June - August 2019 (see Section III)	No	0
24	Internship Program-Fall Semester August - September 2019 (see Section III)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			128

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity
1	Participate in activity calculated to disseminate information about careers in broadcasting	Between October and December 2018, our SEU hosted one (1) student from the University of Missouri for an extended job-shadow, during which the student "shadowed" the SEU's Production and On-Air staff. Local programming and sports broadcasting were of special interest to this student, so, one of our On-Air hosts well-versed in these areas spent additional time sharing his knowledge about these subjects with the student.
2	Summer Internship Program	During the period from June through August, 2019, our SEU hosted four (4) students from the University of Missouri. The interns were supervised by the SEU Promotions Director, and each of the interns were introduced to all aspects of the radio business. One student expressed a particular interest in sales and assisted the Sales department while the other three interns assisted 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.
3	Fall Internship Program	During the period from August through September, 2019, our SEU hosted one (1) student intern from the University of Missouri. This student was supervised by our Program Director, who introduced her to all aspects of the radio business. During the internship, her primary focus was learning about and assisting the Programming department, however, she was also encouraged to participate in a diverse array of promotions-related activities, such as preparing for remote events and proposing future promotions activities.
4	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting (7)	Between February and April 2019, our SEU hosted students from three different School Districts who were participating in the Classroom Super Star Awards program. Each group typically included ten students and at least seven (7) groups were welcomed by our SEU during this period. Our KOQL Program Manager spoke to the students about how a radio station operates and accomplishes its goal of serving its local communities as well as the education/skill sets necessary for success in the radio business. The students were given a tour of the SEU's stations and were provided an opportunity to observe how on-air commercials are produced.
5	Host event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	In January 2019, the SEU's On-Air staff gave Our Lady of Lourdes students a tour of our stations as part of the Partners in Education Program with KPLA. The SEU's Production Manager provided information to the students about how radio stations operate, the career opportunities available in broadcasting, and the education/skill sets necessary for success in the radio business. The students also observed how on-air commercials are produced.

	Type of Recruitment Initiative	Brief Description of Activity
6	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April, 2019, our SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, "Workplace Harassment Prevention," designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.