

2020-2021 ANNUAL EEO PUBLIC FILE REPORT

ZIMMER MIDWEST COMMUNICATIONS, INC.

KWTO – FM, KWTO – AM, KTXR – FM, KBFL – FM, KBFL – AM

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2008 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KWTO-FM licensed in Springfield, MO, Greene County, KWTO – AM licensed in Springfield, MO, Greene County, KTXR – FM licensed in Springfield, MO, Greene County, KBFL – FM Buffalo, MO, Dallas County, KBFL – AM licensed in Springfield, MO, licensed in Greene County and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

This information contained in this Report covers the time period beginning September 16, 2020 to and including September 24, 2021 (the "Applicable Period"). The FCC's 2007 EEO Rule requires that this Report contain the following information:

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information.

Appendix 1 to
Annual EEO Public Report Form
Covering the Period from September 16, 2020 to and including September 24, 2021

Stations Comprising Station Employment Unit: KWTO – FM, KWTO – AM,
KTXR – FM, KBFL – FM, KBFL – AM

Section 1 Vacancy Information

Full time Positions – Sales Executive (11), Digital Sales (1), Client Services Manager (1), Social Media Specialist (1), News Director (1), Radio Producer (1), On Air Talent (1) and Engineering (2).

Filled by Job Title –Sales Executive, Client Services Manager, Social Media Specialist, Engineering, On Air Talent, News Director, Digital Sales and Radio Producer

Recruitment Source of Hires –Employee Referral (5), Indeed (7), LinkedIn (4), Self-Referral (1), Current employee/transfer promotion (1), and Previous employee (1)

Appendix 2

Annual EEO Public Report Form

Covering the Period from September 16, 2020 to and including September 24, 2021 (the “Applicable Period”.)

Stations Comprising Employment Unit: KWTO – FM, KWTO – AM,
KTXR – FM, KBFL – FM, KBFL – AM

Section 2: Recruitment Source Information: Zimmer Midwest Communications, Inc.,
3000 Chestnut Expressway, Springfield, MO 65802, 417-862-3990

Interviewers for this period were: Jonathan Durbin, Tom Ladd, Isaiah Faughn, Mike
Mayfield, Jeff Allen, and Carla Leible.

Total Number of Persons Interviewed During Applicable Period for These Positions: 41

Employee Referral (5), Indeed (9), LinkedIn (4), Current employee/transfer (1) Previous
employee (1) Self Referral (1) and Walk in/Self Referral (1)

Appendix 3

Annual EEO Public File Report Form Covering the Period from September 16, 2020 to
and including September 24, 2021 (the “Applicable Period”.)

Section 3: Supplemental (Non Vacancy Specific) Recruitment Activities Undertaken by
KWTO – FM, KWTO – AM, KTXR – FM, KBFL – FM, KBFL – AM

Internship Opportunities: Internships accepted year-round with the Sales Department and
Program Department.

Participation in Job Banks/Internet Programs – Recruited for open positions with job
postings:

- Looking for our Radio Producer and News Director -
All Access.com postings for opportunities (12/01/2020-12/31/2020 & 12/20/2020-
1/30/2021)
- Posting jobs on Indeed.com and LinkedIn (9/16/2020-9/24/2021)

Sponsorship of events in the community designed to increase public awareness:

- Breast Cancer of the Ozarks – 1/11/21
- Southwest MO Football officials Association – recruiting – 1/13/21

- Foundation for Springfield Public Schools – 1/19/21
- MO Hwy Patrol – recruiting 01/20/21
- Foundation for Springfield public schools – 01/27/21
- Help Give Hope – 2/3/21
- Music Therapy of the Ozarks – 2/15/21
- Dickerson Park Zoo fundraiser – 2/25/21