

# KFEQ(AM), KKJO-FM, KESJ(AM), KSJQ(FM), KYSJ(AM)<sup>1</sup>

## EEO PUBLIC FILE REPORT

October 1, 2020 - September 30, 2021<sup>2</sup>

### I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title                | Recruitment Sources ("RS")<br>Used to Fill Vacancy  | RS Referring<br>Hiree |
|--------------------------|---|-----------------------|
| News and Sports Reporter | 2-4, 6-13, 15-22, 26-53, 55                         | 47                    |
| News Reporter            | 2-4, 6-8, 10-21, 23, 26-46, 48-55                   | 42                    |
| Account Executive        | 2-4, 6-21, 23, 26-45, 48-53, 55                     | 23                    |
| Marketing Consultant     | 2-8, 10-21, 23, 26-45, 48-53, 55                    | 5                     |
| Production Director      | 1-4, 6-8, 10-13, 15-21, 24, 26-45, 48-55            | 54                    |
| Business Manager         | 2-4, 6-8, 10-13, 15-21, 23, 25-38, 40-45, 48-53, 55 | 25                    |

<sup>1</sup>On October 15, 2020, KGNM(AM) changed its call sign to KYSJ(AM) (Facility ID #50511, St. Joseph, MO).

<sup>2</sup>An entitled source was not notified of certain vacancies due to changed contact information and/or email/fax delivery failure.

**KFEQ(AM), KKJO-FM, KESJ(AM), KSJQ(FM), KYSJ(AM)****EEO PUBLIC FILE REPORT****October 1, 2020 - September 30, 2021****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                | All Access<br>PO Box 6587<br>Malibu, California 90264<br>Phone : 3104576616<br>Url : allaccess.com<br>Joel Denver<br>Manual Posting   | N  | 4   |
| 2                | American Broadcasting School<br>4511 SE 29th St<br>Oklahoma City, Oklahoma 73115<br>Phone : 405-672-6511<br>Url : www.radioschool.com<br>Email : michelle@radioschool.com<br>Michelle McConnell                                   | Y  | 0   |
| 3                | Briar Cliff University/Career Development Center<br>3303 Rebecca Street Heelan Hall/Room 057<br>Sioux City, Iowa 51104<br>Phone : 712-279-5455<br>Url : www.briarcliff.edu<br>Email : Joshua.Cobbs@briarcliff.edu<br>Joshua Cobbs | Y  | 0   |
| 4                | Broadcast Center of St. Louis<br>2360 Hampton Ave<br>St. Louis, Missouri 63139<br>Phone : 314-647-8181<br>Url : broadcastcenterinfo.com<br>Email : placement@broadcastcenterinfo.com<br>Fax : 1-314-647-8181<br>John Carrol       | N  | 0   |
| 5                | Career Fair (see section III)   | N  | 1   |
| 6                | Central Methodist College<br>411 Central Methodist Square<br>Fayette, Missouri 65270<br>Phone : 660-248-6986<br>Url : www.centralmethodist.edu<br>Email : career@centralmethodist.edu<br>Fax : 1-660-248-6980<br>Nicolette Yevich | N  | 0   |

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|------------------|--|--|---|
| 7                | Central Missouri State University<br>Career Services Center WDE 1200<br>Warrensburg, Missouri 64093<br>Phone : 660-543-4985<br>Url : www.ucmo.edu<br>Email : recruiter@ucmo.edu<br>Fax : 1-660-543-4668<br>Amber Goreham | N  | 0   |
| 8                | College of the Ozarks<br>1 Industrial Place<br>Point Lookout, Missouri 65726<br>Phone : 417-690-3248<br>Url : www.cofu.edu<br>Email : career@cofo.edu<br>Jim Freeman   | N  | 0   |
| 9                | Community Services<br>1212 B South Main<br>Maryville, Missouri 64468<br>Phone : 660-582-3113<br>Fax : 1-660-582-2965<br>Bonnie Patterson<br><br>Prong 2 Ended Date: 11/4/2020  | N  | 0   |
| 10               | Culver-Stockton College<br>One College Hill<br>Canton, Missouri 63435<br>Phone : 573-288-6536<br>Url : www.culver.edu<br>Email : rjarvis@culver.edu<br>Robin Jarvis  | N  | 0   |
| 11               | DeVry Institute of Technology<br>11224 Holmes Road<br>Kansas City, Missouri 64131<br>Phone : 816-941-0430<br>Url : devry.edu<br>Email : mba@mbaweb.org<br>Fax : 1-816-941-0239<br>Gerry Ellis                            | N  | 0   |

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|------------------|---|--|---|
| 12               | Drury University<br>900 North Benton, FSC 114<br>Springfield, Missouri 65802<br>Phone : 417-873-7284<br>Url : drury.edu<br>Email : career@drury.edu<br>Fax : 1-417-873-7284<br>Emily Buckmaster                           | N  | 0   |
| 13               | Eagle Communications Careers Website<br>2703 Hall St Suite 15<br>Hays, Kansas 67601<br>Phone : 785-625-4000<br>Email : eaglehr@eagleradio.net<br>Shannon Weiderholt   | N  | 1   |
| 14               | Employee Referral   | N  | 3   |
| 15               | Evangel University<br>1111 N Glenstone<br>Springfield, Missouri 65802<br>Phone : 417-865-2815<br>Url : evangel.edu<br>Email : weatherlyt@evangel.edu<br>Fax : 1-417-520-0545<br>Thelma Weatherly                          | N  | 0   |
| 16               | Hannibal LaGrange College<br>2800 Palmyra Rd<br>Hannibal, Missouri 63401<br>Phone : 573-221-3675<br>Url : hlg.edu<br>Email : krichardson@hlg.edu<br>Fax : 1-573-221-6594<br>Karry Richardson                              | N  | 0   |
| 17               | Harris-Stowe State University<br>3026 Laclede Avenue<br>St. Louis, Missouri 63103<br>Phone : 314-340-3512<br>Url : www.hssu.edu<br>Email : careerengagement@hssu.edu<br>Fax : 1-314-340-3389<br>Dr. LaTonia Collins Smith | N  | 0   |

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|------------------|--|--|---|
| 18               | Heart of America Indian Center<br>600 W 39th St<br>Kansas City, Missouri 64111<br>Phone : 816-931-5229<br>Fax : 1-816-421-6493<br>Pam Slade                                | N  | 0   |
| 19               | Helping Hand of Goodwill Industries<br>200 South 8th Street<br>St. Joseph, Missouri 64501<br>Phone : 8163154230<br>Email : kmaloney@mokangoodwill.org<br>Katherine Maloney | Y  | 0   |
| 20               | Highland Community College<br>803 West Missouri<br>Highland, Kansas 66035<br>Phone : 785-442-6010<br>Email : egronniger@highlandcc.edu<br>Eileen Gronniger                 | Y  | 0   |
| 21               | Hillyard Technical Center<br>3434 Faraon<br>St. Joseph, Missouri 64506<br>Phone : 816-671-4170<br>Email : john.delee@sjsd.k12.mo.us<br>John DeLee                          | Y  | 0   |
| 22               | IMKO PRO<br>900 N Belt Hwy<br>St. Joseph, Missouri 64506<br>Phone : 816-233-4040<br>Url : www.imko.com<br>Email : carolynn@imko.com<br>Tracy Fender                        | N  | 0   |
| 23               | Indeed.com - Not Directly Contacted by SEU   | N  | 10  |
| 24               | Internal Posting   | N  | 1   |
| 25               | Internal Transfer/Promotion  | N  | 1   |
| 26               | Jefferson College<br>1000 Viking Drive<br>Hillsboro, Missouri 63050<br>Phone : 636-789-3951<br>Email : lwarner@jeffco.edu<br>Bob Gross                                     | N  | 0   |

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|------------------|--|--|---|
| 27               | Kansas Association of Broadcasters<br>214 SW 6th Street<br>Topeka, Kansas 66603<br>Phone : 785-235-1307<br>Email : judy@kab.net<br>Fax : 1-785-235-1307<br>Judy Clouse   | Y  | 0   |
| 28               | Lincoln University<br>820 Chestnut St.<br>Jefferson City, Missouri 65101<br>Phone : 573-681-5167<br>Url : lincolnu.edu<br>Email : meyerj@lincolnu.edu<br>Fax : 1-573-681-5165<br>John Meyer                    | N  | 0   |
| 29               | Lindenwood College<br>209 South Kingshighway<br>St. Charles, Missouri 63301<br>Phone : 636-949-4806<br>Url : lindenwood.edu<br>Email : careerdevelopment@lindenwood.edu<br>Fax : 1-636-949-4790<br>Dana Wehrli | N  | 0   |
| 30               | Maryville University<br>13550 Conway Road<br>St Louis, Missouri 63141<br>Phone : 314-576-9300<br>Url : maryville.edu<br>Email : career@maryville.edu<br>Fax : 1-314-529-9923<br>Lynn Willits                   | N  | 0   |
| 31               | Mineral Area College<br>5270 Flat River Road<br>Park Hills, Missouri 63601<br>Phone : 573-518-3820<br>Url : mineralarea.edu<br>Email : asheets@mineralarea.edu<br>Alison Sheets                                | N  | 0   |

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|------------------|--|--|---|
| 32               | Missouri Broadcasters Association<br>1025 Northeast Drive<br>Jefferson City, Missouri 65109<br>Phone : 573-636-6692<br>Email : tharper@mbaweb.org<br>Fax : 1-573-634-8258<br>Terry Harper  | Y  | 3   |
| 33               | Missouri Department of Higher Education & Workforce Development<br>301 South 7th Street<br>St. Joseph, Missouri 64501<br>Phone : 816-236-9736<br>Url : www.greathires.org<br>Email : david.scholz@dhewd.mo.gov<br>Fax : 1-816-387-2029<br>David Scholz | Y  | 0   |
| 34               | Missouri Southern State University<br>3950 East Newman Road<br>Joplin, Missouri 64801<br>Phone : 417-625-9343<br>Url : http://www.mssu.edu/career/index.php<br>Email : HireALion@mssu.edu<br>Nicole Brown  | Y  | 0   |
| 35               | Missouri Valley College<br>500 East College<br>Marshall, Missouri 65340<br>Phone : 660-831-4080<br>Url : moval.edu<br>Email : mckayk@moval.edu<br>Fax : 1-660-831-4039<br>Kellie McKay   | N  | 0   |
| 36               | Missouri Vocational Rehabilitation<br>525 Jules Suite201<br>St Joseph, Missouri 64501<br>Phone : 816-617-9177<br>Email : matthew.gregg@vr.dese.mo.gov<br>Matthew Gregg   | Y  | 0   |
| 37               | Missouri Western State University<br>4525 Downs Drive Student Placement Center<br>St. Joseph, Missouri 64507<br>Phone : 816-271-4206<br>Email : careercenter@missouriwestern.edu<br>Jean Foster  | Y  | 0   |

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|------------------|---|--|---|
| 38               | NAFB<br>1100 Platte Falls Road<br>Platte City, Missouri 64079<br>Url : nafb.com<br>Email : info@nafb.com<br>Tom Brand   | N  | 0   |
| 39               | Nebraska Broadcasters Assn<br>11414 West Center Road Suite 342<br>Omaha, Nebraska 68144<br>Phone : 402-933-5995<br>Email : jim@ne-ba.org<br>Jim Timm  | N  | 0   |
| 40               | Northwest Missouri State University<br>KXCV 800 University Drive<br>Maryville, Missouri 64468<br>Phone : 660-562-1163<br>Url : kxcv.org<br>Email : jcoffey@nwmissouri.edu<br>John Coffey  | Y  | 0   |
| 41               | Olin School of Business<br>1 Brookings Drive Box 1157<br>St. Louis, Missouri 63130<br>Phone : 314-935-5950<br>Url : olin.wustl.edu<br>Email : adminwrcr@olin.wustl.edu<br>Lisa Wilson   | N  | 0   |
| 42               | On Air Announcements (one or more SEU stations)<br>4104 Country Lane<br>St. Joseph, Missouri 64506<br>Phone : 816-233-8881<br>Url : www.stjoeradio.com<br>Email : nattie.king@eagleradio.net<br>Fax : 1-816-279-8280<br>Nattie King | N  | 1   |
| 43               | Society of Broadcast Engineers<br>9102 North Meridian Street Suite 150<br>Indianapolis, Indiana 46260<br>Phone : 317-846-9000<br>Url : www.sbe.org<br>Email : kjones@sbe.org<br>Fax : 1-317-846-9120<br>Scott Jones                 | N  | 0   |



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|------------------|---|--|---|
| 44               | Southeast Missouri State University<br>One University Plaza<br>Cape Girardeau, Missouri 63701<br>Phone : 573-651-2000<br>Url : semo.edu<br>Email : careerlinkages@semo.edu<br>Fax : 1-573-651-2532<br>Sandy White | N  | 0   |
| 45               | Southern Illinois University/Edwardsville<br>SIUE<br>Edwardsville, Illinois 62026<br>Phone : 618-650-3708<br>Email : sseiber@siue.edu<br>Fax : 1-618-650-3656<br>Susan Seibert                                    | Y  | 0   |
| 46               | Southwest Baptist University<br>1600 Universtiy Ave<br>Bolivar, Missouri 65613<br>Phone : 417-326-5281<br>Url : sbuniv.edu<br>Email : dsteward@sbuniv.edu<br>Fax : 1-417-328-2091<br>Dana Steward                 | N  | 0   |
| 47               | Sportscasters Talent Agency of America (Not Directly Contacted by SEU)  | N <sup>3</sup>   | 1   |
| 48               | St Joseph Post<br>4104 Country Lane<br>St. Joseph, Missouri 64506<br>Phone : 18162338881<br>Url : www.stjosephpost.com<br>Email : brent.martin@eagleradio.net<br>Brent Martin                                     | N  | 0   |
| 49               | St. Louis Community College<br>11333 Big Bend Road<br>St. Louis, Missouri 63122<br>Phone : 314-984-7611<br>Url : stlcc.edu<br>Email : CES@stlcc.edu<br>Fax : 1-314-984-7447<br>Rita Reinhardt                     | N  | 0   |

<sup>3</sup>As of September 2, 2021, this agency requested to begin receiving job notifications solely related to sports-related positions.

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|--|---|--|---|
| 50   | Stevens College<br>1200 East Broadway<br>Columbia , Missouri 65215<br>Phone : 573-876-7101<br>Url : stephens.edu<br>Email : career@stephens.edu<br>Heather Mile-Mange   | N  | 0   |
| 51   | Washburn University Career Services<br>1700 SW College Ave Morgan Hall 123<br>Topeka, Kansas 66621<br>Phone : 785-670-1450<br>Url : www.washburn.edu<br>Email : kent.mcanally@washburn.edu<br>Kent McAnally     | Y  | 0   |
| 52   | William Woods University<br>One University Avenue<br>Fulton , Missouri 65251<br>Phone : 573-592-4313<br>Url : williamwoods.edu<br>Email : Amy.Dittmer@WilliamWoods.edu<br>Fax : 1-573-592-1146<br>Amy Dittmer   | N  | 0   |
| 53   | Women's Employment Network<br>920 Main Suite 100<br>Kansas City, Missouri 64105<br>Phone : 816-822-8083<br>Url : kcwen.org<br>Email : tbomar@kcwen.org<br>Fax : 1-816-822-8607<br>Bomar Tonia                   | N  | 0   |
| 54   | Word of Mouth Referral  | N  | 2   |
| 55   | www.mediagignow.com<br>300 South Riverside Plaza Suite 800<br>Chicago, Illinois 60606<br>Phone : 336-553-0620<br>Url : http://www.mediagignow.com<br>Email : customerservice@mediagignow.com<br>MediaGigNow.com | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |   |  | <b>28</b>   |

**KFEQ(AM), KKJO-FM, KESJ(AM), KSJQ(FM), KYSJ(AM)****EEO PUBLIC FILE REPORT****October 1, 2020 - September 30, 2021****III. RECRUITMENT INITIATIVES**

|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b>                    | <b>Brief Description Of Activity</b>   | <b>No. of Stations Participants</b> | <b>Participant Title</b>  |
|---|-------------|---|--|-------------------------------------|---|
| 1 | 10/15/2020  | Participation in events or programs sponsored by educational institutions | In mid-October, three members of the SEU participated in an event hosted by Missouri Western State University. The Society for Collegiate Journalism Speed Session is an event for students-only and consists of one-on-one review sessions of students' resumes and portfolios. In addition, students ask questions about the station employees' job roles, increasing company awareness.   | 3                                   | Program Director<br>News Director<br>Account Executive                        |
| 2 | 1/8/2021    | Establishment of training programs for station personnel                  | The SEU put one of its new Marketing Consultants through a 7-week training program called P1 Plus, covering a number of broadcasting topics and skillsets. Participants watch more than 50 online video courses and take an exam at the end of each course. There are weekly calls with course instructors and weekly status updates that are sent to the participant's manager. Participants learn about topics such as advanced sales techniques and broadcast and digital sales, which will in turn will help them advance their career in the company. | 2                                   | Marketing Consultant<br>Chief Revenue Officer                                 |
| 3 | 6/9/2021    | Hosting of Job Fair   | The SEU hosted a job fair at the East Hills Shopping Center on 6/9/21 from 9am to 5pm. Our SEU planned and organized the event, including by recruiting employers. 24 local businesses participated, including our SEU.  | 7                                   | General Manager<br>Business Manager<br>Program Director<br>Account Executives |
| 4 | 8/25/2021   | Hosting of Job Fair   | The SEU hosted a second job fair at the East Hills Shopping Center on 8/25/21 from 9am to 4pm. Our SEU planned and organized the event, including by recruiting employers. 24 local businesses participated, including our SEU, and the station vehicles were on site to raise awareness.  | 7                                   | General Manager<br>Operations Manager<br>News Director<br>Account Executives  |

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|---|-------------|--|---|-------------------------------------|--------------------------|
| 5 | 9/29/2021   | Hosting of Job Fair                                    | The SEU hosted a job fair in a neighboring city, Maryville, MO, at the American Legion Hall on 9/29/21 from 10am to 2pm. Our SEU planned and organized the event, including by recruiting employers to attract residents on the northern edge of the stations' coverage area. 11 local businesses participated, including our SEU and it's station cluster. | 1                                   | General Manager          |