

**KCFX(FM), KCHZ (FM), KCJK(FM), KCMO(AM), KCMO-FM, KMJK(FM)
EEO PUBLIC FILE REPORT
October 1, 2010 – September 30, 2011¹**

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
KCFX/Dam Account Manager	1, 3-4	3
KCJK Account Manager	1, 3-4	3
KCJK Account Manager	1, 3-4	3
KCMO(AM) Account Manager	1, 3-4	3
KMJK Account Manager	1, 3-4	3
KCFX/Dam Sales Manager	1, 8, 13, 17-72	1
KCFX Account Manager	1, 3-4	3
KCJK Account Manager	1, 3-4	3
KCFX/Dam Promotion Director	1-2, 6, 17-75	1
Chiefs Radio Network Account Manager	1, 4, 7, 17-72	1
KCMO(AM) Talk Show Host	1-2, 17-72, 76, 78	2
Key Account Manager	1, 4, 17-72	1
KCHZ Account Manager	1, 4, 17-72	4
Key Account Manager	1, 4, 17-72	1
KCFX/Dam Account Manager	1, 4, 17-72	4
KCHZ Account Manager	1, 4, 17-72	1
KCFX/Dam Account Manager	1, 4	4
Traffic Reporter	1-2, 6, 17-72	2
KCFX/Dam Account Manager	1, 4	1
KCFX Account Manager	1, 3-4	3
KCJK Account Manager	1, 3-4	3
KCMO-FM Account Manager	1, 3-4	3
Vice President of Sales	1-2, 8	8
KCHZ Account Manager	1, 3-4	3
Sweetjack Sales Representative	1, 4, 17-72, 77	77
KCFX/Dam Account Manager	1-2, 4	1
KCFX/Dam Account Manager	1-2, 4	1

¹ This Report was revised in October 2011 to address minor 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 12-month period
1	Word-of-Mouth Referral	N	68
2	Walk In/Self Referral	N	8
3	Open Houses (<i>see Section III</i>)	N	81 ²
4	On Air Announcements (<i>all SEU stations</i>)	N	35
5	Station Website Postings (<i>one or more SEU stations</i>)	N	0
6	All Access Website: www.allaccess.com	N	3
7	Cumulus Website: www.cumulusjobs.com	N	0
8	Inside Radio Website: www.insideradio.com	N	40
9	Kansas City Star Classifieds 1729 Grand Blvd. Kansas City, KS 64108 Phone: (816)234-4000	N	0
10	Kansas City Help Wanted Website: <u>www.KansasCityHelpWanted.com & careerbuilder.com</u>	N	0
11	Media Recruiter Website: www.media recruiter.com	N	0
12	Media Staffing Network www.mediajobsandmore.com	N	0
13	Radio Advertising Bureau Classified Ads 1320 Greenway Drive, Suite 500 Dallas, TX 75038 mlevy@rab.com	N	1
14	Radio Ink Website: www.radioink.com 224 Datura St., Ste. 1015 West Palm Beach, FL 33401 Phone: (561)655-8778	N	0
15	Radio Business Report c/o April McLynn PO Box 6633 Woodbridge, VA 22195 www.RBR.com	N	0
16	Urban Insight, Inc. Website: www.urbaninsight.com	N	0

² Our SEU more than doubled the number of hires this reporting period compared to its 2010 FCC EEO reporting timeline. Fortunately, we were able to meet this heightened demand due to the overwhelming success of our SEU's Open Houses, which produced forty percent (40%) of our ultimate hires this reporting period and large, well-qualified and diverse candidate pools.

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17	American Advertising Federation Kansas City Sarah Pikul 1625 Oak Street, Suite 240 Kansas City, MO 64108 Phone: (816) 822-0300 sarah@aafkc.com	Y	0
18	Avila University 11901 Wornall Road Kansas City, MO 64145 Phone: (816) 501-3676 Careers@avila.edu (4/27/11 change contact to email)	Y	0
19	Baker University Susan Wade PO Box 65 Baldwin City, KS 66006-0065 Phone: (785) 594-8382 Susan.wade@bakeru.edu	Y	0
20	Baker University Terri Beauregard 8001 College Blvd Overland Park, KS 66210-1846 Phone: (913) 491-4432 Fax: (913) 491-0470	N	0
21	Baker University Career Development Center Harter Union, 2 nd Floor Baldwin City, KS 66006-0065 Phone: 785-594-8382 cdc@bakeru.edu	Y	0
22	Black Chamber of Commerce A. Marie Young 1501 E 18 th St Kansas City, MO 64108 Phone: (816) 474-9901 Fax: (816) 842-1748 jobs@bcckc.org	Y	1
23	Black Economic Union of Greater KC Chester Thompson, JR 1601 E 18 th St # 300 Kansas City, MO 64108 Phone: (816) 474-1080 Fax: (816) 474-5805 chestert@beukc.org	Y	0
24	Blue River Community College Amy Slater 20301 E State Route 78 Independence, MO 64057 Phone: (816) 220-6768 Fax: (816) 220-6511 amy.slater@mcckc.edu	Y	0

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25	DeLaSalle Education Center Vanessa Van Goethem-Piela, Dir of Development 3740 Forest Avenue Kansas City, MO 64109 Phone: (816) 536-3898 vanessa@delasallecenter.org gothemv@delasallecenter.org	Y	0
26	Dos Mundos Diana Raymer 902-A Southwest Blvd Kansas City, MO 64108 Phone: (816) 221-4747 draymer@dosmundos.com	Y	0
27	Experience, Inc. Two Faneuil Hall Marketplace, 3rd Fl Boston, MA 02109 Phone: (800) 489-7611 mail@experience.com	Y	0
28	Fort Hays, KS State University Millie Schuster, Administrative Career Specialist Sheridan Hall Rm. 214 600 Park St Hays, Kansas 67601 Phone: 785-628-4260 careers@fhsu.edu	Y	0
29	Full Employment Council, Inc. Edgar Cooper 1740 Paseo Kansas City, MO 65108 Phone: (816) 471-2330 x 281 Fax: (816) 691-2202 ecooper@feckc.org	Y	0
30	Haskell Indian Nations University Mona Gonzales 155 Indian Ave Lawrence, KS 66046 Phone: (785) 749-8448 Fax: (785) 832-6654 mgonzales@haskell.edu	Y	0
31	Heart of America Indian Center Cheyanne Ingram 600 West 39 th Street Kansas City, Missouri 64111 Phone: (816) 421-7608 Fax: (816) 421-6493	Y	0

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32	ITT Educational Services Career Services Coordinator Patricia Rydell 13000 North Meridian Street Carmel, IN 46032 Phone: (317)706-9355 careerbank@itt.tech.edu	Y	0
33	Johnson County Community College LeAnn Cunningham 12345 College Blvd Student Center Building, 2 nd Floor Overland Park, KS 66210-1299 Phone: (913) 469-4455 Lcunningham06@jccc.edu	Y	1
34	Johnson County Workforce Center 9221 Quivira Rd Overland Park, KS 66215 Phone (913)577-5902 Fax: (913) 642-7260 deannam@workforcepartnership.com	Y	1
35	Kansas Black Chamber of Commerce MaryAnn Flunder 4601 State Ave, 1-F Kansas City, KS 66102 Phone: (913) 596-1272 maryannflunder@yahoo.com	Y	0
36	Kansas City KS Community College Linda Wyatt J. Paul Jewell Student Center, Room 3379 7250 State Avenue Kansas City, KS 66112 Phone: (913) 288-7644 Fax: (913) 288-7624	Y	0
37	KS Dept. of Human Resources / Kansas City Kansas Department of Commerce Phyllis LaShell (2/22/11 replaces John Casner) 552 State Avenue Kansas City, KS 66101 Phone: (913) 281-3000 x 204 Fax: (913) 281-0069 plashell@kansascommerce.com	Y	0
38	Kansas Dept. of Social & Rehabilitation Services Kansas City Metro Region – SRS Debbie Lang 915 SW Harrison Street Topeka, KS 66612 Phone: (785) 296-3959 centralofficejobs@srs.ks.gov debbie.lang@srs.ks.gov	Y	0

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39	Kansas State University Career and Employment Services 100 Holtz Hall Manhattan KS 66506-1701 Phone: (785) 532-6956 (2/22/11 instructed to enter jobs online @ K-State's Career Services Website)	N <i>(as of 2/22/11)</i>	0
40	Kansas State University/KSDB-FM Kristen Russell, Station Manager KSDB.Station.Manager@gmail.com Student Union, First Floor, Manhattan KS 66506 Phone: (785) 532-2769 kristinsrussell@gmail.com	Y	0
41	Kellogg School of Management Career Services 2001 Sheridan Road Jacobs Center, 2 nd Floor Evanston, IL 60208-2001 Phone: (847) 467-7000 Fax: (847) 491-4323	Y	0
42	Lincoln University Career Placement Denise Ridenhour 820 Chestnut St., Jefferson City, Missouri, 65101 Phone: (573) 681-5162 Fax: (573) 681-5165 ridenhourd@lincoln.edu (recvd by meyerj@lincolnu.edu)	Y	0
43	Longview Community College/Project Hire Linda Anderson 500 SW Longview Road Kansas City, MO 64081 Phone: (816) 672-2380 Fax: (816) 672-2547 linda.anderson@mccck.edu	Y	0
44	Maple Woods Community College & Project HIRE Mary Lynn Munger 2601 NE Barry Road Kansas City, MO 64156 Phone: (816) 437-3155 Fax: (816) 437-3205 marylynn.munger@mccck.edu nancy.barrington@mccck.edu	Y	0

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45	MCC Business & Technology Mirella Jones / Sheri Anders 1775 Universal Ave, Kansas City, Missouri 64120-2429 Phone: 816.482.5200 Fax: 816.482.5256 mirella.jones@mcckc.edu Sheri.anders@mcckc.edu & ian.jennings@mcckc.edu	Y	0
46	Missouri Broadcasters Association Don Hicks 1025 Northeast Drive Jefferson City, MO 65109 Phone: (573) 636-6692 Fax: (573) 634-8258	Y	0
47	Missouri Career Center / Kansas City North 3100 N.E. 83 rd , Ste. 1201 Kansas City, MO 64119-4465 Phone: (816) 437-3635 Fax: (816) 468-1943	N	0
48	N.A.A.C.P. / Kansas City, Missouri Anita L. Russell 1601 E 18 th St # 212 Kansas City, MO 64108 Phone: (816) 421-1191 Fax: (816) 421-4939	Y	0
49	N.A.A.C.P. / Kansas City, Kansas Mr. Lavert Murray 21 N 12 th St # 320 Kansas City, KS 66102 Phone: (913) 281-7900 Fax: (913) 281-7847	Y	0
50	Northwest Missouri State University Career Center Tanya Riley 800 University Drive Maryville, MO 64468-6001 Phone: (660) 562-1127 Fax: (660) 562-1384 career@nwmissouri.edu & tmriley@nwmissouri.edu	Y	0
51	Ohio Center for Broadcasting Attn: Joe Kelly Placement.columbus@beonair.com gary@beonair.com	Y	0
52	Park University Traci Klasing, Assistant Director Internship Coordinator 8700 NW River Park Dr. Parkville, MO 64152 Phone: (816) 741-2000 Traci.klasing@park.edu	Y	0

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53	Park University Susan Michaud, Office Manager Academic Support / Career Development 8700 NW River Park Dr. Campus Box #46 Parkville, MO 64152 Phone: (816) 584-6330 Fax: (816) 505-5445 susan.michaud@park.edu	Y	0
54	Park University Career Director Layne Prenger 8700 NW River Park Dr. Parkville, MO 64152 Phone: (816) 584-6330 Fax: (816) 505-5445 Layne.prenger@park.edu	Y	0
55	Penn Valley Community College Melanie Bowman 3201 SW Trafficway Kansas City, MO 64111 Phone: (816) 759-4155 Fax: (816) 759-4087 melanie.bowman@mccckc.edu	Y	0
56	Radio One Broadcasting School Joe Casper Deschler 302 Buchner Place LaCrosse, WI 54603 Phone: (507) 498- 5334 www.radio1school.com radio1school@charterinternet.net	Y	0
57	Rockhurst College Career Services Mike Theobald 1100 Rockhurst Road Kansas City, MO 64110 Phone: (816) 501-4061 mike.theobald@rockhurst.edu	Y	0
58	Saint Mary College Career Services Priscilla McLean 11413 Pflumm Road Overland Park, KS 66215 Phone: (913) 345-8288 Fax: (913) 345-2802	Y	0
59	Truman State University Julie Mitchell 100 E. Normal Kirksville, MO 63501 Phone: (660) 785-4353 Fax: (660) 785-4366	Y	0

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60	United Minority Media Association MC Richardson 6025 Prospect, Suite 206 Kansas City, MO 64130 Phone: (816) 822-1313 Fax: (816) 822-8002 ummaseventyfour@yahoo.com	Y	0
61	University of Central Missouri Career Services: Sharon Jennings Elliott University Union 302 Warrensburg, MO 64093 Phone: (660) 543-4122 sjennings@ucmo.edu	Y	1
62	University of Central Missouri Director of Career Services: Teresa Alewel P.O. Box 800 Warrensburg MO 64093 Phone: (660)-543-4395 alewel@ucmo.edu	Y	0
63	University of Kansas Journalism Career Center Patty Noland 210 Stauffer-Flint Hall, 1435 Jayhawk Blvd. Lawrence, KS 66045-7575 Phone: (785) 864-7655 pnoland@ku.edu	Y	0
64	University of Kansas Liz Caldwell 110 Burge Union 1601 Irving Hill Road Lawrence, KS 66045 kucareer@ku.edu (recvd by lcaldwell@ku.edu)	Y	2
65	University of Kansas Career Center Asst Director Erin Wolfram Internships 110 Burge Union, 1601 Irving Hill Road Lawrence, KS 66045 (785) 864-7676 KUCareerHawk.com ewolfram@ku.edu ucc@ku.edu	Y	0
66	University of Kansas Regents Center Alicia Anderson 12600 Quivira Road Overland Park, KS 66213 Phone: (913) 897-8400 Fax: (913) 897-8490	Y	0

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67	University of Missouri-Columbia Student Success Center 909 Lowry Mall Columbia, MO 65211-6060 Phone: (573) 882-6801 career@missouri.edu	Y	1
68	University of Missouri-Kansas City Career Center: Janet Dexter 4825 Troost, Room 205 Kansas City, MO 64110 Phone: (816) 235-1636 Fax: (816) 235-5534	N	2
69	Vatterott College Jeff Kuhn 8955 E. 38 th Terrace Kansas City, MO 64129 Phone: (816) 861-1000 Fax: (816) 861-1400	N	0
70	Webster University Kansas City Campus 1200 E. 104 th Street, Suite 100 Kansas City, MO 64131 (816) 444-1000 Fax (816) 444-1470 careercn@webster.edu mstroer@webster.edu	Y	0
71	William Jewel College Career Specialist: Katie Altenbernd 500 College Hill Liberty, MO 64068 Phone: (816) 781-7700 x5238 altenberndk@william.jewell.edu	Y	0
72	Women's Employment Network Lynnette Williams 720 Oak Street Kansas City, MO 64110 Phone: (816) 288-8083 lwilliams@kcwen.org	Y	0
73	Radio Online RADIO ONLINE LLP 3500 Tripp Avenue Amarillo TX 79121-1637 http://jobs.radio-online.com	N	0
74	Best Radio Jobs support@bestradiojobs.com http://bestradiojobs.com	N	0
75	TV and Radio Jobs www.tvandradiojobs.com Contact: zzmadden@yahoo.com	N	0

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76	Talkers Magazine Barbara Kurland, Office Manager 785 Williams Street #429 Longmeadow, MA 01106 Phone: (413) 565-5413 Barbara@talkers.com	N	0
77	Craigslist http://kansascity.craigslist.org/sls/2539505806.html	N	5
78	Broadcast /Media Industry News Coverage	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			251

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>Our SEU offers internship opportunities to college students during their junior or senior year on an on-going basis. Area colleges and universities are contacted regularly and are sent copies of internship applications to distribute to interested students.</p> <p>During this reporting period our SEU hosted twenty two (22) student interns: two (2) in the Fall of 2010; ten (10) in the Winter of 2010/2011; seven (7) in the Spring of 2011; three (3) in the Summer of 2011; and one (1) in the Fall of 2011. These students attended/attend the following colleges/universities: University of Missouri-Kansas City; Johnson County Community College; Benedictine; Northwest Missouri State; University of Kansas; Oklahoma State; Maple Woods Community College and Ottawa University.</p> <p>The interns are supervised by the SEU's Promotions Coordinator and assist with a variety of tasks in the promotions, programming and sales departments. They also accompany SEU on-air, engineering and sales staff members to SEU events including remote broadcasts, on-air personality appearances, music artists' appearances, etc.</p>
2	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On October 28, 2010, the Program Director of KCFX(FM) and KCMO(AM) participated in the Olathe School District's Career Day at Johnson County Community College. He spoke to a large group of high school students about career opportunities in radio.</p>
3	Management-level training regarding methods of ensuring equal employment opportunity and preventing discrimination	<p>On January 20, 2011, outside communications counsel provided a telephonic training session on the FCC's EEO rules to our SEU's Business, Assistant Business and Market Managers as well as an Administrative Assistant. Each received written materials to assist with EEO compliance and were afforded the opportunity to seek input from outside counsel on ways of improving the SEU's FCC EEO compliance.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Host Job Fair	On January 25, 2011, this SEU hosted a Sales Open House from 5:30 to 7:30 p.m. at its facilities/studios in Mission, Kansas. Attendees were introduced to SEU staff members, listened to a presentation about selling radio time and toured the facilities/studios. Then, attendees were separated into smaller groups so that they could easily discuss what a career in radio sales involves with SEU sales managers. Resumes were collected from attendees and each guest completed a questionnaire and application. SEU participants included the Market Manager, Program Director, KCFX/KCMO Operations Manager, Local Sales Manager for KCJK, General Sales Manager for KCMO/KCMO-FM, General Sales Manager for KCJK/KCHZ, General Sales Manager for KMJK, General Sales Manager for KCFX/Dam, seven (7) Sales Representatives, a Sales Assistant, a Promotions Assistant and an intern.
5	Participate in Career Fair	On February 9, 2011, our SEU participated in the 2011 University Career Fair on the University of Kansas campus at Lawrence, Kansas. The SEU's Sales Manager for KCFX(FM) and Sports Marketing Director for Chiefs Radio Network met with the many students in attendance to talk about careers in broadcasting as well as employment opportunities and internships within the SEU.
6	Participate in event/program for or on behalf of an educational institution relating to internships in broadcasting	On February 16, 2011, the Promotions Coordinator and the Promotions & Marketing Manager attended the 24 th Annual Internship Brunch hosted by the Mercury Association-University of Missouri, Kansas City ("UMKC") Student Communicators at the Embassy Suites Plaza. This Association brings UMKC students together with local businesses so they can learn about expanding their professional futures. Representatives from twenty three (23) local businesses attended and shared information about career and internship opportunities with their businesses.
7	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 3, 2011, the KCFX(FM) and KCMO(AM) Program Director spoke to a class at Johnson County Community College about careers in broadcasting and internships within the SEU.

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8	Host Job Fair	On June 9, 2011, this SEU hosted a Sales Open House from 5:30 to 7:30 p.m. at its facilities/studios in Mission, Kansas. Attendees were introduced to SEU staff members, listened to a presentation about selling radio time and toured the facilities/studios. Then, attendees were separated into smaller groups so that they could easily discuss what a career in radio sales involves with SEU sales managers. Resumes were collected from attendees and each guest completed a questionnaire and application. SEU participants included the Market Manager, Local Sales Manager for KCJK, General Sales Manager for KCMO/KCMO-FM, General Sales Manager for KCJK/KCHZ, General Sales Manager for KCFX/Dam, Sales Representatives, a Sales Assistant, Promotions Coordinator and Promotions Assistant.
9	Activity designed to help disseminate information about broadcast employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	Since September 2006, the KMJK(FM) Program Director has been a member of the Black Agenda Group, which meets every Monday morning at the Metropolitan Baptist Church in Kansas City, Missouri. This Group includes representatives from two other metro radio stations, a representative from <i>The Call</i> , a local urban newspaper, and representatives from other metro area businesses. In addition to discussions about business and economic development, the Group shares information about job openings and/or persons they know seeking employment in the area.