

**KCFX(FM), KCHZ (FM), KCJK(FM), KCMO(AM), KCMO-FM, KMJK(FM)**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2009 – September 30, 2010<sup>1</sup>**

**I. VACANCY LIST**

See **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>
KCHZ Account Manager	1-2, 4-15, 17, 27-83	2
KCJK Account Manager	1-2, 4-15, 17, 27-83	2
KCFX Account Manager	1-2, 4-15, 17, 20, 27-83	20
KCHZ Account Manager	1-2, 4-15, 17, 27-83	2
KCHZ Account Manager	1-2, 10-15, 17, 27-83	2
Chiefs Sales Director	1-2, 10, 16-17, 27-83	2
KMJK Account Manager	1-2, 4, 9-15, 17, 20, 27-83	2
KCFX Account Manager	1-2, 4, 9-15, 17, 20, 27-83	2
KCMO-AM Talk Show Producer	1-2, 27-83	2
KCFX HD2 Account Manager	1-2, 4-15, 17, 27-83	2
Key Account Manager ( <i>all SEU stations</i> )	1-2, 4-9, 17, 27-83	2

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<sup>1</sup> This Report was revised in October 2010 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	<b>Internal Posting</b>	N	0
2	<b>Word-of-Mouth Referral</b>	N	60
3	<b>Internal Transfer/Promotion</b>	N	0
4	<b>KCFX(FM) On-Air Announcements</b>	N	9
5	<b>KCJK(FM) On-Air Announcements</b>	N	5
6	<b>KCMO-AM On-Air Announcements</b>	N	0
7	<b>KCMO(FM) On-Air Announcements</b>	N	3
8	<b>KCHZ(FM) On-Air Announcements</b>	N	4
9	<b>KMJK(FM) On-Air Announcements</b>	N	4
10	<b>KCFX(FM) Website:</b> www.101thefox.net	N	4
11	<b>KCJK(FM) Website:</b> www.1051jackfm.com	N	2
12	<b>KCMO(AM) Website:</b> www.710kcmo.com	N	0
13	<b>KCMO-FM Website:</b> www.949kcmo.com	N	0
14	<b>KMJK(FM) Website:</b> www.magic1073.com	N	3
15	<b>KCHZ(FM) Website:</b> www.957thevibe.com	N	1
16	<b>All Access Website:</b> www.allaccess.com <i>(not directly contacted by SEU)</i>	N	1
17	<b>Cumulus Jobs Website:</b> www.cumulusjobs.com	N	2
18	<b>Inside Radio Website:</b> www.insideradio.com	N	0
19	<b>Kansas City Star</b> Classifieds 1729 Grand Blvd. Kansas City, KS 64108 816-234-4000	N	0
20	<b>Careerbuilder.com</b> <i>(not directly contacted by SEU)</i>	N	3
21	<b>Media Recruiter Website:</b> www.mediarecruiter.com	N	0
22	<b>Media Staffing Network</b> www.mediajobsandmore.com	N	0
23	<b>Radio Advertising Bureau</b> Classified Ads 1320 Greenway Drive, Suite 500 Dallas, TX 75038 mlevy@rab.com	N	0

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24	<b>Radio Ink Website:</b> www.radioink.com 224 Datura St., Ste. 1015 West Palm Beach, FL 33401 561-655-8778	N	0
25	<b>Radio Business Report</b> www.RBR.com c/o April McLynn PO Box 6633 Woodbridge, VA 22195	N	0
26	<b>Urban Insight, Inc. Website:</b> www.urbaninsight.com	N	0
27	<b>American Advertising Federation Kansas City</b> <i>(formerly Ad Club of Kansas City / Media Mix)</i> Rachel Hack 1625 Oak Street, Suite 240 Kansas City, MO 64108 Phone: (816) 822-0300 rachel@aafkc.com	Y	0
28	<b>Avila University</b> Gina Frigault and Mary Corless 11901 Wornall Road Kansas City, MO 64145 Phone: (816) 501-3676 Gina.frigault@avila.edu Mary.corless@avila.edu Careers@avila.edu	Y	0
29	<b>Baker University</b> Susan Wade PO Box 65 <b>Baldwin City, KS 66006-0065</b> Phone: (785) 594-8382 Susan.wade@bakeru.edu	Y	0
30	<b>Baker University</b> Terri Beauregard 8001 College Boulevard <b>Overland Park, KS 66210-1846</b> Phone: (913) 491-4432 Fax: (913) 491-0470	N	0
31	<b>Baker University Career Development Center</b> Harter Union, 2 <sup>nd</sup> Floor Baldwin City, KS 66006-0065 Phone: 785-594-8382 cdc@bakeru.edu	Y	0
32	<b>Black Chamber of Commerce</b> A. Marie Young 1601 E 18 <sup>th</sup> St Kansas City, MO 64108 Phone: (816) 474-9901 Fax: (816) 842-1748	Y	0

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33	<b>Black Economic Union of Greater Kansas City</b> Chester Thompson, JR 1601 E 18 <sup>th</sup> St # 300 Kansas City, MO 64108 Phone: (816) 474-1080 Fax: (816) 474-5805	Y	0
34	<b>Blue River Community College</b> Amy Slater amy.slater@mcckc.edu 20301 E State Route 78 Independence, MO 64057 Phone: (816) 220-6768 Fax: (816) 220-6511	Y	0
35	<b>DeLaSalle Education Center</b> Vanessa Van Goethem-Piela, Director of Development 3740 Forest Avenue Kansas City, MO 64109 vanessa@delasallecenter.org	Y	0
36	<b>Dos Mundos</b> Diana Raymer 902-A Southwest Blvd. Kansas City, MO 64108 Phone: (816) 221-4747 draymer@dosmundos.com	Y	0
37	<b>Experience, Inc.</b> Two Faneuil Hall Marketplace, Third Floor Boston, MA 02109 Phone: (800) 489-7611 mail@experience.com	Y	0
38	<b>Fort Hays, Kansas State University</b> Millie Schuster, Administrative Career Specialist Sheridan Hall Rm. 214 600 Park Street Hays, Kansas 67601 Phone: 785-628-4260 careers@fhsu.edu	Y	0
39	<b>Full Employment Council, Inc.</b> Nikkia Manning April Calvin 1740 Paseo Kansas City, MO 65108 Phone: (816) 471-2330 x 281 Fax: (816) 691-2202 ecooper@feckc.org	Y	0

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40	<b>Haskell Indian Nations University</b> Mona Gonzales 155 Indian Ave Lawrence, KS 66046 Phone: (785) 749-8448 Fax: (785) 832-6654	Y	0
41	<b>Heart of America Indian Center</b> Carolyn King 600 West 39 <sup>th</sup> Street Kansas City, Missouri 64111 Phone: (816) 421-7608 Fax: (816) 421-6493	Y	0
42	<b>ITT Educational Services</b> Patricia Rydell prydell@itt-tech.edu <i>(6/8/10: removed Arthur Diaz, Jr. adiaz_jr@itt-tech.edu)</i> Career Services Coordinator 13000 North Meridian Street Carmel, IN 46032 317-706-9355	Y	0
43	<b>Johnson County Community College</b> LeAnn Cunningham 12345 College Boulevard Student Center Building, 2 <sup>nd</sup> Floor Overland Park, KS 66210-1299 Phone: (913) 469-4455 Lcunningham06@jccc.edu	Y	0
44	<b>Kansas Black Chamber of Commerce</b> MaryAnn Flunder 4601 State Ave, 1-F Kansas City, KS 66102 (913) 596-1272 maryannflunder@yahoo.com	Y <i>(as of 7/09)</i>	0
45	<b>Kansas City Kansas Community College</b> Linda Wyatt 7250 State Avenue J. Paul Jewell Student Center, Room 3379 Kansas City, KS 66112 Phone: (913) 288-7644 Fax: (913) 288-7624	Y	0
46	<b>Kansas Dept. of Human Resources /                      Kansas City, Kansas Department of Commerce</b> John Casner jcasner@kansascommerce.com 552 State Avenue Kansas City, KS 66101 Phone: (913) 281-3000 x 204 Fax: (913) 281-0069	Y	0

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47	<b>Johnson County Workforce Center</b> <i>(formerly Kansas Dept. of Human Resources)</i> Tamara O'Malley (formerly Cindy Smith) tomalley@kansasworks.com 9221 Quivera Road Overland Park, KS 66215 (913) 577-5902 Fax: (913) 642-7260	Y	0
48	<b>Kansas Dept. of Social &amp; Rehabilitation Services</b> Kansas City Metro Region – SRS Debbie Lang 915 SW Harrison Street Topeka, KS 66612 (785) 296-3959 prh@srskansas.org centralofficejobs@srs.ks.gov debbie.lang@srs.ks.gov	Y <i>(as of 7/09)</i>	0
49	<b>Kansas State University</b> Debbie Owens <i>(replaces Rachel Ward Bishop)</i> Career and Employment Services 100 Holtz Hall Manhattan KS 66506-1701 Phone: (785) 532-6956 rwbishop@ksu.edu dowens@ksu.edu	Y	0
50	<b>Kansas State University/KSDB-FM</b> Kristen Russell, Station Manager Student Union, First Floor Manhattan KS 66506 Phone: (785) 532-2769 rwbishop@ksu.edu kristinsrussell@gmail.com	Y	0
51	<b>Kellogg School of Management</b> Career Services 2001 Sheridan Road Jacobs Center, 2 <sup>nd</sup> Floor Evanston, IL 60208-2001 Phone: (847) 467-7000 Fax: (847) 491-4323	Y	0
52	<b>Lincoln University Career Placement</b> John Meyer <i>(replaces ridenhourd@lincoln.edu)</i> 820 Chestnut St., Jefferson City, Missouri, 65101 Phone: (573) 681-5162 Fax: (573) 681-5165 ridenhourd@lincoln.edu meyerj@lincolnu.edu	Y	0

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53	<b>Longview Community College/Project Hire</b> Linda Anderson linda.anderson@mcckc.edu 500 SW Longview Road Kansas City, MO 64081 Phone: (816) 672-2380 Fax: (816) 672-2547	Y	0
54	<b>Maple Woods Community College &amp; Project HIRE</b> Mary Lynn Munger marylynn.munger@mcckc.edu 2601 NE Barry Road Kansas City, MO 64156 Phone: (816) 437-3155 Fax: (816) 437-3205	Y	0
55	<b>MCC Business &amp; Technology</b> Mirella Jones / Sheri Anders 1775 Universal Avenue, Kansas City, Missouri 64120-2429 <b>Telephone:</b> 816.482.5200 <b>Fax:</b> 816.482.5256 mirella.jones@mcckc.edu Sheri.anders@mcckc.edu	Y	0
56	<b>Missouri Broadcasters Association</b> Don Hicks 1025 Northeast Drive Jefferson City, MO 65109 Phone: (573) 636-6692 Fax: (573) 634-8258	Y	0
57	<b>Missouri Career Center / Kansas City North</b> 3100 N.E. 83 <sup>rd</sup> , Ste. 1201 Kansas City, MO 64119-4465 Phone: (816) 437-3635 Fax: (816) 468-1943	N	0
58	<b>N.A.A.C.P. / Kansas City, Missouri</b> Anita L. Russell 1601 E 18 <sup>th</sup> St # 212 Kansas City, MO 64108 Phone: (816) 421-1191 Fax: (816) 421-4939	Y	0
59	<b>N.A.A.C.P. / Kansas City, Kansas</b> Mr. Lavert Murray 21 N 12 <sup>th</sup> St # 320 Kansas City, KS 66102 Phone: (913) 281-7900 Fax: (913) 281-7847	Y	0

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60	<b>Northwest Missouri State University Career Center</b> 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
61	<b>Ohio Center for Broadcasting</b> Attn: Joe Kelly Placement.columbus@beonair.com gary@beonair.com	Y	0
62	<b>Park University</b> Traci Klasing, Assistant Director <b>Internship Coordinator</b> 8700 NW River Park Dr. Parkville, MO 64152 Phone: (816) 741-2000 Traci.klasing@park.edu	Y <i>(as of 9/09)</i>	0
63	<b>Park University</b> Susan Michaud, Office Manager <b>Academic Support / Career Development</b> susan.michaud@park.edu 8700 NW River Park Dr. Campus Box #46 Parkville, MO 64152 Phone: (816) 584-6330 Fax: (816) 505-5445	Y	0
64	<b>Park University</b> Layne Prenger, Career Director Layne.prenger@park.edu 8700 NW River Park Dr. Parkville, MO 64152 Phone: (816) 584-6330 Fax: (816) 505-5445	Y	1
65	<b>Penn Valley Community College</b> Melanie Bowman melanie.bowman@mckkc.edu 3201 SW Trafficway Kansas City, MO 64111 Phone: (816) 759-4155 Fax: (816) 759-4087	Y	0

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66	<b>Radio One Broadcasting School</b> Joe Casper Deschler 302 Buchner Place LaCrosse, WI 54603 (507) 498- 5334 www.radio1school.com radio1school@charterinternet.net	Y	0
67	<b>Rockhurst College Career Services</b> Mike Theobald 1100 Rockhurst Road Kansas City, MO 64110 Phone: (816) 501-4061 mike.theobald@rockhurst.edu	Y	0
68	<b>Saint Mary College</b> Career Services Priscilla McLean 11413 Pflumm Road Overland Park, KS 66215 Phone: (913) 345-8288 Fax: (913) 345-2802	Y	0
69	<b>Truman State University</b> Julie Mitchell 100 E. Normal Kirksville, MO 63501 Phone: (660) 785-4353 Fax: (660) 785-4366	Y	0
70	<b>United Minority Media Association</b> MC Richardson 6025 Prospect, Suite 206 Kansas City, MO 64130 Phone: (816) 822-1313 Fax: (816) 822-8002 ummaseventyfour@yahoo.com	Y	0
71	<b>University of Central Missouri</b> ( <i>formerly Central Missouri State University</i> ) Career Services Sharon Jennings Elliott University Union 302 Warrensburg, MO 64093 Phone: (660) 543-4122 sjennings@ucmo.edu	Y	0

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72	<b>University of Central Missouri</b> (formerly Central Missouri State University) Teresa Alewel Director of Career Services P.O. Box 800 Warrensburg MO 64093 Phone: (660)-543-4395 alewel@ucmo.edu	Y	0
73	<b>University of Kansas Journalism Career Center</b> Patty Noland 210 Stauffer-Flint Hall 1435 Jayhawk Blvd. Lawrence, KS 66045-7575 Phone: (785) 864-7655 pnoland@ku.edu	Y	1
74	<b>University of Kansas</b> Liz Caldwell 110 Burge Union 1601 Irving Hill Road Lawrence, KS 66045 lcaldwell@ku.edu	Y	0
75	<b>University of Kansas Career Center</b> Erin Wolfram, Assistant Director, Internships 110 Burge Union 1601 Irving Hill Road Lawrence, KS 66045 (785) 864-7676 KUCareerHawk.com ewolfram@ku.edu ucc@ku.edu	Y	0
76	<b>University of Kansas Regents Center</b> Alicia Anderson 12600 Quivira Road Overland Park, KS 66213 Phone: (913) 897-8400 Fax: (913) 897-8490	Y	0
77	<b>University of Missouri-Columbia</b> Amanda Nell 909 Lowry Mall Columbia, MO 65211-6060 Phone: (573) 882-6801 Fax: (573) 882-5440	Y	0
78	<b>University of Missouri-Student Success Center</b> 909 Lowry Mall Columbia, MO 65211-6060 Phone: (573) 882-6801 career@missouri.edu	Y	1

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79	<b>University of Missouri-Kansas City</b> Career Center Janet Dexter 4825 Troost, Room 205 Kansas City, MO 64110 Phone: (816) 235-1636 Fax: (816) 235-5534 career@missouri.edu	N	0
80	<b>Vatterott College</b> 8955 E. 38 <sup>th</sup> Terrace Kansas City, MO 64129 (816) 861-1000 Fax: (816) 861-1400 Rochelle.medford@vatterott-college.edu	N	0
81	<b>Webster University</b> Kansas City Campus 1200 E. 104 <sup>th</sup> Street Suite 100 Kansas City, MO 64131 (816) 444-1000 Fax (816) 444-1470 careercn@webster.edu	Y	0
82	<b>William Jewel College</b> Katie Altenbernd, Career Specialist 500 College Hill Liberty, MO 64068 Phone: (816) 781-7700 x5238 altenberndk@william.jewell.edu	Y	0
83	<b>Women's Employment Network</b> Lynnette Williams 720 Oak Street Kansas City, MO 64110 Phone: (816) 288-8083 lwilliams@kcwen.org	Y	0
84	<b>Walk-In/Self Referral</b>	N	5
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			109

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Internship Program	This 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. During this reporting period this SEU hosted a total of twenty seven (27) student interns: six in the Fall of 2009; one (1) in the Winter of 2009/2010; two (2) in the Spring of 2010; fourteen (14) in the Summer of 2010; and four (4) in the Fall of 2010. These students attended/attend the following colleges/universities: University of Missouri-Kansas City; University of Kansas; Kansas State University; Maple Woods Community College; Johnson County Community College; Emporia State, University of Central Missouri-Warrensburg and University of Missouri-Columbia. 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.
<b>2</b>	Host event/program for or on behalf of an educational institution relating to careers in broadcasting	On September 17, 2009, a teacher at Johnson County Community College, accompanied his class to tour the SEU's facilities/studios and learn what it is like to work at a radio station and find out about employment and internship opportunities in radio.
<b>3</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On October 1, 2009, 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.
<b>4</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On October 28, 2009, the KCFX(FM) and KCMO(AM) Program Director participated in the Olathe School District's Career Day at Johnson County Community College. The Program Director spoke to a large group of high school students about career opportunities in radio.
<b>5</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On January 26, 2010, the KCJK(FM) and KCMO-FM Program Director attended the University of Missouri-Kansas City Intern Brunch and made a presentation to the many students in attendance on behalf of the SEU's programming department about internship opportunities within the SEU for the Summer of 2010.

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<b>6</b>	Participate in Career Fair	On February 10, 2010, this SEU participated in the 2010 University Career Fair at the University of Kansas campus in Lawrence, Kansas. The SEU's Sales Manager for KCFX(FM) and KMJK(FM) as well as its Promotions Coordinator met with the many students in attendance to talk about careers in broadcasting as well as employment opportunities and internships within the SEU.
<b>7</b>	Participate in event sponsored by a community organization interested in broadcast employment issues	On February 18, 2010, the KCJK(FM) and KCMO-FM Program Director was invited to sit on the panel that addressed attendees of the Kansas City Business Communicators Summit at the Uptown Theatre. The panel discussed how older media like radio, television and newspapers are incorporating the use of use new media like Facebook, Twitter and texting to reach listeners, advertisers and candidates for employment.
<b>8</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 2, 2010, the KCJK(FM) and KCMO-FM Program Director sat on the panel of journalists that addressed those who attended the People In The Media series at Johnson County Community College. This series focused on college students that were intersted in finding jobs in journalism and broadcasting. The SEU's Program Director talked about what it is like to work at a radio station and described the various career opportunities in radio broadcastitng.
<b>9</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 3, 2010, the KCFX(FM) and KMJK(FM) Sales Manager as well as the SEU's Promotions Coordinator attended the University of Kansas Journalism Career Fair at the Lawrence, Kansas campus. These SEU staff members spoke with the students about entry-level career opportunities in broadcasting within the SEU as well as internship opportunities that would give them a taste of what it is like to work with a radio group.
<b>10</b>	Participated in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 4, 2010, the KCFX(FM)/KCMO(AM) Operations Manager spoke to a Johnson County Community College class about careers in broadcasting and internships within the SEU.
<b>11</b>	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.

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<b>12</b>	Management-level training regarding methods of ensuring equal employment opportunity and preventing discrimination	On May 11, 2010, the Business Manager participated in a webinar presented by a Washington, DC-based communications law firm, Davis Wright Tremaine LLP, entitled, "Navigating the FCC's Equal Employment Opportunity Rules."
<b>13</b>	Hosted Job Fair	On September 15, 2010, 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, five Sales Representatives, a Sales Assistant and a Promotions Assistant.