

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2008 to September 21, 2009.

1) Employment Unit Location/Name: Wilks Broadcasting Group – Kansas City

2) Unit Members (List all station call signs and communities of license):  
**KFKF – Kansas City KS**  
**KBEQ – Kansas City MO**  
**KMXV – Kansas City MO**  
**KCKC – Kansas City MO**

3) EEO Contact Information for Employment Unit:

Mailing Address:  <b>Wilks Broadcasting</b> <b>508 Westport Rd #202</b> <b>Kansas City MO 64111</b>	Telephone Number: <b>816-753-4000</b>
	Contact Person: <b>Marla Zirkle</b>
	E-mail Address: <b>mzirkle@wilkskc.com</b>

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
1. Account Executive KCKC	Industry Referral
2. Account Executive KBEQ	Call In
3. National Sales Coordinator	Employee Referral
4. Night Show Host KBEQ	Promoted Current Employee
5. Night Show Host KMXV	AllAccess.com posting
6. Account Executive KBEQ	Industry Referral
7. Account Executive KCKC	Employee Referral
8. Account Executive KBEQ	Industry Referral
9. Account Executive KCKC	Industry Referral
10. NTR Promotions Coordinator	Industry Referral
11. Morning Show Producer	Promoted Current Employee
12. Production Director	Promoted Current Employee

**Stations KFKF/KBEQ/KMXV/KCKC are Equal Opportunity Employers.**

**5) All Fulltime openings listed in Section 4 were filled from notifications sent to the following sources:**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes or No)
Full Employment Council, Inc.	Estelle Williams	1740 Paseo Kansas City MO 64108	816-474-6030	YES
Maple Woods Community College	Jean Dunlap	2601 NE Barry Road Kansas City MO 64156	816-437-3000	NO
Longview Community College	Angela McQuerry	500 Longview Road Lee's Summit MO 64081	816-672-2000	NO
The Rehabilitation Institute	Kathy Smith	3011 Baltimore Kansas City MO 64108	816-751-7749	YES
Dos Mundos	Rod Layzen	902A Southwest Blvd Kansas City MO 64108	816-221-4747	NO
Penn Valley Community College	Melanie Bowman	3201 SW Trafficway Kansas City MO 64111	816-759-4000	NO
Kansas City Kansas Comm College	Linda Wyatt	7250 State Ave Kansas City KS 66112	913-334-1100	NO
Avila University	Attn: Gina	11901 Wornall Kansas City MO 64145	816-942-8400	NO
University of Missouri – Kansas City	Candice Stice	5100 Rockhill Road Kansas City MO 64110	816-235-1000	NO
University of Kansas	Attn; Job Placement	223 Carruth O'Leary Lawrence KS 66045	913-897-5652	NO
National Association for the Advancement of Colored People	Anita Russel	1601 E 18 <sup>th</sup> St Suite 250 Kansas City MO 64108	816-421-1191	NO
Kansas City Urban League	Andrea Shelton	1710 Paseo Kansas City MO 64108	816-471-0550	NO
El Centro	Attn: Job Placement	650 Minnesota Kansas City KS 66101	913-281-1700	NO
Bureau of Indian Affairs	Attn: Job Placement	PO Box 31 Horton KS 66439	785-486-2161	NO
Kansas State University	Tracey Frasier	100 Holtz Hall Manhattan KS 66506	785-532-6011	NO
Carver Baptist Institute	John Clayton	7203 Paseo Kansas City, MO 64132	816-333-1577	NO
United Minority Media	MC Richardson	6025 Prospect Avenue Suite 206 Kansas City MO 64130	816-822-1313	NO
Rockhurst University	Katy Wilson	1100 Rockhurst Road Rm A-300 Kansas City MO 64110	816-501-4000	NO
Overland Park Job Service	Attn: Manager	8417 Santa Fe Overland Park KS 66210	913-327-5627	NO

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes or No)
Lincoln University	Attn: Job Placement	820 Chestnut Street Jefferson City MO 65101	573-681-5018	NO
Missouri State University	Margie Wieland	901 S National Springfield MO 65804	417-836-5636	YES
William Jewell College	Judy Rychlewski	500 College Hill Road Liberty MO 64068	816-415-5838	NO
Benedictine College	Attn: Career Development	1020 N Second Street Atchison KS 66002	913-360-7578	NO
Ottawa University	Charlotte Krebs	1001 S Cedar Street Ottawa KS 66067	785-242-5200	YES
Washburn University	Judy Smith	1700 SW College Ave Topeka KS 66621	785-231-1010	NO
Northwest Missouri State University	Attn: Career Placement	800 University Drive Maryville MO 64468	660-562-1250	NO
Park University	Layne Prenger	8700 NW River Park Dr Parkville MO 64152	816-584-6350	NO
Pittsburgh State University	Attn: Career Center	1701 S Broadway Pittsburgh KS 66762	620-235-4143	YES
Johnson County Community College	Attn: Career Services	12345 College Blvd Overland Park KS 66210	913-469-3870	NO
Central Missouri State University	Attn: Career Services	Elliot Union, Room 224 Warrensburg MO 64093	660-543-4985	NO
DeVry Institute of Technology	Attn: Career Services	11224 Holmes Road Kansas City MO 64131	816-941-0430	YES
Kansas City Star	Attn: Classifieds	1729 Grand Kansas City MO 64108	816-234-7827	NO
Black Economic Union	Human Resources Manager	1601 E. 18 <sup>th</sup> St. Ste. 300 Kansas City, MO 64108	816-474-5805	NO
Mid- America All Indian Center	Career Center	650 N. Seneca Wichita, KS 67203	316-262-5221	YES
Professional Resume Career Center	Lana Sandi	10100 W. 87 <sup>th</sup> Overland Park, KS 66212	913-341-3888	NO
Economic Opportunity Foundation	Human Resources Manager	1542 Minnesota Ave. Kansas City, KS 66102	913-371-7800	NO
INROADS	Human Resources Manager	4601 Madison Ste. 400 Kansas City, MO 64112	816-561-2383	NO
Della Salle Education Center	Julie Hibel	3740 Forest Kansas City, MO 64109	816-561-4445	

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes or No)
Women's Chamber of Commerce	Manager	PO Box 171331 Kansas City, KS 66117	913-371-3165	NO
Women's Employment Network	Arnetta Marshal	720 Oak Ste. 200 Kansas City, MO 64106	816-822-8083	NO
KCMO Human Relations	Human Resources Manager	414 E. 12 <sup>th</sup> St. Kansas City, MO 64108	816-513-1836	NO
KCK Job Service	Human Resources Manager	552 State Ave. Kansas City, KS 66101	913-573-5688	NO
KS Division of Human Resources	Personnel	401 SW. Topeka Blvd. Topeka, KS 66603	785-296-5000	NO
Office of the Handicapped/Disabled	Job Placement Dept	701 N 7 <sup>th</sup> Street Room 509 Kansas City KS 66101	Not provided	YES
KS Dept of Social Rehabilitation	Human Resources Manager	Gateway 1 Center Kansas City KS 66117	913-279-7293	YES
De Servicios Para Hispanics	Attn: Rosa	134 NE Lake Street Topeka KS 66616	785-232-8207	NO
Metropolitan Community College	Career Placement Office	2700 W 18 <sup>th</sup> Kansas City MO 64127	816-482-5200	NO
The Rehabilitation Institute	Starr Phillips	3011 Baltimore Ave Kansas City MO 64108	816-616-5808	YES

**6) Total # of Interviewees Referred by Each Source:** For the period from September 22, 2008 to September 21, 2009, this Employment Unit interviewed **101** Interviewees for full time job vacancies. These Interviewees were referred by the following sources:

<b><u>Recruitment Source</u></b>	<b><u>Total Number of Interviewees Referred</u></b>
(1) Promotions from within Company	9
(2) Internal Referrals	8
(3) Kansas City Star/ Career Builder	2
(4) Industry Referrals	21
(5) Call-ins to the Company	9
(6) KFKF.Com website	0
(7) Q104kc.com website	7
(8) Mix93.com website	19
(9) Star102.com website	12
(10) Career Fairs	14
(11) Client Referral	0
(12) Job News	0

7) Supplemental Recruitment Measures.

(a) Job Fairs.

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
<b>1. Kansas University Internship &amp; Summer Camp Fair</b> Collected resumes, visited with undergraduate prospects, distributed company information at the Wilks Broadcasting Radio Booth.	11/13/08	Market Controller Promotions Director
<b>2. Greater Kansas City Career Fair</b> Recruited prospects for all departments by setting up interviews, collecting resumes and providing literature on our internship programs.	10/18/08	Business Manager Market Controller
<b>3. Rockhurst University Career Fair</b> Distributed Wilks/station literature, collected resumes and visited with prospects interested in radio. Recruited for Internships.	2/17/09	Market Controller
<b>4. Northwest Missouri State University Career Day</b> Collected Portfolios of Seniors in the Communications Dept for future employment and internships.	3/16/09	Promotions Director Program Director
<b>5. United Minority Media Association Job Fair</b> Distributed station literature, collected resumes and visited with prospects interested in radio (specifically recruited for Interns.)	5/23/09	Business Manager

**(b) General Outreach Efforts.**

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
1. KFKF.com Q104kc.com Mix93.com Star102.com  <b>KFKF/KBEQ/KMXV/KCKC</b>	Ongoing	Website Master
2. Kansas City Star/Career Builder <b>KFKF/KBEQ/KMXV/KCKC</b>	Ongoing	Business Manager
3. Job News <b>KFKF/KBEQ/KMXV/KCKC</b>	Ongoing	NTR Director
4. All Access radio website <b>KFKF/KBEQ/KMXV/KCKC</b>	Ongoing	Program Directors
5. Careerathletes.com <b>KFKF/KBEQ/KMXV/KCKC</b>	Ongoing	Business Manager

(c) **Participation in Events.**

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
1. <b>KMXV/KCKC/KFKF/KBEQ</b> Attended the United Minority Media Association My Mic Day Controller participated on a panel of Q&A and obtained minority resumes and information.	10/16/08	Controller
2. <b>KFKF/KBEQ/KMXV/KCKC</b> provides internship programs to introduce media skills and opportunities to students enrolled in an educational curriculum earning credit toward their class grades.  Participation from September 21, 2008– September 22, 2009: 38 students from various educational institutions	Ongoing	Programming Dept Promotions Dept Sales Dept Engineering Dept Accounting Dept
3. <b>KFKF/KBEQ/KMXV/KCKC</b> Chief Engineer provides job shadowing and technical tours for DeVry Institute of Technology students seeking a career in Broadcast Engineering.  Participation is a group of 8-10 students per tour for approximately one 7 hour day. Job shadowing is one student per Engineer/Network Director for a maximum of 3 business days.	1/19/09 to 6/26/09	IT/Network Director
4. <b>KFKF/KBEQ/KMXV/KCKC</b> attended Career Day for FOCUS, Turner United School District. Talked with students about the aspects of radio and answered any questions the children might have regarding careers in Radio.	3/12/09	Music Director Business Manager
5. <b>KMXV</b> attended a Career Day for Lee's Summit High School. Seminars and Q&A sessions were conducted to expose high school students to radio and television industries.	2/11/09	Internship Coordinator

**(d) Training Management Personnel.**

Description of Supplemental Recruitment Measure:	Date: (EEO Training Provided)	Personnel Involved: (Position)
1. EEO guidelines and requirements are discussed at quarterly Manager's Meetings for all managers at Wilks Broadcasting Kansas City.	Quarterly September 2008 –August 2009	Program Directors Controller Director of Sales Engineers General Managers
2. Detailed Literature and paperwork are thoroughly discussed and provided to each manager beginning a new hire process. This is designed to ensure compliance with the EEO rules and prevent discrimination.	Ongoing	General Sales Managers Promotions Directors Business Managers Program Directors
3. Business Managers participated in corporate conference call with FCC Attorney and Wilks Broadcasting Employment Attorney to review methods of ensuring equal opportunity	1/5/09	Controller Business Manager