

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2010 to September 21, 2011.

1) Employment Unit Location/Name: Wilks Broadcast – Kansas City LLC

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

3) EEO Contact Information for Employment Unit:

Mailing Address: Wilks Broadcast – Kansas City LLC 508 Westport Rd, Suite 202 Kansas City MO 64111	Telephone Number: 816-753-4000
	Contact Person: Marla Zirkle
	E-mail Address: mzirkle@wilkskc.com

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

Job Title	Recruitment Source Referring Hiree
1. Account Executive KFKF	Employee/Industry Referral
2. General Sales Manager KCKC	Employee/Industry Referral
3. Account Executive KBEQ	Employee/Industry Referral
4. Morning Show Host KCKC	Employee/Industry Referral
5. Midday Host KCKC	Employee/Industry Referral
6. Program Director KCKC	Employee/Industry Referral
7. Account Executive KCKC	Employee/Industry Referral
8. Account Executive KCKC	Employee/Industry Referral
9. Account Executive KBEQ	Employee/Industry Referral
10. Promotions Director	Employee/Industry Referral
11. NTR Promotions Coordinator	Wilks Internship/Internal Referral

5) Total # of Interviewees Referred by Each Source: For the period from September 22, 2010 to September 21, 2011, this Employment Unit interviewed **125** Interviewees for 11 full time job vacancies.

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

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

Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes or No)	Fulltime positions for which this source was utilized	Total number of Interviewees this source has provided during this period (if any)
Allaccess.com					4 - 6	6
Alice102.com					4 - 8	2
Avila University	Attn: Gina	11901 Wornall Kansas City MO 64145	816-942-8400	NO	1-11	0
Benedictine College	Attn: Career Development	1020 N Second Street Atchison KS 66002	913-360-7578	NO	1-11	0
Black Economic Union	Human Resources Manager	1601 E. 18 th St. Ste. 250 Kansas City, MO 64108	816-474-5805	NO	1-11	0
Careerathletes.com	Marc Boerigter	300 S Clairborne Rd Olathe KS 66062	913-397-8843	YES	1,3,7-9	2
DeVry Institute of Technology	Attn; Career Services	11224 Holmes Road Kansas City MO 64131	816-941-0430	YES	1-11	0
Economic Opportunity Foundation	Regina	1542 Minnesota Ave. Kansas City, KS 66102	913-371-7800	NO	1-11	0
El Centro	Attn: Maria Reyes	650 Minnesota Kansas City KS 66101	913-281-1700	NO	1-11	0
Employee/Industry Referral					1-11	34
Full Employment Council, Inc.	Estelle Williams	1740 Paseo Kansas City MO 64108	816-474-6030	YES	1-11	0
Haskell Indian Nations University	Job Postings	155 Indian Ave Lawrence KS 66046	785-749-8485	NO	1-11	0
INROADS	Human Resources Manager	4601 Madison Ste. 300 Kansas City, MO 64112	816-561-2383	NO	1-11	0
Job News	John Casi	9000 Wessex Place, #202 Louisville, KY 40223		YES	1-11	0
Johnson County Community College	Lisa Cunningham	12345 College Blvd Overland Park KS 66210	913-469-3870	NO	1-11	2
Kansas City Kansas Comm College	Linda Wyatt	7250 State Ave Kansas City KS 66112	913-334-1100	NO	1-11	4
Kansas City Urban League	Michele Gines	1710 Paseo Kansas City MO 64108	816-471-0550	NO	1-11	0
Kansas State University	Tracey Frasier	100 Holtz Hall Manhattan KS 66506	785-532-6011	NO	1-11	0
Kkf.com					1-11	0
Lincoln University	Attn: Job Placement	820 Chestnut Street Jefferson City MO 65101	573-681-5018	NO	1-11	0
Longview Community College	Angela McQuerry	500 Longview Road Lee's Summit MO 64081	816-672-2000	NO	1-11	3
Maple Woods Community College	Jean Dunlap	2601 NE Barry Road Kansas City MO 64156	816-437-3000	NO	1-11	2
Metropolitan Community College	Career Placement Center	2700 W 18 th Kansas City MO 64127	816-482-5200	NO	1-11	4
Mid- America All Indian Center	Career Center	650 N. Seneca Wichita, KS 67203	316-262-5221	YES	1-11	0
Missouri State University	Margie Wieland	901 S National Springfield MO 65804	417-836-5636	YES	1-11	2
Mix93.com					1-11	3
National Association for the Advancement of Colored People (NAACP)	Anita Russel	1601 E 18 th St Suite 250 Kansas City MO 64108	816-421-1191	NO	1-11	0
Northwest Missouri State University	Attn: Career Placement	800 University Drive Maryville MO 64468	660-562-1250	NO	1-11	9
Ottawa University	Susan Webb	1001 S Cedar Street Ottawa KS 66067	785-242-5200	YES	1-11	0

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Overland Park Job Service	Attn: Manager	8417 Santa Fe Overland Park KS 66210	913-327-5627	NO	1-11	0
Park University	Layne Prenger	8700 NW River Park Dr Parkville MO 54152	816-584-6350	NO	1-11	2
Penn Valley Community College	Melanie Bowman	3201 SW Trafficway Kansas City MO 64111	816-759-4000	NO	1-11	0
Pittsburgh State University	Attn: Career Center	1701 S Broadway Pittsburgh KS 66762	620-235-4143	YES	1-11	0
Q104kc.com					1-11	3
Rockhurst University	Mike Theobald	1100 Rockhurst Rd Rm A-300 Kansas City MO 64110	816-501-4000	NO	1-11	9
The Rehabilitation Institute	Linda Lowenstein	3011 Baltimore Kansas City MO 64108	816-751-7749	YES	1-11	0
United Minority Media Association	MC Richardson	5511 Woodland Ave Suite One Kansas City MO 64110	816-822-1313	NO	1-11	3
University of Kansas	Attn; Job Placement	223 Carruth O'Leary Lawrence KS 66045	913-897-5652	NO	1-11	15
University of MO – Central (UCM)	Attn: Career Services	Elliot Union, Room 224 Warrensburg MO 64093	660-543-4985	NO	1-11	3
University of MO – Kansas City	Candice Stice	5100 Rockhill Road Kansas City MO 64110	816-235-1000	NO	1-11	9
Walk In/Self Referral						4
Washburn University	Bodjobs	1700 SW College Ave Topeka KS 66621	785-231-1010	NO	1-11	0
Wilksbroadcastgroup.com					1-11	4
William Jewell College	Experience.com	500 College Hill Road Liberty MO 64068	816-415-5838	NO	1-11	0

7) Supplemental Non-Vacancy Specific Recruitment Initiatives.

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
<p>1. Northwest Missouri State University Fall 2010 Career Day</p> <p>Collected Portfolios of Seniors in the Communications Dept for future employment.</p>	10/12/10	Asst Program Director
<p>2. KMXV/KCKC/KFKF/KBEQ Attended the United Minority Media Association Youth Media Institute.</p> <p>Business Manager served as Keynote Speaker and participated on a panel of Q&A.</p>	10/14/10	Business Manager
<p>3. Park University Meet, Eat, and Greet Career Fair.</p> <p>Collected resumes, visited with undergraduate prospects, distributed company information at the Wilks Broadcasting table.</p>	10/27/10	Business Manager Production Director
<p>4. KFKF/KBEQ/KMXV/KCKC Participated in the United Minority Media Association Recruitment Drive.</p> <p>Business Manager served as Speaker on “The State of Minority Leadership in Media”</p>	1/28/11	Business Manager
<p>5. University of Kansas Career Fair</p> <p>Collected resumes, visited with undergraduate prospects, distributed company information at the Wilks Broadcasting table.</p>	2/9/11	Business Manager Asst Program Director
<p>6. University of Missouri Kansas City Internship Brunch</p> <p>Recruited prospects for all departments by setting up interviews, collecting resumes and providing literature on our stations/company.</p>	2/16/11	Promotions Director Business Manager
<p>7. Northwest Missouri State University Spring 2011 Career Day</p> <p>Collected Portfolios of Seniors in the Communications Dept for Summer Internships.</p>	3/1/11	Digital Director Asst Program Director
<p>8. KFKF/KBEQ/KMXV/KCKC provides internship programs to introduce media skills and opportunities to students enrolled in an educational curriculum earning credit toward their class grades.</p> <p>Participation from September 21, 2010– September 22, 2011: 28 students from various educational institutions.</p>	Ongoing	Programming Dept Promotions Dept Sales Dept Digital Dept Accounting Dept
<p>9. KFKF/KBEQ/KMXV/KCKC On-Air personalities provide job shadowing and station tours for students seeking a career in Broadcast.</p> <p>7 students from various educational institutions shadowed a fulltime Air Personality for a maximum 8 hours.</p>	1/31/11 – 4/29/11	Programming Dept
<p>10. KFKF/KBEQ/KMXV/KCKC attended Career Day at Independence Middle School. Spoke to students interested in Media/Broadcast fields. Gave “Why Radio” presentation and moderated a Q&A.</p>	5/13/11	On-Air Personality

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
11. KFKF/KBEQ/KMXV/KCKC participated in 15 th Annual National Grassroots Community Radio Conference. Business Manager served as panelist for “Women in Media” workshop.	8/18/11	Business Manager
12. KFKF/KBEQ/KMXV/KCKC offered 45 minute tours to Cub Scouts/Girl Scouts to fulfill their Communications Badge/Loops requirements. 19 tours were given	10/14/10-5/13/11	Receptionist Business Manager
13. Continuation of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	1/21/11-1/22/11 2/21/11-2/22/11	Corporate Officers Business Managers Market Manager Sales Managers
14. Continuation of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Ongoing	Sales Managers Business Manager Program Directors
15. Continuation of Mentoring Program for Sales Associates and Account Executives.	Ongoing	Sales Managers Business Manager Program Directors