

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2009 to September 21, 2010.

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 KMXV	Employee Referral
2. Account Executive KBEQ	wilksbroadcasting.com
3. Account Executive KFKF	Industry Referral
4. Account Executive KMXV	Rehire
5. Local Sales Assistant	Full Employment Council
6. Account Executive KBEQ	Call In
7. Account Executive KBEQ	Industry Referral
8. Morning Show Co-Host	Allaccess.com
9. Account Executive KFKF	Internal Posting
10. Morning Show Co-Host	Rehire
11. Account Executive KCKC	Agency Referral
12. Account Executive KBEQ	Employee Referral
13. Account Executive KMXV	Mailed in resume
14. Account Executive KFKF	Call In

5) Total # of Interviewees Referred by Each Source: For the period from September 22, 2009 to September 21, 2010, this Employment Unit interviewed **202** Interviewees for 14 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					#8 and #10	3
Avila University	Attn: Gina	11901 Wornall Kansas City MO 64145	816-942-8400	NO	All vacancies	0
Benedictine College	Attn: Career Development	1020 N Second Street Atchison KS 66002	913-360-7578	NO	All vacancies	0
Black Economic Union	Human Resources Manager	1601 E. 18 <sup>th</sup> St. Ste. 250 Kansas City, MO 64108	816-474-5805	NO	All vacancies	0
Bureau of Indian Affairs	Attn: Job Placement	PO Box 31 Horton KS 66439	785-486-2161	NO	#1 - #8	0
Careerathletes.com					Account Executive Vacancies	3
Carver Baptist Institute	John Clayton	7203 Paseo Kansas City, MO 64132	816-333-1577	NO	#1 - #8	0
De Servicios Para Hispanics	Attn: Rosa	134 NE Lake Street Topeka KS 66616	785-232-8207	NO	#1 - #8	0
Della Salle Education Center	Julie Hibel	3740 Forest Kansas City, MO 64109	816-561-4445	NO	#1 - #8	0
DeVry Institute of Technology	Attn: Career Services	11224 Holmes Road Kansas City MO 64131	816-941-0430	YES	All vacancies	0
Dos Mundos	Rod Layzen	902A Southwest Blvd Kansas City MO 64108	816-221-4747	NO	#1 - #8	0
Economic Opportunity Foundation	Regina	1542 Minnesota Ave. Kansas City, KS 66102	913-371-7800	NO	All vacancies	0
El Centro	Attn: Job Placement	650 Minnesota Kansas City KS 66101	913-281-1700	NO	All vacancies	0
Employee/Industry Referral						26
Full Employment Council, Inc.	Estelle Williams	1740 Paseo Kansas City MO 64108	816-474-6030	YES	All vacancies	2
Haskell Indian Nations University	Job Postings	155 Indian Ave Lawrence KS 66046	785-749-8485	NO	All Vacancies	0
INROADS	Human Resources Manager	4601 Madison Ste. 300 Kansas City, MO 64112	816-561-2383	NO	All vacancies	0
Job News	John Casi	9000 Wessex Place, #202 Louisville, KY 40223		YES	All Vacancies	0
Johnson County Community College	Lisa Cunningham	12345 College Blvd Overland Park KS 66210	913-469-3870	NO	All vacancies	4
Kansas City Kansas Comm College	Linda Wyatt	7250 State Ave Kansas City KS 66112	913-334-1100	NO	All vacancies	0
Kansas City Star	Attn: Classifieds	1729 Grand Kansas City MO 64108	816-234-7827	NO	#1 - #8	0
Kansas City Urban League	Michele Gines	1710 Paseo Kansas City MO 64108	816-471-0550	NO	All vacancies	0
Kansas State University	Tracey Frasier	100 Holtz Hall Manhattan KS 66506	785-532-6011	NO	All vacancies	0
KCK Job Service	Human Resources Manager	552 State Ave. Kansas City, KS 66101	913-573-5688	NO	#1 - #8	0
KCMO Human Relations	Human Resources Manager	414 E. 12 <sup>th</sup> St. Kansas City, MO 64108	816-513-1836	NO	#1 - #8	0
Kkfk.com						12
KS Dept of Social Rehabilitation	Human Resources Manager	Gateway I Center Kansas City KS 66117	913-279-7293	YES	#1 - #8	0
KS Division of Human Resources	Personnel	401 SW. Topeka Blvd. Topeka, KS 66603	785-296-5000	NO	#1 - #8	0
Lincoln University	Attn: Job Placement	820 Chestnut Street Jefferson City MO 65101	573-681-5018	NO	All vacancies	0
Longview Community College	Angela McQuerray	500 Longview Road Lee's Summit MO 64081	816-672-2000	NO	All vacancies	0

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Maple Woods Community College	Jean Dunlap	2601 NE Barry Road Kansas City MO 64156	816-437-3000	NO	All vacancies	0
Metropolitan Community College	Career Placement Center	2700 W 18 <sup>th</sup> Kansas City MO 64127	816-482-5200	NO	All Vacancies	2
Mid- America All Indian Center	Career Center	650 N. Seneca Wichita, KS 67203	316-262-5221	YES	All vacancies	0
Missouri State University	Margie Wieland	901 S National Springfield MO 65804	417-836-5636	YES	All vacancies	0
Mix93.com						19
National Association for the Advancement of Colored People (NAACP)	Anita Russel	1601 E 18 <sup>th</sup> St Suite 250 Kansas City MO 64108	816-421-1191	NO	All vacancies	0
Northwest Missouri State University	Attn: Career Placement	800 University Drive Maryville MO 64468	660-562-1250	NO	All vacancies	14
Office of the Handicapped/Disabled	Job Placement Dept	701 N 7 <sup>th</sup> Street Room 509 Kansas City KS 66101	Not provided	YES	#1 - #8	0
Ottawa University	Susan Webb	1001 S Cedar Street Ottawa KS 66067	785-242-5200	YES	All vacancies	0
Overland Park Job Service	Attn: Manager	8417 Santa Fe Overland Park KS 66210	913-327-5627	NO	All vacancies	0
Park University	Layne Prenger	8700 NW River Park Dr Parkville MO 64152	816-584-6350	NO	All vacancies	4
Penn Valley Community College	Melanie Bowman	3201 SW Trafficway Kansas City MO 64111	816-759-4000	NO	All vacancies	0
Pittsburgh State University	Attn: Career Center	1701 S Broadway Pittsburgh KS 66762	620-235-4143	YES	All vacancies	0
Professional Resume Career Center	Lana Sandi	10100 W. 87 <sup>th</sup> Overland Park, KS 66212	913-341-3888	NO	#1 - #8	0
Q104kc.com						24
Rockhurst University	Mike Theobald	1100 Rockhurst Road Rm A-300 Kansas City MO 64110	816-501-4000	NO	All vacancies	5
Star102.com						26
The Rehabilitation Institute	Linda Lowenstein	3011 Baltimore Kansas City MO 64108	816-751-7749	YES	All vacancies	0
United Minority Media Association	MC Richardson	5511 Woodland Ave Suite One Kansas City MO 64110	816-822-1313	NO	All vacancies	3
University of Kansas	Attn; Job Placement	223 Carruth O'Leary Lawrence KS 66045	913-897-5652	NO	All vacancies	10
University of MO – Central (UCM)	Attn: Career Services	Elliot Union, Room 224 Warrensburg MO 64093	660-543-4985	NO	All vacancies	0
University of MO – Kansas City	Candice Stice	5100 Rockhill Road Kansas City MO 64110	816-235-1000	NO	All vacancies	11
Walk In/Self Referral						32
Washburn University	Bodjobs	1700 SW College Ave Topeka KS 66621	785-231-1010	NO	All vacancies	0
Wilksbroadcastgroup.com					All Vacancies	2
William Jewell College	Experience.com	500 College Hill Road Liberty MO 64068	816-415-5838	NO	All vacancies	0
Women's Chamber of Commerce	Manager	PO Box 171331 Kansas City, KS 66117	913-371-3165	NO	#1 - #8	0
Women's Employment Network	Arnetta Marshal	720 Oak Ste. 200 Kansas City, MO 64106	816-822-8083	NO	#1 - #8	0

7) Supplemental Non-Vacancy Specific Recruitment Initiatives.

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
<p><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.</p>	11/18/09	Market Controller Promotions Director
<p><b>2. Northwest Missouri State University Career Day</b> Collected Portfolios of Seniors in the Communications Dept for future employment.</p>	10/14/09	Promotions Director Program Director
<p><b>3. University of Missouri Kansas City Career Day</b> Recruited prospects for all departments by setting up interviews, collecting resumes and providing literature on our stations/company.</p>	1/26/10	Promotions Director General Sales Manager
<p><b>4. United Minority Media Association Job Fair</b> Distributed station literature, collected resumes and visited with prospects interested in radio.</p>	5/21/10	Controller
<p><b>5. KMXV/KCKC/KFKF/KBEQ</b> Attended the United Minority Media Association My MicYouth Day. Controller participated on a panel of Q&amp;A and obtained minority resumes and information.</p>	10/15/09	Controller
<p><b>6. 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, 2009– September 22, 2010: 24 students from various educational institutions.</p>	Ongoing	Programming Dept Promotions Dept Sales Dept Engineering Dept Accounting Dept
<p><b>7. KFKF/KBEQ/KMXV/KCKC</b> On-Air personalities provide job shadowing and station tours for students seeking a career in Broadcast.  9 students from various educational institutions shadowed a fulltime Air Personality for a maximum 8 hours.</p>	2/19/10 – 5/6/10	Programming Dept
<p><b>8. KFKF/KBEQ/KMXV/KCKC</b> attended Journalism Day at University of Missouri – Columbia as the E.W. Tucker Lecturer. Spoke about Radio and it's growth to the internet, HD, and other new technologies.</p>	1/17/10	Promotions Director
<p><b>9. KFKF/KBEQ/KMXV/KCKC</b> attended Career Day at Oak Grove High School. Spoke to students interested in Media/Broadcast fields. Gave "Why Radio" presentation and moderated a Q&amp;A.</p>	3/5/10	Controller
<p><b>10. KMXV</b> attended a Career Day for Lee's Summit West High School. Seminars and Q&amp;A sessions were conducted to expose high school students to radio and television industries.</p>	2/5/10	Music Director/Air Personality

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
<b>11.</b> KMXV attended Franklin Smith Elementary 5 <sup>th</sup> grade graduation as a keynote speaker addressing career choices in the Media Industry.	5/27/10	Asst Program Director/Air Personality
<b>12.</b> KMXV attended North Platte Elementary Career Day. Spoke to 2 <sup>nd</sup> grade students about a career as a Disc Jockey in radio.	5/12/10	Music Director/Air Personality
<b>13.</b> EEO guidelines and requirements are discussed at quarterly Manager's Meetings for all managers at Wilks Broadcasting Kansas City.	Quarterly September 2009 –August 2010	Program Directors Controller Sales Managers Chief Engineer General Manager
<b>14.</b> 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	Sales Managers Business Manager Program Directors
<b>15.</b> Business Managers participated in a corporate meeting with FCC Attorney to review methods of ensuring equal opportunity	2/22/10	Controller Business Manager