

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2004 to September 21, 2005.

1) Employment Unit: Union Broadcasting, Inc. and Union FM, LLC

2) Unit Members (Stations and Communities of License): WHB-AM Kansas City, MO  
KZPL-FM Lee's Summit, MO  
KCTE-AM Independence, MO

3) EEO Contact Information for Employment Unit:

Mailing Address: <b>6721 W. 121<sup>st</sup> St. Overland Park, KS 66209</b>	Telephone Number: <b>913-344-1500</b>
	Contact Person/Title: <b>Nick McCabe/Director of Operations</b>
	E-mail Address: <b>Nickmccabe@810whb.com</b>

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. <u>WHB Account Executive</u>	<u>Industry Referral</u>
2. <u>KZPL On-Air Talent</u>	<u>Internal Promotion</u>
3. <u>KZPL On-Air Talent</u>	<u>Internal Promotion</u>
4. <u>Receptionist</u>	<u>Internal Promotion</u>
5. <u>WHB Account Executive</u>	<u>Industry Referral</u>

Stations WHB-AM, KZPL-FM, and KCTE-AM are Equal Opportunity Employers.

**5) Job Title:** WHB Account Executive

**Referral Source(s) of Hiree:** Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
American Business Women's Association		2834 S. Roanoke Springfield, MO 65807	417-883-2259	0	No
American Indian Center		aicjudy@kc.rr.com		0	No
American Indian Council		Jord636@aol.com		0	No
Avila College		11901 Wornall Kansas City, MO 64145	816-501-3666	0	No
Baker University		7 <sup>th</sup> and Dearborn Baldwin City, KS, 66006	785-594-6451	0	No
Black Economic Union		1601 E. 18 <sup>th</sup> Street St. 300 KCMO, 64180	816-474-1080	0	No
Broadcast Center of St. Louis		2360 Hampton Ave. St. Louis MO, 63139	314-647-8181	0	No
Central Missouri State University		Elliot University Union, 302 Warrensburg MO 64095	660-543-4379	0	No
Devry Institute of Technology	Gary Ellis	11224 Holmes Rd. KCMO, 64131	816-941-0430	0	No
Division of Workforce Development		1716 Four Seasons Dr. Jefferson City, MO 65101	573-526-8115	0	No
Emporia State University		1200 Commercial St. Emporia, KS, 66801	620-341-5407	0	No
Fort Hays State University		600 Park St. Hays, KS, 67601	785-628-4260	0	No
Friends University		2100 W. University St. Wichita, KS 67213	316-295-5832	0	No
Grupo Latino Americano		318 Park Central East, Springfield MO 65806	417-868-0608	0	No
Missouri School of Journalism		120 Neff Hall, Columbia MO 65201	573-882-1908	0	No
Missouri Southern State College		3950 E. Newman Rd., Joplin MO 64801	417-625-9300	0	No
Missouri Valley College		500 E. College, Marshall MO 65340	660-831-4080	0	No
National Black MBA Association				0	No

**5) Job Title:** WHB Account Executive (*cont.*) **Referral Source(s) of Hiree:** Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Northwest Missouri State University		800 University Dr., Maryville MO 64468	660-562-1250	0	No
Ottawa University		1001 S. Cedar St., Ottawa, KS 66067	785-242-5200	0	No
Pittsburg State University		1701 S. Broadway, Pittsburg, KS 66762	620-235-4716	0	No
Southwest Missouri State University		901 S. National, Springfield MO 65804	417-836-5000	0	No
UMMA	MC Richardson	6025 Prospect Suite 206, KCMO 64130	816-822-1313	0	No
University of Missouri-Kansas City		4825 Troost, KCMO 64110	816-235-1000	0	No
William Jewel College		500 College Hill, Liberty MO, 64068	816-781-7700	0	No
Women's Employment Network		1734 E. 63 <sup>rd</sup> St. KCMO, 64110	816-822-8083	0	No
In House Candidate				0	No
Industry Referral				5	No
Employee Referral				3	No

**5) Job Title:** KZPL On-Air Talent

**Referral Source(s) of Hiree:** Internal Promotion

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
American Business Women's Association		2834 S. Roanoke Springfield, MO 65807	417-883-2259	0	No
American Indian Center		aicjudy@kc.rr.com		0	No
American Indian Council		Jord636@aol.com		0	No
Avila College		11901 Wornall Kansas City, MO 64145	816-501-3666	0	No
Baker University		7 <sup>th</sup> and Dearborn Baldwin City, KS, 66006	785-594-6451	0	No
Black Economic Union		1601 E. 18 <sup>th</sup> Street St. 300 KCMO, 64180	816-474-1080	0	No
Broadcast Center of St. Louis		2360 Hampton Ave. St. Louis MO, 63139	314-647-8181	0	No
Central Missouri State University		Elliot University Union, 302 Warrensburg MO 64095	660-543-4379	0	No
Devry Institute of Technology	Gary Ellis	11224 Holmes Rd. KCMO, 64131	816-941-0430	0	No
Division of Workforce Development		1716 Four Seasons Dr. Jefferson City, MO 65101	573-526-8115	0	No
Emporia State University		1200 Commercial St. Emporia, KS, 66801	620-341-5407	0	No
Fort Hays State University		600 Park St. Hays, KS, 67601	785-628-4260	0	No
Friends University		2100 W. University St. Wichita, KS 67213	316-295-5832	0	No
Grupo Latino Americano		318 Park Central East, Springfield MO 65806	417-868-0608	0	No
Missouri School of Journalism		120 Neff Hall, Columbia MO 65201	573-882-1908	0	No
Missouri Southern State College		3950 E. Newman Rd., Joplin MO 64801	417-625-9300	0	No
Missouri Valley College		500 E. College, Marshall MO 65340	660-831-4080	0	No
National Black MBA Association				0	No

**5) Job Title:** KZPL On-Air Talent (*cont.*) **Referral Source(s) of Hiree:** Internal Promotion

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Pittsburg State University		1701 S. Broadway, Pittsburg, KS 66762	620-235-4716	0	No
Southwest Missouri State University		901 S. National, Springfield MO 65804	417-836-5000	0	No
UMMA	MC Richardson	6025 Prospect Suite 206, KCMO 64130	816-822-1313	0	No
University of Missouri-Kansas City		4825 Troost, KCMO 64110	816-235-1000	0	No
William Jewel College		500 College Hill, Liberty MO, 64068	816-781-7700	0	No
Women's Employment Network		1734 E. 63 <sup>rd</sup> St. KCMO, 64110	816-822-8083	0	No
In House Candidate				1	No

**5) Job Title:** KZPL On-Air Talent

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Black Economic Union		1601 E. 18 <sup>th</sup> Street St. 300 KCMO, 64180	816-474-1080	0	No
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National Black MBA Association				0	No

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William Jewel College		500 College Hill, Liberty MO, 64068	816-781-7700	0	No
Women's Employment Network		1734 E. 63 <sup>rd</sup> St. KCMO, 64110	816-822-8083	0	No
In House Candidate				1	No

**5) Job Title:** Receptionist

**Referral Source(s) of Hiree:** Internal Promotion

**5) Job Title:** WHB Account Executive

**Referral Source(s) of Hiree:** Industry Referral

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Black Economic Union		1601 E. 18 <sup>th</sup> Street St. 300 KCMO, 64180	816-474-1080	0	No
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National Black MBA Association				0	No

**5) Job Title:** WHB Account Executive (*cont.*) **Referral Source(s) of Hiree:** Industry Referral

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William Jewel College		500 College Hill, Liberty MO, 64068	816-781-7700	0	No
Women's Employment Network		1734 E. 63 <sup>rd</sup> St. KCMO, 64110	816-822-8083	0	No
In House Candidate				0	No
Industry Referral				9	No
Employee Referral				5	No

**6) Total # of Interviewees Referred:** For the period from September 22, 2003 to September 21, 2004, this Employment Unit interviewed 24 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

- (a) **Initiative:** (v) establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The Employment Unit has developed an internship program to help students in the community acquire the skills necessary for a successful career in the broadcast industry. There are three sessions a year: summer, fall and spring. From fall 2004 through summer 2005, 18 students from 9 different colleges and universities have served as interns at stations within the Employment Unit. The Promotions Coordinator runs the internship program and ensures each intern receives the necessary training and exposure. The Employment Unit advertises the program at all local colleges and universities and on its stations' web sites.

- (b) **Initiative:** (x) participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

The employment unit regularly participates in educational programs relating to broadcasting. One example of this participation is: the Director of Operations evaluating air checks of a Radio Production class at Park University on October 7, 2004. This event is in addition to frequent youth group facility tours (i.e. Scouts) and student job shadows designed to introduce broadcasting to younger students.

- (c) **Initiative:** (viii) establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

The Employment Unit offers training opportunities at no cost to its employees. Through these training opportunities, employees are exposed to the skills needed for higher-level positions. Specifically, the WHB Promotions Director attended the Rick Scott and Associates Sports Radio Conference held in Orlando from March 21, 2005 - March 24, 2005. The Conference focused on programming skills and promotions ideas specific to sports radio. Additionally, the KZPL Program Director and Music Director attended the AAA Format Convention in Boulder, CO from August 10, 2005 – August 14, 2005. The conference focused on programming ideas for music stations with the AAA format.