

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 21, 2010 to September 23, 2011.

1) Employment Unit: Union Broadcasting, Inc.

2) Unit Members (Stations and Communities of License): WHB-AM Kansas City, 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>Jason Justice/Director of Operations</b>
	E-mail Address: <b>JasonJustice@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>Sales Associate</u>	Returning employee
2. <u>Sales Associate</u>	Referral

Stations WHB-AM and KCTE-AM are Equal Opportunity Employers.

**[PREPARE ONE COPY OF THIS PAGE FOR EVERY FULL-TIME JOB VACANCY FILLED DURING THE REPORTING PERIOD]**

**5) Job Title:** Account Executive **Referral Source(s) of Hiree:** Returning employee

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Gatewaycityradio.com				0	No
American Business Women's Association		2834 S Roanoke Springfield, MO 65807	417-883-2259	0	No
American Indian Center		<a href="mailto:aicjudy@kc.rr.com">aicjudy@kc.rr.com</a>		0	No
American Indian Council		<a href="mailto:Jord636@aol.com">Jord636@aol.com</a>		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, Kansas 66006	785-594-6451	0	No
Black Economic Union		1601 E. 18 <sup>th</sup> Street Kansas City, MO 64180	816-474-1080	0	No
CMSU		Elliot University Union Warrensburg, MO 64095	660-543-4379	0	No
MU School of Journalism		120 Neff Hall Columbia, MO 65201	573-882-1908	0	No

[Copy and insert this chart for *each* Job Vacancy.]

**[PREPARE ONE COPY OF THIS PAGE FOR EVERY FULL-TIME JOB VACANCY FILLED DURING THE REPORTING PERIOD]**

**5) Job Title:** Account Executive **Referral Source(s) of Hiree:** 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)
University of Kansas				0	No
American Business Women's Association		2834 S Roanoke Springfield, MO 65807	417-883-2259	0	no
American Indian Center		<a href="mailto:aicjudy@kc.rr.com">aicjudy@kc.rr.com</a>		0	no
American Indian Council		<a href="mailto:Jord636@aol.com">Jord636@aol.com</a>		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, Kansas 66006	785-594-6451	0	No
Black Economic Union		1601 E. 18 <sup>th</sup> Street Kansas City, MO 64180	816-474-1080	0	No
CMSU		Elliot University Union Warrensburg, MO 64095	660-543-4379	0	No
MU School of Journalism		120 Neff Hall Columbia, MO 65201	573-882-1908	0	No

[Copy and insert this chart for *each* Job Vacancy.]

[Copy and insert this chart for *each* Job Vacancy.]

**6) Total # of Interviewees Referred:** For the period from September 23, 2009 to September 20, 2010, this Employment Unit interviewed **68** interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

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

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

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 2010 through fall 2011, 6 students from 6 different colleges and universities have served as interns at stations within the Employment Unit. The Operations Director 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. One of these interns has been hired into a part-time position at the Employment Unit.

**(b) Initiative:** (xi) sponsorship of at least two events in the community designed to inform the public as to the employment opportunities in broadcasting

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

The employment unit regularly gives tours to youth groups wanting to learn more about broadcasting. Between September '10 and September '11 twenty six Cub Scout groups visited the employment unit. The tour groups were shown the complete broadcast set up. They also received an explanation of what responsibilities each employee has in the day to day operations of a radio station. The employment unit also sent morning show co-host Nate Buakty at no cost to speak at Baker University about careers in broadcasting in the spring of 2010.

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

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

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, members of the sales staff have been to sales seminars. Also members of the programming staff have been trained one on one in the use of the Media Monitors system.

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

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

On Thursday July 23rd, our Production Director Ben Messner volunteered as a judge at the Skills USA convention at the Marriot downtown. The Skills USA convention brings high school and college students from across the country to Kansas City for their national competition. Ben was asked by Bill Cooper to judge their audio production contest. He spent four hours judging audio files created during the convention by mens and womens teams. The students were to create a commercial for Skills USA. They recorded voice overs, made music beds, interviewed participants and team members. Then they edited their sound and created a

commercial. Ben was joined by SKILS USA officers and audio techs as fellow judges. He was the only representative of any media company to take part in the judging.

On March 24<sup>th</sup>, 2011 our morning show co-host/reporter Nate Bukaty spoke with the sportscasting class at Baker University. He discussed careers in the field and how to become more employable.

On September 6<sup>th</sup>, 2011 our morning show co-host Steven St. John spent most of the day at St Gabriels elementary school answering questions about careers in broadcasting.

On February 8<sup>th</sup>, 2011 our sports director Todd Leabo spoke to Lee's Summit High School as a part of their career day.