

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM), and  
KPLA(FM)  
EEO PUBLIC FILE REPORT  
October 1, 2019 to September 30, 2020**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources ("RS" Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-2, 4-7, 13-15, 17-21	18

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Columbia College</b> Attn: Reyhan Jamerson 1001 Rogers Street Columbia, MO 65216 (ph ) 573-875-7421	No	0
2	<b>Lincoln University</b> Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101	No	0
3	<b>Missouri Broadcasters Association</b> Attn: Don Hicks P. O. Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	0
4	<b>University of Missouri-Columbia Department of Communication</b> Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310	No	0
5	<b>Central Methodist University</b> 411 Central Methodist Square Fayette, MO 65248	No	0
6	<b>ZipRRecruiter</b> <a href="http://www.Ziprecruiters.com">http://www.Ziprecruiters.com</a>	No	0
7	<b>Monster</b> <a href="http://www.monsters.com">http://www.monsters.com</a>	No	0
8	<b>Internal Transfer/Promotion</b>	No	0
9	<b>On-Air Announcements</b> <i>(all SEU stations)</i>	No	0
10	<b>Walk-In/Self-Referral</b>	No	0
11	<b>Word-of-Mouth Referral</b>	No	0
12	<b>Glassdoor</b> <a href="http://www.glassdoor.com">http://www.glassdoor.com</a>	No	0
13	<b>Indeed</b> <a href="http://www.indeed.com">http://www.indeed.com</a>	No	2

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
14	<b>Simply Hired</b> <a href="http://www.simplyhired.com">http://www.simplyhired.com</a>	No	0
15	<b>LinkedIn</b> <a href="http://www.linkedin.com">http://www.linkedin.com</a>	No	0
16	<b>Lensa</b> <a href="http://www.Lensa.com">http://www.Lensa.com</a>	No	0
17	<b>Cumulus Corporate Website</b> <a href="http://www.cumulus.com/careers/">http://www.cumulus.com/careers/</a>	No	1
18	<b>External Referral</b>	No	1
19	<b>Internship Program-Spring Semester January 2020 - May 2020</b>	No	0
20	<b>Internship Program-Summer Semester June 2020 - August 2020</b>	No	0
21	<b>Internship Program Fall Semester August 2020 - December 2020</b>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>4</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	Host event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	In October 2019, our SEU's On-Air staff gave Our Lady of Lourdes students a tour of our stations as part of the Partners in Education Program with KPLA. The SEU's Production Manager provided information to the students about how radio stations operate, the career opportunities available in broadcasting, and the education/skill sets necessary for success in the radio business. The students also observed how on-air commercials are produced.
2	Spring Internship Program	During the period from January through May, 2020, our SEU hosted one (1) student from the University of Missouri. This intern was supervised by the SEU Promotions Director who introduced the student to all aspects of the radio business. During the internship, this student's primary focus was learning about and assisting the On-Air staff and Production. The student was also encouraged to participate in a diverse array of related activities, such as preparing for remote events and live, on-air announcements.
3	Summer Internship Program	During the period from June through August, 2020, our SEU hosted one (1) student from the University of Missouri. This intern was supervised by the SEU Promotions Director who introduced the student to all aspects of the radio business. During the internship, this student's primary focus was learning about and assisting the On-Air staff and Production. The student was also encouraged to participate in a diverse array of related activities, such as preparing for remote events and live, on-air announcements.
4	Fall Internship Program	During the period from August through September, 2020, our SEU hosted one (1) student from the University of Missouri. (internship extends beyond September into December). This intern was supervised by the SEU Promotions Director who introduced the student to all aspects of the radio business. During the internship, the students primary focus was learning about and assisting the On-Air staff and Production. The student was also encouraged to participate in a diverse array of related activities, such as preparing for remote events and live, on-air announcements.

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
5	Host event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	In March 2020, our SEU's On-Air staff gave Our Lady of Lourdes students a tour of our stations as part of the Partners in Education Program with KPLA. The SEU's Production Manager provided information to the students about how radio stations operate, the career opportunities available in broadcasting, and the education/skill sets necessary for success in the radio business. The students also observed how on-air commercials are produced.
6	Host virtual job fair	On September 24, 2020, our SEU hosted a Virtual Job Fair to recruit for an Account Executive. Our Market and Sales Managers took charge of this event, which was promoted on all of stations in our SEU. Emails were sent to various local schools/colleges which invited them to participate and provided instructions for their participation.
7	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, "The FCC's Equal Employment Opportunity Rules, Your Guide to Compliance." The FCC's EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.