

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2008 to September 21, 2009.

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>	<u>Client Recommendation</u>

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



**6) Total # of Interviewees Referred:** For the period from September 22, 2008 to September 21, 2009, this Employment Unit interviewed 45 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 2008 through fall 2009, 9 students from 6 different colleges and universities have served as interns at stations within the Employment Unit. The Promotions 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. Two of these interns have been hired into part-time positions 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 08 and September 09 seven Cub Scout groups and 2 summer camps 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 production director/show host Kenny Holland at no cost to speak at the local community college about careers in broadcasting on August 11<sup>th</sup>, 2009.

**(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, the sales staff has been to sales seminars from the Coffman Group several times in 2008, Tom Hopkins seminars (June 8<sup>th</sup> and 15<sup>th</sup>, 2009) and with local sales expert Brian Sullivan (April 23).

**(d) Initiative:** (iii) co-sponsoring job fairs with women's and minority groups in the business and professional community;

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 co-sponsored the annual M.C. Richardson Golf Tournament and Career Fair May 23 2009. The tournament supports the United Minority Media Association while the career fair caters to all job seekers.