

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period October 1, 2018 to September 30, 2019.

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:

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

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

| Job Title                         | Recruitment Source Referring Hiree |
|-----------------------------------|------------------------------------|
| 1. <u>Producer/Board operator</u> | Internal promotion                 |
| 2. <u>Reporter/Social Media</u>   | Internal promotion                 |
| 3. <u>On air co-host/producer</u> | Former part timer                  |
| 4. <u>Account Executive</u>       | Industry Referral                  |

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









**6) Total # of Interviewees Referred:** For the period from October 1, 2018 to September 30, 2019, this Employment Unit interviewed 31 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 2018 through fall 2019, 9 students from 7 different colleges and universities have served as interns at stations within the Employment Unit. The program 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. Three of these interns have 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 gives tours to Scout Dens wanting to learn more about broadcasting. Between October '18 and September '19 three Cub Scout 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. Several show hosts have spoken at lunch engagements in the metro area about sports journalism.

**(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 several sales seminars. The sales staff also received training on new order entry software.

**(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.

All through the Spring semester, our Production Director Ben Messner, spoke with classes at Johnson County Community College about jobs in radio, specifically production and promotions. He discussed responsibilities and trained students in basic skills needed.

On May 6<sup>th</sup>, Union Broadcasting Vice President Jeff Montgomery spoke to over a thousand elementary school kids before a Kansas City Royals game. He discussed how he went from being a player to being a broadcaster. He described several jobs in radio and television.

Over a two week period in May, Gary Hailes, our National Sales Manager, spoke with groups of graduating seniors from Ottawa University.

Mid-day co-host, Kurtis Seiboldt, spoke with kids at Center Middle School's Career Day in March 2019.