

**KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KPLA(FM),  
KBBM(FM), KOQL(FM)  
EEO PUBLIC FILE REPORT  
October 1, 2023 – September 30, 2024**

**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 - 30, 32, 34 - 37                                    | 30                        |
| Digital Sales Manager | 1 - 29, 32, 34 - 38                                    | 1                         |
| Account Executive     | 1 - 30, 32, 34 - 37                                    | 30                        |
| Account Executive     | 1 - 29, 32 - 37  | 1                         |

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

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 1         | <b>Cumulus Careers Website</b><br><a href="http://www.cumulusmedia.jobs.net/en-US/">www.cumulusmedia.jobs.net/en-US/</a>                        | N   | 3  |
| 2         | <b>Adzuna Website</b><br><a href="http://www.adzuna.com/">www.adzuna.com/</a>   | N   | 0  |
| 3         | <b>Job Is Job Website</b><br><a href="http://www.jobisjob.com/">www.jobisjob.com/</a>   | N   | 0  |
| 4         | <b>MyJobHelper Website</b><br><a href="http://www.myjobhelper.com/">www.myjobhelper.com/</a>  | N   | 0  |
| 5         | <b>Oodle Website</b><br><a href="http://www.jobs.oodle.com/careers/careers/">www.jobs.oodle.com/careers/careers/</a>                            | N   | 0  |
| 6         | <b>The Job Spider</b><br><a href="http://www.jobspider.com/">www.jobspider.com/</a>   | N   | 0  |
| 7         | <b>Trovit Website</b><br><a href="http://www.trovit.com/">www.trovit.com/</a>   | N   | 0  |
| 8         | <b>Indeed Website</b> <i>(not directly contacted by SEU)</i><br><a href="http://www.indeed.com">www.indeed.com</a>                              | N   | 0  |
| 9         | <b>Glassdoor Website</b> <i>(not directly contacted by SEU)</i><br><a href="http://www.glassdoor.com/index.htm">www.glassdoor.com/index.htm</a> | N   | 0  |
| 10        | <b>LinkedIn Website</b> <i>(not directly contacted by SEU)</i><br><a href="http://www.linkedin.com/jobs/">www.linkedin.com/jobs/</a>            | N   | 0  |
| 11        | <b>Abilities in Jobs</b><br><a href="http://www.abilitiesinjobs.com">www.abilitiesinjobs.com</a>  | N   | 0  |
| 12        | <b>Asian in Jobs</b><br><a href="http://www.asianinjobs.com">www.asianinjobs.com</a>  | N   | 0  |
| 13        | <b>Black In Jobs</b><br><a href="http://www.blackinjobs.com">www.blackinjobs.com</a>  | N   | 0  |
| 14        | <b>Hispanic In Jobs</b><br><a href="http://www.hispanicinjobs.com">www.hispanicinjobs.com</a>   | N   | 0  |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 15        | <b>LGBTQ In Jobs</b><br><a href="http://www.lgbtqinjobs.com">www.lgbtqinjobs.com</a>   | N   | 0  |
| 16        | <b>Diversity in Jobs</b><br><a href="http://www.diversityinjobs.com">www.diversityinjobs.com</a>   | N   | 0  |
| 17        | <b>Seniors in Jobs</b><br><a href="http://www.seniorsinjobs.com">www.seniorsinjobs.com</a>   | N   | 0  |
| 18        | <b>Women in Jobs</b><br><a href="http://www.womeninjobs.com">www.womeninjobs.com</a>   | N   | 0  |
| 19        | <b>Job Opportunities for Disabled Veterans</b><br><a href="http://www.JOFDAV.com">www.JOFDAV.com</a>   | N   | 0  |
| 20        | <b>Disabled Person</b><br><a href="http://www.disAbleperson.com">www.disAbleperson.com</a>   | N   | 0  |
| 21        | <b>Hire Black Now</b><br><a href="http://www.hireblacknow.com">www.hireblacknow.com</a>  | N   | 0  |
| 22        | <b>Hispanic Job Exchange</b><br><a href="http://www.hispanicjobexchange.com">www.hispanicjobexchange.com</a>   | N   | 0  |
| 23        | <b>African American Job Search</b><br><a href="http://www.africanamericanjobsearch.com">www.africanamericanjobsearch.com</a>   | N   | 0  |
| 24        | <b>Asian Job Search</b><br><a href="http://www.asianjobsearch.com">www.asianjobsearch.com</a>  | N   | 0  |
| 25        | <b>LGBT Job Search</b><br><a href="http://www.lgbtjobsearch.com">www.lgbtjobsearch.com</a>   | N   | 0  |
| 26        | <b>Disabled Job Seekers</b><br><a href="http://www.disabledjobseekers.com">www.disabledjobseekers.com</a>  | N   | 0  |
| 27        | <b>US Diversity Job Search</b><br><a href="http://www.usdiversityjobsearch.com">www.usdiversityjobsearch.com</a>   | N   | 0  |
| 28        | <b>Veteran Job Center</b><br><a href="http://www.veteranjobcenter.com">www.veteranjobcenter.com</a>  | N   | 0  |
| 29        | <b>Seniors to Work</b><br><a href="http://www.seniorstowork.com">www.seniorstowork.com</a>   | N   | 0  |
| 30        | <b>Employee Referral</b>   | N   | 2  |
| 31        | <b>Internal Transfer/Promotion</b>   | N   | 0  |
| 32        | <b>SLATE Missouri Job Center</b><br>1520 Market Street<br>314-589-8000<br><a href="mailto:info@stlworks.com">info@stlworks.com</a><br><a href="mailto:felicia.jordan@dhewd.mo.gov">felicia.jordan@dhewd.mo.gov</a> | N   | 0  |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 33        | <b>Moniteau County Family Resource Center</b><br>318 South Oak Street<br>573-796-3238<br><a href="mailto:lindaprior2005@yahoo.com">lindaprior2005@yahoo.com</a>  | N   | 0  |
| 34        | <b>University of Missouri College of Veterinary Medicine</b><br>1520 East, Rollins Street<br>573-882-3554<br><a href="mailto:mugrad@rocketmail.com">mugrad@rocketmail.com</a>  | N   | 0  |
| 35        | <b>Moberly Area Community College</b><br>101 College Avenue<br>660-263-4100<br><a href="mailto:patriciariely@macc.edu">patriciariely@macc.edu</a>  | N   | 0  |
| 36        | <b>Missouri Job Center - Fulton</b><br>510 Market Street<br>573-228-8442<br><a href="mailto:fulton@dhewd.mo.gov">fulton@dhewd.mo.gov</a>   | N   | 0  |
| 37        | <b>Missouri Job Center - Columbia</b><br>101 Park De Ville Drive<br>573-441-6361<br><a href="mailto:columbia@dhewd.mo.gov">columbia@dhewd.mo.gov</a><br><a href="mailto:Warren.Hall@dhewd.mo.gov">Warren.Hall@dhewd.mo.gov</a> | N   | 0  |
| 38        | <b>Central MO Community Action Center</b><br>800 North Providence Road<br>573-443-1100<br><a href="mailto:deanne-stubblefield@showmeaction.org">deanne-stubblefield@showmeaction.org</a>                                       | N   | 0  |
|           |  |   | 5  |

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**III. RECRUITMENT INITIATIVES**

|   | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>   | <b>Brief Description of Activity</b>   |
|---|--|--|
| 1 | Management-level training regarding Diversity, Equity, and Inclusion   | During the months of October and November 2023, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager and Operations Managers—as well as the entire staff were required to complete a Health & Safety Institute (HSI) on-line course entitled, <i>Privilege</i> . This training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concept of Privilege: what it is, scenarios where privilege is seen/experienced, and how to use privilege to advocate for diversity, equity, and inclusion.   |
| 2 | Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment | During the months of March and April of 2024, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HSI) entitled, <i>Understanding Harassment and Anti-Harassment – Managers</i> (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session. |

|   | Type of Recruitment Initiative<br>(Menu Selection)                   | Brief Description of Activity  |
|---|--|--|
| 3 | Management-level training regarding Diversity, Equity, and Inclusion | During the months of March and April of 2024, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers as well as the entire staff were required to complete the Health & Safety Institute (HSI) on-line course presented in three segments entitled, <i>Isms: Avoiding Isms in the Workplace; Exploring Isms in the Workplace; and Overcoming Isms in the Workplace</i> . These segments defined Isms, explained how they originated, and provided methods to avoid and overcome the behaviors described.   |
| 4 | Management-level training regarding Diversity, Equity, and Inclusion | During the last two weeks of April 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Managing through the Lens of Inclusion</b> . This session was designed as a Leadership Lab—a 60-minute session to briefly discuss the meaning of “managing through the lens of inclusion” and introduce tools, techniques, and methods associated with this topic. Specifically, this session focused on: assessing the culture of the organization/department/team; developing an appreciation of the differences among and between groups so we can value diversity; managing the dynamics of difference to learn to respond appropriately and effectively to the issues that arise in a diverse environment; changing and adopting new policies and practices that support diversity and inclusion; and institutionalizing cultural knowledge so we can drive the changes into the systems of the organization. |
| 5 | Management-level training regarding Diversity, Equity, and Inclusion | During the last two weeks of May 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a Check-In Discussion—a 90-minute session—related to the <b>Managing through the Lens of Inclusion</b> session attended in April 2024. In the Check-In Discussion, small groups met with a facilitator to delve into the applicability of the DEI-related techniques introduced in the April session to discuss which were tried, which worked well, and where adjustments could be made.  |

|   | Type of Recruitment Initiative<br>(Menu Selection)  | Brief Description of Activity  |
|---|---|--|
| 6 | Management-level training regarding Diversity, Equity, and Inclusion  | <p>During the last half of July 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Empathetic Leadership</b>. This session was designed as a Leadership Lab—a 60-minute session to discuss the meaning of “<b>Empathetic Leadership: Cultivating Trust &amp; Inclusion,</b>” and introduce tools, techniques, and methods associated with this topic. Specifically, the session focused on equipping leaders with the skills and insights necessary to foster an inclusive and trusting organizational culture. Participants explored the core principles of empathetic leadership and its impact on team dynamics, inclusion, and overall organizational success. By understanding and valuing the perspectives and experiences of others, leaders can build stronger, more cohesive teams and drive positive change.</p> |
| 7 | Management-level training regarding Diversity, Equity, and Inclusion  | <p>Between August 12<sup>th</sup> and August 23<sup>rd</sup>, 2024, our SEU’s VP/Market Manager and HR Business Partner were required to participate in a Check-In Discussion—a 90-minute session—related to the <b>Empathetic Leadership</b> session attended in July 2024. In the Check-In Discussion, small groups met with a facilitator to delve into the applicability of the DEI-related techniques introduced in the July session to discuss which were tried, which worked well, and where adjustments could be made.</p>   |
| 8 | Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination | <p>On August 14, 2024, our SEU’s VP/Market Manager as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its VP, Human Resources entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers &amp; HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.</p>   |
| 9 | Host Open House   | <p>On December 21, 2023, our SEU hosted an open house at our facilities. Our Market Manager was available to welcome and talk with attendees about the company, careers opportunities in radio broadcasting, and current job openings. He also conducted a tour of the studios and answered questions about the operational and business aspects of broadcasting. This event was promoted over the air on Stations KBBM, KBXR, KFRU, KJMO, KLIK, KOQL, AND KPLA.</p>   |

|           | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description of Activity</b>   |
|-----------|--|--|
| <b>10</b> | Participate in Job Fair                                    | On February 13, 2024, our SEU's Market Manager attended a job fair hosted by Columbia College in Columbia, Missouri. He talked with attendees about the company, career opportunities in radio broadcasting, and job openings within the SEU.  |
| <b>11</b> | Participate in Job Fair                                    | On April 11, 2024, our SEU's Our Market attended the Showcase COMO Business Expo & Job Fair hosted by the Columbia Chamber of Commerce. He talked with attendees about the company, career opportunities in radio broadcasting, and job openings within the SEU.   |
| <b>12</b> | On-Air Recruitment Ads                                     | Between May 1, 2024- August 25, 2024, the SEU aired recruitment advertisements on an ongoing basis that highlighted current openings in the Market.  |
| <b>13</b> | Host Open House  | On September 18, 2024, our SEU hosted an open house at our facilities. Our Market Manager was available to welcome and talk with attendees about the company, careers opportunities in radio broadcasting, and current job openings. He also conducted a tour of the studios and answered questions about the operational and business aspects of broadcasting. This event was promoted over the air on Stations KBBM, KBXR, KFRU, KJMO, KLIK, KOQL, AND KPLA. |