

KDBB, KFMO
EEO PUBLIC FILE REPORT
September 30, 2023 - October 1, 2024

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Advisor	2, 5-9, 11-15, 17-19	8
Special Events Coordinator	1, 3-6, 10-14, 16-19	3
Assistant Program Director/Sportscaster	1, 3-6, 10-14, 16-19	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	B104FM.COM PO BOX 36 PARK HILLS, Missouri Phone : 5734311000 Fax : 1-573-431-0850 Chelley Odle	N	6
2	Broadcast Center 2360 Hampton Avenue St. Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com John Carroll	N	0
3	Call In	N	2
4	Central Methodist College 411 Central Methodist Square Fayette, Missouri 65270 Phone : 660-248-6223 Url : centralmethodist.edu Email : career@centralmethodist.edu Fax : 1-660-248-6266 Robyn Cobb	N	0
5	Central Missouri State Univ University Union 302 Warrensburg, Missouri 64093 Phone : 660-543-4111 Email : tstutheit@missouribroadcasters.org Fax : 1-660-543-4668 Terri Stutheit	N	0
6	Columbia College 1001 Roger Street Columbia, Missouri 65216 Phone : 573-875-7425 Fax : 1-573-875-7209 Don Malson	N	0
7	Employee Referral	N	1
8	Facebook - Not Directly Contacted by SEU	N	1

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9	Harris-Stowe State College 3029 Laclede Ave Rm 119 St Louis, Missouri 63103 Phone : 314-340-3512 Email : careerengagement@hssu.edu Fax : 1-314-340-3389 Wanda McNeil	N	0
10	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-789-3951 Email : employmentservices@jeffco.edu Bob Gross	N	0
11	Lindenwood College 209 South Kingshighway St. Charles, Missouri 63301 Phone : 636-949-4806 Email : tstutheit@missouribroadcasters.org Fax : 1-636-949-4310 Terri Stutheit	N	0
12	Mineral Area College 5270 Flat River road park hills, Missouri 63601 Phone : 5735183841 Email : asheets@mineralarea.edu Allison Sheets	N	0
13	Missouri Broadcasters Association P.O. Box 10445 Jefferson City, Missouri 65110-4445 Phone : 573-636-6692 Email : tstutheit@missouribroadcasters.org Fax : 1-573-634-8258 Terri Stutheit	N	0
14	Missouri Career Center 403 Parkway Drive Park Hills, Missouri 63601 Phone : 573-518-2431 Email : gladysfrazier@ded.mo.gov Fax : 1-573-518-2439 Becky Murphy	N	0

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15	Southwest Missouri State Univ 901 South National Springfield, Missouri 65804 Phone : 417-836-5000 Email : careercenter@missouristate.edu Fax : 1-417-836-6797 Attn Vicki	N	0
16	Sportscaster Agency of America 26101 Del Rey 9 Ste A, Mission Viejo,, California 92691 Phone : (949) 648-7822 (STAA) Url : https://staatalent.com/ Email : jon@staatalent.com John Chelsenik	N	1
17	University of Missouri - St Louis One University Blvd St Louis, Missouri 63121 Phone : 314-516-5000 Fax : 1-314-516-6535 Career Services	N	0
18	Westminister College 501 Westminister Ave Fulton, Missouri 65251 Phone : 573-642-5138 Email : CareerSrv@westminister-mo.edu Virginia Hall	N	0
19	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			11

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/17/2023	Participation in events or programs sponsored by educational institutions	Audra Caine spoke with Mass Media and Public Speaking students at Potosi High School during career week about her experiences in Broadcasting as well as potential career opportunities for PHS students.	1	Operations Manager
2	10/19/2023	Participation in Job Fairs	Audra Caine, Alicia Hovis, and Jase Odle attended Potosi High School's Career Mountain Day. Each provided information on our organization, as well as education in broadcasting, sales, and digital media.	3	Office/Traffic Manager Operations Manager Marketing Advisor/Digital
3	10/26/2023	Participation in events or programs sponsored by educational institutions	On Thursday, October 26, 2023, Jared Pettus, Sports Director, attended North County High School Career Day in Bonne Terre, Missouri, to educate students on broadcasting and careers in Broadcasting.	1	Sports Director
4	3/5/2024	Participation in events or programs sponsored by educational institutions	Audra Caine visited media students at North County High School in Bonne Terre MO to discuss her experience in media/broadcasting, and future careers in media/broadcasting.	1	Operations Manager
5	Ongoing Event	Provision of training to management	<p>An engaging discussion on Women in Leadership. Jennifer Lane from the Ten-Minute Trainer Network will be joined by Tammy Wellbrock, founder of Girl Twin Solutions, and Krista Steenbergen, founder of Golden Rule Fundraising to kick off a dynamic series exploring the vital role women play in our organizations.</p> <p>During this initial 30-minute discussion, we'll celebrate inspiring women and set the stage for future topics such as defining what "leadership" means to us, and how we can support an inclusive workplace.</p>	1	Office/Traffic Manager
6	3/21/2024	Participation in Job Fairs	On Thursday, March 21, 2024, Sports Director and Video Director attended Valley R-VI High School's College and Career Expo in Caledonia, Missouri. Both directors spoke with students about careers in broadcasting and with Odle Media Group.	2	Sports Director Video Director/Marketing Advisor

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7	3/27/2024	Participation in Job Fairs	On Wednesday, March 27, 2024, Alicia Hovis and Dustin Kopp attended a College & Career Fair at Arcadia Valley High School in Ironton, Missouri to educate students on future careers in broadcasting and the experiences of working for Odle Media Group and B104/KFMO.	2	Office/Traffic Manager Marketing Advisor/Operations Manager
8	4/17/2024	Participation in Job Fairs	On April 17, B104/KFMO employees attended the Outdoor Hiring Event at the Mineral Area College hosted by Missouri Job Center. Employees educated individuals on the different careers in broadcasting.	3	General Manager Operations Manager Marketing Advisor/Digital
9	4/30/2024	Participation in events or programs sponsored by educational institutions	Mock interviews with Unitec Career Centers with Seniors and Adult Students. There were 20 students interviewed.	1	Program Director/OM
10	Ongoing Event	Provision of training to management	Are you feeling like a fraud despite your accomplishments? You're not alone! Join us for Women in Leadership series tackling imposter syndrome. Expert panelists Tammy Wellbrock, Krista Steenbergen, and Jen Lane will guide you through: Understanding Imposter Syndrome and Breaking Free. Part 1: Unmasking the Inner Fraud Ever feel like you're constantly one mistake away from being exposed as a phony? This gnawing suspicion is the hallmark of imposter syndrome. In our first installment, we'll embark on a journey to uncover the roots of this self-doubt. We'll dissect how imposter syndrome cripples your confidence, leaving you questioning your every move. We'll also explore its impact on your mindset, shifting your focus from growth to self-criticism. By peeling back these layers, we'll finally put a name to that nagging feeling of inadequacy and equip you to move beyond it.	2	Office/Traffic Manager Marketing Advisor
11	Ongoing Event	Provision of training to management	Women in Leadership Summer Series Part Two: Imposter Syndrome: The Ripple Effect	2	Office/Traffic Manager Marketing Advisor

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12	8/14/2024	Participation in Job Fairs	On Wednesday, August 14, 2024, Odle Media Staff attended North County High School Post-Secondary Expo where students and parents were educated on careers in broadcast. Applications provided.	6	General Manager Office/Traffic Manager Operations Manager Marketing Advisor
13	8/30/2024	Provision of training to management	Imposter Syndrome: Conquering the Imposter concluded on August 30, 2024. Ever feel like you're constantly one mistake away from being exposed as a phony? This gnawing suspicion is the hallmark of imposter syndrome. This summer, join us as Tammy Wellbrock, Krista Steenbergen, and Jennifer Lane unpack this phenomenon in a 3-part series.	2	Office/Traffic Manager Marketing Advisor