### **EEO PUBLIC FILE REPORT**

# KMMO-FM AND KMMO-AM MARSHALL, MISSOURI

REPORTING PERIOD: SEPTEMBER 21, 2018 – SEPTEMBER 20, 2019

MONTH POSITION WAS OPEN: FEBRUARY 2019

MONTH POSITION WAS FILLED: MARCH 2019

POSITION FILLED:

FULL TIME SALES

# RECRUITMENT SOURCES USED AND HOW MANY INTERVIEWED FOR POSITION FROM EACH SOURCE:

### **NEWSPAPERS** –

THE MARSHALL DEMOCRAT NEWS – EMAILED <u>sduvall@marshallnews.com</u> – 2 INTERVIEWED

SEDALIA DEMOCRAT – EMAILED <u>ksimon@civitasmedia.com</u> – 1
INTERVIEWED

WARRENSBURG NEWSPAPER – EMAILED <u>carolynsivils@npgco.com</u>

### RADIO -

KMMO AM/FM

### OTHER -

FACEBOOK – 2 INTERVIEWED KMMO.COM

### LETTERS -

(MAILED – 10/11/17)
NORTHWEST MISSOURI STATE UNIVERSITY
BROADCAST PLACEMENT DIRECTOR
OFFICE OF CAREER SERVICES
800 UNIVERSITY DRIVE ADM. BLDG. #130
MARYVILLE, MO. 64468

DIVISION OF WORKFORCE DEVELOPEMNT 3208 W. 16<sup>TH</sup> ST. SEDALIA, MO. 65301

LINCOLN UNIVERSITY
KJLU RADIO
1004 EAST DUNKLIN ST.
JEFFERSON CITY, MO. 65102-0029

MARSALINE BRANCH NAACP ATTN: CLYDE WILLIAMS 522 E. EASTWOOD MARSHALL, MO. 65340 BROADCAST CENTER ATTN: KARA FAVIO 2360 HAMPTON AVE. ST. LOUIS, MO. 63139

MISSOURI VALLEY COLLEGE C/O REGISTRAR OFFICE 500 E. COLLEGE MARSHALL, MO. 65340

MISSOURI STATE UNIVERSITY ATTN: BROADCAST PLACEMENT DIRECTOR 901 S. NATIONAL SPRINGFIELD, MO. 65897

TOTAL NUMBER OF APPLICANTS INTERVIEWED 5 TOTAL NUMBER OF APPLICATIONS RECEIVED 19

RECRUITMENT SOURCE THAT REFERRED PERSON HIRED AND DATE OF HIRE:

SEDALIA DEMOCRAT – MARCH 23, 2019

NO ORGANIZATIONS ASKED TO BE NOTIFIED OF VACANCIES AT KMMO.

#### EEO PUBLIC FILE REPORT

# KMMO-FM AND KMMO-AM MARSHALL, MISSOURI

REPORTING PERIOD: SEPTEMBER 21, 2018 – SEPTEMBER 20, 2019	
MONTH POSITION WAS OPEN:	FEBRUARY 2019
MONTH POSITION WAS FILLED:	APRIL 2019
POSITION FILLED:	
FULL TIME SALES	

# RECRUITMENT SOURCES USED AND HOW MANY INTERVIEWED FOR POSITION FROM EACH SOURCE:

### **NEWSPAPERS** –

THE MARSHALL DEMOCRAT NEWS – EMAILED <u>sduvall@marshallnews.com</u> – 2 INTERVIEWED SEDALIA DEMOCRAT – EMAILED <u>ksimon@civitasmedia.com</u> – 1 INTERVIEWED WARRENSBURG NEWSPAPER – EMAILED <u>carolynsivils@npgco.com</u>

### RADIO -

KMMO AM/FM

#### OTHER -

FACEBOOK – 2 INTERVIEWED KMMO.COM

#### LETTERS -

(MAILED – 10/11/17)
NORTHWEST MISSOURI STATE UNIVERSITY
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TOTAL NUMBER OF APPLICANTS INTERVIEWED 5 TOTAL NUMBER OF APPLICATIONS RECEIVED 19

RECRUITMENT SOURCE THAT REFERRED PERSON HIRED AND DATE OF HIRE:

FACEBOOK FRIEND - APRIL 29, 2019

NO ORGANIZATIONS ASKED TO BE NOTIFIED OF VACANCIES AT KMMO.

# KMMO-FM AND KMMO-AM OUTREACH INITIATIVES FOR REPORTING PERIOD SEPTEMBER 21, 2018 – SEPTEMBER 20, 2019

SEPTEMBER 28, 2018 – JOHN DUTTON OF KMMO TOOK 13 ADVANCED MARKETING STUDENTS IN THE DECA PROGRAM AT THE SALINE COUNTY CAREER CENTER ON A TOUR OF KMMO. MEGAN MAUPIN TALKED TO THE STUDENTS ABOUT SALES.

OCTOBER 10, 2018 - CAREER FAIR SPONSOR AND ATTENDEE AT UNIVERSITY OF CENTRAL MISSOURI. LARRY SMITH ATTENDED AND RECEIVED THE HONOR OF SPONSORSHIP.

NOVEMBER 2018 – PETE HOLLABAUGH, GENERAL MANAGER, PARTICIPATED IN THE MARSHALL HIGH SCHOOL CAREER DAY, TALKING TO STUDENTS ABOUT A CAREER IN RADIO.

NOVEMBER 29, 2018 THRU APRIL 24, 2019 – BEN BOYER, AN INTERN FROM MISSOURI VALLEY COLLEGE, WORKED AT KMMO DOING VIDEO PRODUCTION.

FEBRUARY 4-15, 2019 – LARRY SMITH, KMMO AG DIRECTOR, WENT TO 33 SCHOOLS IN MID MISSOURI AND RECORDED FFA STUDENT INTERVIEWS, WHICH AIRED DURING NATIONAL FFA WEEK FEBRUARY 18 THRU 23.

MARCH 26, 2019 – LARRY SMITH ATTENED AND SPOKE TO AREA STUDENTS FROM SEVERAL ELEMENTARY SCHOOLS DISCUSSING RADIO BROADCASTING AT TRINITY AG DAY IN ALMA.

MARCH 27, 2019 – LARRY SMITH ATTENDED AND SPOKE TO COLLEGE STUDENTS ABOUT A CAREER IN RADIO BROADCASTING AND SALES AT THE MISSOURI VALLEY COLLEGE CAREER DAY.

KMMO/BROWNFIELD YOUTH IN AG AWARDS WERE PRESENTED BY AG DIRECTOR LARRY SMITH AT AREA COUNTY FAIRS:

JUNE 27, 2019 - CARROLL COUNTY

JUNE 28, 2019 - HOWARD COUNTY

JULY 10 2019 - CHARITON COUNTY

JULY 11, 2019 - JOHNSON COUNTY

JULY 12, 2019 - SALINE COUNTY

JULY 15, 2019 - PETTIS COUNTY

**JULY 17, 2019 - RAY COUNTY** 

JULY 18, 2019 - LAFAYETTE COUNTY

JULY 25, 2019 - COOPER COUNTY