FCC EEO Public File Report

Station: KWCH-TV / KBSD-TV / KBSH-TV / KBSL-TV / KSCW

Period Covered by Report: 2/1/08 through 1/31/09

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Number Interviewed	Number Hired	Recruitment Source for Hire
1	Master Control/Tape Oper.	10/16/2007	2/1/2008	See sections 1 and 2 of Recruitment Sources attached.	3	1	Employee Referral
2	Web Coordinator	12/24/2007	2/25/2008	See sections 1 and 2 of Recruitment Sources attached.	6	1	Employee Referral
3	Meteorologist	9/17/2007	3/10/2008	See sections 1 and 2 of Recruitment Sources attached.	2	1	Agency
4	KBSH-TV Account Executive	8/28/2007	3/11/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	Other
5	Account Executive	3/28/2008	4/7/2008	See sections 1 and 2 of Recruitment Sources attached.	9	1	Employee Referral
6	KBSH-TV Production Tech-I	12/4/2007	5/27/2008	See sections 1 and 2 of Recruitment Sources attached.	6	1	TvJobs
7	News Producer	4/25/2008	5/27/2008	See sections 1 and 2 of Recruitment Sources attached.	2	1	TvJobs
8	Sports Reporter	2/13/2008	6/16/2008	See sections 1 and 2 of Recruitment Sources attached.	2	1	Agency
9	Special Projects Coordinator	4/29/2008	6/16/2008	See sections 1 and 2 of Recruitment Sources attached.	4	1	Employee Referral
10	Reporter	1/15/2008	6/23/2008	See sections 1 and 2 of Recruitment Sources attached.	3	1	KWCH website
11	Interactive Sales Account Executive	4/15/2008	6/30/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	Kansas Job Link
12	KBSH-TV Account Executive	6/18/2008	7/7/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referral

13	Master Control/Tape Oper.	3/19/2008	7/14/2008	See sections 1 and 2 of Recruitment Sources attached.	3	1	KAB.net (Kansas Association of Broadcasters web site)
14	Interactive Sales Account Executive	1/2/2008	7/14/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referral
15	KBSD-TV Sports Reporter	5/13/2008	7/28/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referral
16	KBSH-TV Sports Reporter	6/18/2008	7/28/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	TvJobs
17	Producer	4/25/2008	8/4/2008	See sections 1 and 2 of Recruitment Sources attached.	2	1	TvJobs
18	Topical Promotion Writer / Producer	6/25/2008	8/4/2008	See sections 1 and 2 of Recruitment Sources attached.	4	1	Employee Referral
19	KSCW-TV Account Executive	9/17/2007	8/18/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	On-air Advertisement
20	Master Control/Tape Oper.	3/19/2008	9/3/2008	See sections 1 and 2 of Recruitment Sources attached.	5	1	KAB Career Fair
21	Anchor Reporter	7/23/2008	9/15/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	TvJobs
22	Anchor/Reporter	4/15/2008	10/6/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	TvJobs
23	Photojournalist	6/20/2008	10/13/2008	See sections 1 and 2 of Recruitment Sources attached.	1	1	TvJobs
24	News Producer	8/21/2008	11/24/2008	See sections 1 and 2 of Recruitment Sources attached	1	1	KWCH.com
25	Interactive Sales Account Executive	4/15/2008	1/12/2009	See sections 1 and 2 of Recruitment Sources attached.	1	1	Employee Referral
26	KBSH-TV Production Tech-I	5/20/2008	1/19/2009	See sections 1 and 2 of Recruitment Sources attached.	5	1	Friend in the industry
					68	26	

FCC EEO Public File Report

Recruitment Sources Contacted for Each Full-Time Vacancy

Station: KWCH, KBSD, KBSH, KBSL, KSCW-TV

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No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	KWCH+ websites				16	N	Positions 1 thru 26
2	Employee Referrals/Current employee/Former Employee				27	N	Positions 1 thru 26
3	Other (Friend; word of mouth; walk-in; unsolicited mail-in, agency)				5	N	
4	Unknown (applicant did not indicate referral source)				0	N	
5	Wichita Workforce Development Center	150 N. Main - Suite 100, Wichita, KS 67202 kansasworks.com*	Carolyn Mosteller kansasworks.com	316-771-6828	2	N	Positions 1 thru 26
6	Mid-America All Indian Center	650 N. Seneca, Wichita, KS 67203	Andrea Walterscheid-Boyer	316-262-5221	0	N	Positions 1 thru 26
7	KETCH - Employer Support Services	P. O. Box 518, Wichita, KS. 67201	Shaina Giesick	316-337-7238	0	N	Positions 1 thru 26
8	Senior Employment Services	200 S. Walnut Street, Wichita, KS 67213	Cherie Wenderott	316-267-1771	0	N	Positions 1 thru 26
9	The Leadership Institute	1101 North Highland Street, Arlington, VA 22201	Jim Crowell	1-800-827-5323	0	N	Positions 1 thru 26
10	RTNDA - Job Information Bulletin	1600 K Street, NW - Suite 700, Washington, D.C. 20006-2838	Nicole Newsome	202-659-6510	0	N	Positions 1 thru 26
11	SER - Jobs for Progress, Inc.	1020 N. Main - Suite B, Wichita, KS 67203	sercorpks@hotmail.com	(316) 264-5372	0	N	Positions 1 thru 26
12	MediaLine	P. O. Box 51909, Pacific Grove, CA 93950-6909	Mark Shilstone	1-800-237-8073	0	N	Positions 1 thru 26
13	The Entertainment Employment Journal	P. O. Box 72599, Corpus Christi, TX 78472	G. Carbajal	(361) 986-0118	0	N	Positions 1 thru 26
14	WSU Media Resource Center	1845 Fairmount - Campus Box 57, Wichita, KS 67260-0057	Greg Matthias	(316) 978-7760	0	N	Positions 1 thru 26
15	Wichita Technical Institute	2051 S. Meridian, Wichita, KS 67213	Jeff Ranney	(316) 943-2241	0	N	Positions 1 thru 26
16	Butler County Community College	901 S. Haverhill Road, El Dorado, KS 67042	Connie Hendricks	(316) 322-3491	0	N	Positions 1 thru 26
17	Kansas State University, School of Journalism & Mass Comm.	105 Kedzie Hall, Manhattan, KS 66506	J. Steven Smethers	(785) 532-5286	0	N	Positions 1 thru 26
18	Wichita State University, Elliott School of Communication	1845 Fairmount - Campus Box 57, Wichita, KS 67260-0057	Kevin Hager	(316) 978-6071	0	N	Positions 1 thru 26
19	Hutchinson Community College, Placement Office	1300 N. Plum St., Hutchinson, KS 67501	Betty Ann Kelly	(620) 665-3495	0	N	Positions 1 thru 26
20	Wichita State University, Cooperative Education	223 Grace Wilkie, Wichita, KS 67260-0143	Linda Matson	(316) 978-6986	0	N	Positions 1 thru 26
21	The Art Institute of Colorado	1200 Lincoln St., Denver, CO 80203	Erika Oliver	303-824-4769	0	N	Positions 1 thru 26
22	Fort Hays State University, INT Department	600 Park Street, Hays, KS 67601	Mark Bannister	785-628-5373	0	N	Positions 1 thru 26
23	University of Colorado at Boulder, Career Services/School of Journalism	1511 University Ave., 478 UCB, Boulder, CO 80309-0478	Beth Gaeddert	303-492-0460	0	N	Positions 1 thru 26
24	Salina Area Technical School	2562 Centennial Road, Salina, KS 67401	Greg Norris	785-309-3107	0	N	Positions 1 thru 26
25	KSU College of Technology & Aviation	2310 Centennial Road, Salina, KS 67401	Lucy M. Crowell	785-826-2623	0	N	Positions 1 thru 26
26	Central Michigan University, Brdcst.&Cinematic Arts Dept.	340 Moore Hall, Mt. Pleasant, MI 48859	Dr. Peter B. Orlik	989-774-3851	0	N	Positions 1 thru 26
27	OU School of Meteorology	100 E. Boyd, Room 1310, Norman, OK 73019	Marcia Pallutto	405-325-6561	0	N	Positions 1 thru 26
28	Fort Hays State University, Career Services	600 Park Street, Hays, KS 67601	Daniel B. Rice, Director	785-628-4260	0	N	Positions 1 thru 26
29	Vatterott College	3639 N. Comotara, Wichita, KS 67226	Linda McClure	316-634-0066 - ext. 22	0	N	Positions 1 thru 26

Section 2

No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	KAB Jobs website	kab.net/jobbank/JobSearchSummary.asp			1	N	Positions 1 thru 26
2	KAB Job Fair				2	N	Positions 11-17,19-23,25,26
3	TvJobs	tvjobs.com			14	N	Positions 1 thru 26
4	Nat'l Association of Hispanic Journalists	www.nahj.org			0	N	Positions 1 thru 26
5	On-air - KWCH-TV television ad	2815 E. 37th Street, North, Wichita, KS 67219	HR Coordinator	316-838-1212	1	N	Positions 4,5,11,12,14,19,25
6	CareerPage website National Alliance of State Broadcasters Associations	careerpage.org			0	N	Position 3,9,11-26
7	HireKansasTalent.com - Six Kansas Universities job posting web site				0	N	Positions 9, 11 thru 26
				TOTAL	68		

* formerly kansasjoblink.com

EEO Public File Report

Supplemental Recruitment Initiatives
Station: KWCH-TV / KBSD-TV / KBSH-TV / KBSL-TV / KSCW-TV

Period Covered by Report: 2-1-08 through 1/31/09

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	3/5 & 6/08	Good Common Internship/Career Fair 3/5/08; 2008 Journalism Career Fair 3/6/08	Internship & Journalism Career Fairs	Meeting with prospective interns and members of the KU Journalism School.	Producer Christopher Durden.
2	3/12/2008	Shadow Students	Conway Springs High School, Conway Springs, Kansas - three junior high school students job shadowing in three separate departments.	Each student shadowed in the department of their interest. One in the News Department; one in the Production Department; one in the Sales Department. Each was partnered with the employee(s) in the respective department.	Employees: Reporter Kim Hynes, Photographer George Taylor; Director Phil Searle, TD's Eddie Gilmer and Tony Kucera
3	4/14/2008	KAB 2008 Student Broadcast Seminar	Provides high school and college students who have an interst in pursuing a broadcast career with a real world view of the industry and profession.	KWCH-TV staff members participated in panel discussions about their position in broadcasting and offering helpful advice to students interested in similar positions; hosted round table discussions responding to students questions about the industry.	President & General Manager Joan Barrett; On-Air anchors Michael Schwanke, Matt Mauer, Ross Janssen, Bryan Holmgren; Special Projects Producer Kevin Hager, Web Producer John Boyd
4	4/30/2008	Wichita State University Elliott School of Communication	Advisory Board community leaders of the Wichita Statue University Elliott School of Journalism.	Serves on the Advisory Board	President & General Manager Joan Barrett
5	5/7/2008	Wichita State University Marketing Advisory Committee	Advisory Board community leaders of the Wichita Statue University Elliott School of Journalism.	Serves on the Advisory Board	President & General Managre Joan Barrett
6	5/27/08 - 7/27/08	News Department Intern	Pennsylvania State University, University Park, PA 16802, intern student transitioning from freshman to sophmore year in college.	Internship in the Sunflower Broadcasting, Inc. News Department involving all aspects of the News Department, including editorial meetings, writing stories for various newscasts, conducting interviews, doing election research, making beat calls, running teleprompter.	KWCH-TV/KSCW-News Department Reporters, Photographers, and Producers.

7	6/24/2008	2008 KWCH-TV Career Fair	A career fair to provide job applicants the opportunity to explore broadcasting, professional management, sales, administrative, and general career paths.	KWCH-TV in conjunction with Wichita area broadcasters, the Kansas Association of Broadcasters, other employers in the Wichita area, and Career Fairs Global sponsored and co-hosted the career fair. KWCH-TV was involved in the planning and promotion of this career fair on our air and our web site for two weeks prior to the career fair.	KWCH-TV Human Resources Manager Melissa Lock, Business Manager Joe Miller, Marketing Director Shawn Hilferty, Local Sales Manager Ken Clifford, News Director Michele Gors, Production Manager Dominic Gauna
8	6/25/2008	News Training	KTKA-TV, Topeka, Kansas News Department employees training.	Training sessions with KTKA-TV News Department personnel for better news gathering and reporting techniques for their department	KWCH-TV/Sunflower Broadcasting, Inc. President & General Manager Joan Barrett

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
9	8/27/2008	Media and the Law	A Great Bend Tribune Educational Outreach Program at Barton County Community College in Great Bend, Kansas	Participated as a panelist for the First v. Sixth Amendment session of this seminar.	KWCH-TV Reporter Kim Hynes
10	9/2008 - 12/2008	Marketing Department Intern	Wichita State University, Wichita, Kansas Senior student interned in the Sunflower Broadcasting, Inc. Marketing Department.	Internship in the Sunflower Broadcasting, Inc. Marketing Department involving all aspects of the Marketing Department.	KWCH-TV/KSCW-TVMarketing Director/Digital Media Manager Shawn Hilferty, Promotion Manager Stephanie Huff, Special Projects Coordinator Janet Brown, Producer Ed Gilmer
11	9/10/08	WSU Public Relations, Marketing & Community Engagement	Top media authorities in discussion about gaining more visibility for the nonprofit community.	Joan Barrett was one of the media panelists for this group	Joan Barrett, President & General Manager of Sunflower Broadcasting, Inc.
12	10/1-4/2008	Carol Kneeland Project Board meetings -	Carole Kneeland Project for Responsible Television Journalism	Joan Barrett is on the Board of Directors of this organization. She conducted two 3 1/2 day workshops for television News Directors.	President & General Manager, Joan Barrett.
13	10/8/2008	Shadow Student	Garden Plain, Kansas, Garden Plain High School Senior student job shadowed in News Department.	Student shadowed four department employees, sat in on AM and PM News meetings, watched interview with Congressman Todd Tiahrt, and went to a police briefing.	KWCH-TV Producers Chris Durden and Karen Graber, Webmaster John Boyd, and Reporter Denise Hnytka.
14	10/12-14/08	KAB Annual Convention	Broadcasting seminars for sales, engineering, programming, continuity/creative, human resources personnel.	KWCH-TV, KBSD-TV, KBSH-TV, KBSL-TV personnel attended the various seminars appropriate to their respective areas of involvement.	Managers, account executives, engineers, news managers, anchors, reporters, producers, and promotion producers.
15	10/22/2008	Wichita State University Advisory Board	Advisory Board community leaders of the Wichita Statue University Elliott School of Journalism.	Serves on the Advisory Board	President & General Manager Joan Barrett
16	10/28/2008	Wichita Collegiate School	Presentations to three separate classes at Wichita Collegiate	Speaking to students about presidential election, bond issue, local area political candidates, political ads and the media.	Joan Barrett, President & General Manager of Sunflower Broadcasting, Inc.
17	12/3/2008	Kansas State University Video News Production class	Speaking to students on career options they may not be aware of.	Guest speaker for K-State Juniors and Seniors regarding their career path, portofolio, how to produce, how to find a job.	Joan Barrett, President & General Manager of Sunflower Broadcasting, Inc.