

2023-2024
ANNUAL EEO PUBLIC FILE REPORT

ZIMMER MIDWEST COMMUNICATIONS, INC.

KWTO – FM, KWTO – AM, KTXR – FM, KBFL – FM, KBFL – AM

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2008 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KWTO-FM licensed in Springfield, MO, Greene County, KWTO – AM licensed in Springfield, MO, Greene County, KTXR – FM licensed in Springfield, MO, Greene County, KBFL – FM Buffalo, MO, Dallas County, KBFL – AM licensed in Springfield, MO, licensed in Greene County and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

This information contained in this Report covers the time period beginning September 19, 2023 to and including September 20, 2024 (the "Applicable Period"). The FCC's 2007 EEO Rule requires that this Report contain the following information:

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information.

Appendix 1 to
Annual EEO Public Report Form
Covering the Period from September 19, 2023 to and including September 20, 2024

Stations Comprising Station Employment Unit: KWTO – FM, KWTO – AM,
KTXR – FM, KBFL – FM, KBFL – AM

Section 1 Vacancy Information

Full time Positions – Sales Executive (9), Front Office Assistant (1), Administrative Assistant (1), Operations Manager (1).

Filled by Job Title – Sales Executive, Front Office Assistant, Administrative Assistant, Operations Manager.

Recruitment Source of Hires – Employee Referral (1), Indeed (22), LinkedIn (11), Current Employee/Internal Promotion (1), Radio Recruitment Ads (5), Station Website (2).

Appendix 2

Annual EEO Public Report Form

Covering the Period from September 19, 2023 to and including September 20, 2024 (the “Applicable Period”).

Stations Comprising Employment Unit: KWTO – FM, KWTO – AM,
KTXR – FM, KBFL – FM, KBFL – AM

Section 2: Recruitment Source Information: Zimmer Midwest Communications, Inc.,
3000 Chestnut Expressway, Springfield, MO 65802, 417-862-3990

Interviewers for this period were: Jonathan Durbin, Mike Nichols, Trevor Morgan
and Carla Leible.

Total Number of Persons Interviewed During Applicable Period for These Positions: 43

Employee Referral (1), Indeed (22), LinkedIn (11), Current Employee/Internal Promotion
(1), Radio Recruitment Ads (5), Station Website (2).

Appendix 3

Annual EEO Public File Report Form Covering the Period from September 19, 2023 to
and including September 20, 2024 (the “Applicable Period”).

Section 3: Supplemental (Non Vacancy Specific) Recruitment Activities Undertaken by
KWTO – FM, KWTO – AM, KTXR – FM, KBFL – FM, KBFL – AM

Internship Opportunities: Internships accepted year-round with the Sales Department and
Program Department.

Recruitment Initiatives

- CEO Roundtable – 11/14/2023, 2/29/2024, 5/16/2024
- True Colors training – 1/17/2024, 2/1/2024, 7/31/2024
- Social Media recruitment - ongoing
- Tour of Radio Station - 5/10/2024

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 1/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 116473

Job Title: Sales Executive

Job Opening Period: 9/12/2023 - 9/18/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	9/18/2023	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	9/15/2023	Yes	9/25/2023	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	9/13/2023	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

Job ID: 120385

Job Title: Sales Executive

Job Opening Period: 11/1/2023 - 11/30/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	11/29/2023	Yes	12/14/2023	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	11/27/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 2/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 120385

Job Title: Sales Executive

Job Opening Period: 11/1/2023 - 11/30/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	11/20/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	11/16/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	11/13/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	11/6/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe

Job ID: 120386

Job Title: Sales Executive

Job Opening Period: 12/1/2023 - 12/31/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	12/22/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 3/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 120386

Job Title: Sales Executive

Job Opening Period: 12/1/2023 - 12/31/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	12/19/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/18/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/15/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/11/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/11/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/6/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	12/1/2023	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 4/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 120386

Job Title: Sales Executive

Job Opening Period: 12/1/2023 - 12/31/2023

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	12/1/2023	Yes	1/2/2024	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

Job ID: 120387

Job Title: Sales Executive

Job Opening Period: 1/1/2024 - 1/31/2024

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	1/31/2024	Yes	2/19/2024	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	1/25/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	1/22/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	1/22/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 5/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 120387

Job Title: Sales Executive

Job Opening Period: 1/1/2024 - 1/31/2024

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	1/18/2024	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	1/17/2024	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	1/12/2024	No		LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe
Candidate	1/10/2024	Yes	1/29/2024	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

Job ID: 126664

Job Title: Sales Executive

Job Opening Period: 4/1/2024 - 4/30/2024

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	5/1/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

Interview Recruitment Source Report**Date:** 1/20/2025**From:** Springfield,MO**Page:** 6/6**Interview Recruitment Source Report from 9/19/2023 - 9/20/2024***Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 126664

Job Title: Sales Executive

Job Opening Period: 4/1/2024 - 4/30/2024

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	4/18/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	4/12/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	4/11/2024	No		Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal
Candidate	4/10/2024	Yes	5/6/2024	LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Phone: n/a Fax: 1---Alexa Ruwe

Job ID: 126666

Job Title: Sales Executive

Job Opening Period: 6/1/2024 - 6/30/2024

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Candidate	6/11/2024	Yes	7/8/2024	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone: n/a Fax: 1---Alex Elavumkal

From: Springfield,MO

Date: 1/20/2025

Page: 1/1

Referral Totals between 9/19/2023 to 9/20/2024

Recruitment Source	Total Referred
Indeed	15
LinkedIn	17
Total Number of Persons Interviewed:	
	32

Full-Time Jobs Filled Report**Date:** 1/23/2025**From:** Springfield,MO**Page:** 1/2**Full Time Jobs Filled from 9/26/2022 to 9/18/2023**

BIS Job ID	Job Title	Date Filled	Recruitment Source	Prong 2	Contact Details
99203	Operations Manager	01/02/2023	Employee Referral	No	
106400	Sales Executive	10/24/2022	Current Employee/Internal Promotion	No	
106401	Sales Executive	11/07/2022	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
106401	Sales Executive	01/03/2023	Radio Recruitment Ad	No	
106401	Sales Executive	01/09/2023	Radio Recruitment Ad	No	
106401	Sales Executive	01/13/2023	Employee Referral	No	
116463	Sales Executive	02/06/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
116463	Sales Executive	02/27/2023	LinkedIn	No	1000 W Maude Ave Sunnyvale California 94085 Phone: n/a
116470	Sales Executive	08/28/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
116471	Sales Executive	09/18/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
116476	Administrative Assistant	08/14/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
116478	Front Office Assistant	06/19/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750

Full-Time Jobs Filled Report**Date:** 1/23/2025**From:** Springfield,MO**Page:** 2/2**Full Time Jobs Filled from 9/26/2022 to 9/18/2023**

BIS Job ID	Job Title	Date Filled	Recruitment Source	Prong 2	Contact Details
------------	-----------	-------------	--------------------	---------	-----------------

Phone: n/a

Full-Time Jobs Filled Report**Date:** 1/23/2025**From:** Springfield,MO**Page:** 1/1**Full Time Jobs Filled from 9/19/2023 to 9/20/2024**

B1S Job ID	Job Title	Date Filled	Recruitment Source	Prong 2	Contact Details
116473	Sales Executive	09/25/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
120385	Sales Executive	12/14/2023	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
120386	Sales Executive	01/02/2024	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
120387	Sales Executive	01/29/2024	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
120387	Sales Executive	02/19/2024	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a
126664	Sales Executive	05/06/2024	LinkedIn	No	1000 W Maude Ave Sunnyvale California 94085 Phone: n/a
126666	Sales Executive	07/08/2024	Indeed	No	6433 Champion Grandview Way Bldg 1 Austin Texas 78750 Phone: n/a

KBFL, KBFL-FM, KTXR-FM, KWTQ, KWTQ-FM
EEO PUBLIC FILE REPORT
September 19, 2023 - September 20, 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
Sales Executive Open Date: 9/12/2023 Hire Date: 9/25/2023	18, 21, 46	18
Sales Executive Open Date: 11/1/2023 Hire Date: 12/14/2023	1-47	18
Sales Executive Open Date: 12/1/2023 Hire Date: 1/2/2024	18, 21-22	18
Sales Executive Open Date: 1/1/2024 Hire Date: 1/29/2024	18, 21-22	18
Sales Executive Open Date: 1/1/2024 Hire Date: 2/19/2024	18, 21-22	18
Sales Executive Open Date: 4/1/2024 Hire Date: 5/6/2024	18, 21	21
Sales Executive Open Date: 6/1/2024 Hire Date: 7/8/2024	18	18

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	All Access 1222 16th Avenue South, Suite 25 Nashville, Tennessee 37212 Mark Capuano Manual Posting	N	0
2	Aurora University 347 South Gladstone Ave. Aurora, Illinois 60506 Phone : 630-892-6431 Email : career@aurora.edu Fax : 1-630-844-5463 Te Reid	N	0
3	Bellarmino College 200 Newburg Road Louisville, Kentucky 40205 Phone : 502-452-8154 Fax : 1-502-452-8050 Ann Zenan	N	0
4	Black River Technical College PO Box 468 Pochantas, Arkansas 72455 Phone : 870-248-4000 Fax : 1-870-248-4100 Kimberly Bigger	N	0
5	Blackburn College 700 College Ave. Carlinville, Illinois 62626 Phone : 217-854-5761 Email : career.services@blackburn.edu Sarah Stover	N	0
6	Central Methodist College CMC; 411 Central Methodist Square Fayette, Missouri 65248 Phone : 660-248-3391 Url : NONE Fax : 1-660-248-3469 Mark Kelty	N	0

**KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM
EEO PUBLIC FILE REPORT**

September 19, 2023 - September 20, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

a. Agencies Notified by Outreach

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Central Missouri State Univ. Wood 11; CMSU Corner of College & Clark Warrensburg, Missouri 64093 Phone : 660-543-4155 Fax : 1-660-543-4668 Theresa Alewel	N	0
8	Chicago State University 95th Street at King Drive Chicago, Illinois 60628 Phone : 773-995-2823 Fax : 1-773-995-2329 Abdule Mahdi	N	0
9	Clarke College 1550 Clarke Drive Dubuque, Iowa 52001 Phone : 563-588-6321 Email : careerservices@clarke.edu Fax : 1-563-588-8173 Mary Russell	N	0
10	Concordia University 7400 Augusta River Forest, Illinois 60305 Phone : 708-771-8300 Fax : 1-708-209-3176 Dan Walther	N	0
11	Drury College 900 North Benton Avenue Springfield, Missouri 65802 Phone : 417-873-6817 Fax : 1-417-873-7808 Tina Moore	N	0
12	Elmhurst College 190 Prospect Elmhurst, Illinois 60126 Phone : 630-617-3190 Fax : 1-630-617-3393 Annett Coduto	N	0

**KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM
EEO PUBLIC FILE REPORT**

September 19, 2023 - September 20, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

a. Agencies Notified by Outreach

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Governors State University One University Parkway University Park, Illinois 60466 Phone : 708-534-5000 Fax : 1-708-534-1173 Robbye Peppers	N	0
14	Grand View College 1200 Grandview Ave. Des Moines, Iowa 50316 Phone : 515-263-2888 Fax : 1-515-263-2824 Jim Auther	N	0
15	Hannibal-Lagrange College 2800 Palmyer Road Hannibal, Missouri 63401 Phone : 573-221-3675 Fax : 1-573-221-6594 Dr. Karry Richardson	N	0
16	Harding University Main Campus PO Box 12243 Searcy, Arkansas 72149 Phone : 501-279-4454 Email : boersma@harding.edu Fax : 1-501-279-4122 Deb Bashaw	N	0
17	Henderson State University 100 Henderson Street; Box 772 Arkadelphia, Arkansas 71923 Phone : 870-230-5295 Fax : 1-870-230-5336 Jessica Garrison	N	0
18	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Alex Elavumkal Manual Posting	N	15

KBFL, KBFL-FM, KTXR-FM, KWTQ, KWTQ-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Kentucky State University 400 East Main Street Frankfort , Kentucky 40601 Phone : 502-597-5948 Fax : 1-502-597-6699 Veleria Shavers	N	0
20	Lindsey Wilson College 210 Lidsey Wilson Street Columbia , Kentucky 42728 Phone : 270-384-8065 Email : careerservices@lindsey.edu Fax : 1-270-384-8434 Amy Wells	N	0
21	LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Alexa Ruwe Manual Posting	N	11
22	Linkedin 1000 W Maude Ave Sunnyvale, California 94085 Alexa Ruwe Manual Posting	N	6
23	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : 573-636-6692 Url : http://www.mbaweb.org Email : tstutheit@missouribroadcasters.org Fax : 1-573-634-8258 Terri Stutheit	N	0
24	Missouri School of Journalism, Career Services 215 A Reynolds Journalism Institute University of Missouri Columbia, Missouri 65211 Phone : 573-884-1909 Email : career@missouri.edu Laura Redfield-Jacobs	N	0

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Missouri Southern State College 3950 East Newman Road Joplin, Missouri 64801 Phone : . Email : hirealion@mssu.edu Career Services	N	0
26	Mount Mercy College 1330 Elmhurst Drive Northeast Cedar Rapids, Iowa 52402 Phone : 319-368-6463 Fax : 1-319-363-7543 Barb Mussman	N	0
27	Northeastern State University 705 North Grand Tahlequah, Oklahoma 74464 Phone : 918-456-5511 Email : placement@nsuok.edu Fax : 1-918-458-2114 Gayle Anderson	N	0
28	Northwestern College 101 7th Southwest Orange City, Iowa 51041 Phone : 712-707-7226 Fax : 1-712-707-7404 Bill Minnick	N	0
29	Northern Kentucky University UC 230, Nunn Drive Highland Heights, Kentucky 41099 Phone : 859-572-5680 Email : cdc@nku.edu Fax : 1-859-572-6996 Karen Chinetti	N	0
30	Ottawa University 1001 South Cedar Street Ottawa, Kansas 66067 Phone : 785-242-5200 Fax : 1-785-229-1017 Susan Webb	N	0

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	Southern Illinois University-Edwardsville Campus Box 1620 SIUE Edwardsville, Illinois 62026 Phone : 618-650-3656 Email : careerdevelopment@siue.edu Fax : 1-618-650-3656 Susan Seibert	N	0
32	Southwestern Oklahoma State University 100 Camus Drive Weatherford, Oklahoma 73096 Phone : 580-774-3233 Fax : 1-580-774-7102 Kim Liebscher	N	0
33	Spalding University 851 South Fourth Street Louisville, Kentucky 40203 Phone : 502-585-9911 Fax : 1-502-588-7170 Connie Holland	N	0
34	St. Amrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6000 Fax : 1-563-333-6243 Jennifer Timmon	N	0
35	St. Louis University 221 North Grand Blvd. St. Louis, Missouri 63130 Phone : 314-977-2828 Fax : 1-314-977-3486 Scott Plowman	N	0
36	University of Arkansas Monticello PO Box 3548 Monticello, Arkansas 71656 Phone : 870-460-1454 Fax : 1-870-460-1354 Laura Hughes	N	0

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	University of Dubuque 2000 University Avenue Dubuque, Iowa 52001 Phone : 563-589-3132 Fax : 1-563-589-3419 Deb Clarke	N	0
38	University of Missouri-St. Louis 8001 Natural Bridge Road St. Louis , Missouri 63121 Phone : 314-516-5100 Fax : 1-314-516-6535 Emily Mceneny	N	0
39	University of the Ozarks 415 Collge Ave. Clarksville, Arkansas 72830 Phone : 479-754-3839 Email : careers@ozarks.edu Kimberly Spicer	N	0
40	Wartburg College 100 Wartburg Blvd. Waverly, Iowa 50677 Phone : 319-352-8425 Email : derek.solheim@wartburg.edu Fax : 1-319-352-8365 Derek Solheim	N	0
41	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-5930 Fax : 1-314-935-5905 Mark Smith	N	0
42	Western Kentucky University One Big Red Way Bowling Green , Kentucky 42101 Phone : 270-745-3095 Email : dan.onitsuka@wku.edu Dan Onitsuka	N	0

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM**EEO PUBLIC FILE REPORT****September 19, 2023 - September 20, 2024****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")****a. Agencies Notified by Outreach**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Westminster College 501 Westminster Ave. Fulton, Missouri 65251 Phone : 573-592-5381 Email : careersrv@westminster-mo.edu Fax : 1-573-592-5383 Christy Chitwood	N	0
44	Wheaton College 501 College Ave. Wheaton , Illinois 60187 Phone : 630-752-5048 Fax : 1-630-752-5448 Jared Abuhl	N	0
45	William Jewel College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : careerdevelopment@william.jewell.edu Marissa Bland	N	0
46	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
47	Zip Recruiter 401 Wilshire Blvd. #200 Santa Monica, California 90401 Krystal Sebastian Manual Posting	N	0

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM
EEO PUBLIC FILE REPORT
September 19, 2023 - September 20, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

b. Exemptions or Other Sources of Candidate Referral

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
TOTAL INTERVIEWS OVER REPORTING PERIOD:			32

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM
EEO PUBLIC FILE REPORT
September 19, 2023 - September 20, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	
1	1/17/2024	Establishment of training programs for station personnel	Using the True Colors approach developed to improve workplace culture, our SEU's non-sales employees attended a training retreat to receive in-depth instruction about radio sales specifically as well as best practices for collaboration with other departments and, importantly, the skills necessary to grow professionally and advance within the company.	7		
2	2/1/2024	Establishment of training programs for station personnel	Realizing the success of the True Colors method developed to create a healthy workplace environment, Zimmer Midwest Communications' management -and staff-level team members received training to learn how to improve individual performance, grow into new roles, and advance within the company.	23		
3	2/29/2024	Sponsorship of events in the community designed to increase public awareness	Station KWTO(AM) hosted another CEO Roundtable at our studios in Springfield to bring together leaders from a variety of local businesses to continue discussions about creative ways to attract and retain qualified candidates with an emphasis on a strategy to cater to the preferences and values of Generation Z.	5		

KBFL, KBFL-FM, KTXR-FM, KWTO, KWTO-FM
EEO PUBLIC FILE REPORT
September 19, 2023 - September 20, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	
4	5/16/2024	Sponsorship of events in the community designed to increase public awareness	CEOs and owners from a wide variety of businesses in the Ozarks joined Zimmer Midwest Communications' CEO Roundtable at the KWTO studios in Springfield (CEO & founder of Jordan Essentials in Nixa, owner of Below Zero Cryo Spa, founder of Strategic Solutions, General Manager & owner of Log Masters Restoration, founder of Command Family Medicine-Springfield, and owner of Kwik Dry LLC.) This group convened to share ideas about attracting and retaining qualified talent and spent a significant amount of time discussing how to keep valuable employees in the Springfield and Ozark communities for years to come. Since Zimmer Midwest Communications is a voice in the community, there was an emphasis on the opportunities available in radio broadcasting and the efforts it makes to attract qualified candidates and create the kind of work environment that will motivate them to join & stay with the company.	5		
5	Ongoing Event	Participation in other activities designed by the station employment unit	Our SEU produced a series of recruitment videos that it posted on social media platforms that were designed to promote employment opportunities in radio broadcasting and showcase job openings in our SEU.	17		
6	7/31/2024	Establishment of training programs for station personnel	Our SEU's leadership team received in-depth training designed to promote team building and share techniques devised to create a collaborative business environment void of discrimination based on the True Colors paradigm. As a result of this training, one of our Program Directors was promoted to a Multi-Format Captain.	6		