FCC EEO Public File Report

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

Period Covered by Report: 2/1/08 through 1/31/10

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
27	Account Executive	Perpetual	2/1/2009	See sections 1 and 2 of Recruitment Sources attached.	5	1	kwch.com
28	Interactive AE	2/1/2009	6/2/2009	See sections 1 and 2 of Recruitment Sources attached.	6	1	employee
29	Sports/News Reporter	3/5/2009	8/17/2009	See sections 1 and 2 of Recruitment Sources attached.	1	1	tvjobs.com
30	Account Executive	Perpetual	9/9/2009	See sections 1 and 2 of Recruitment Sources attached.	14	1	careerbuilder.com
31	Bi-Lingual Account Executive	8/5/2009	9/21/2009	See sections 1 and 2 of Recruitment Sources attached.	8	1	Website (non-specific)
32	Bi-Lingual Account Executive	8/5/2009	11/2/2009	See sections 1 and 2 of Recruitment Sources attached.		1	Career Fair
33	KBSD Account Executive	Perpetual	10/5/2009	See sections 1 and 2 of Recruitment Sources attached.	2	1	Former Employee
34	KBSH Account Executive	Perpetual	11/11/2009	See sections 1 and 2 of Recruitment Sources attached.	4	1	Client referral
35	Account Executive	Perpetual	11/30/2009	See sections 1 and 2 of Recruitment Sources attached.	3	1	employee
36	Technical Director	10/9/2009	1/4/2010	See sections 1 and 2 of Recruitment Sources attached.	4	1	Walk-in
37	Account Executive	Perpetual	1/4/2010	See sections 1 and 2 of Recruitment Sources attached.	15	1	Website - kwch.com
38	Account Executive	Perpetual	1/18/2010	See sections 1 and 2 of Recruitment Sources attached.		1	employee
39	Producer	10/8/2009	1/27/2010	See sections 1 and 2 of Recruitment Sources attached.	1	1	Website - tvjobs.com
					131	39	

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Recruitment Sources Contacted for Each Full-Time Vacancy

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

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

No.	Recruitment Source	Address	Contact	Telephone #	Total Interviewed	Entitled to Notification	Specific Jobs - by Position # sent to these sources
1	KWCH+ websites				31	N	Positions 1 thru 39
2	Employee Referrals/Current employee/Former Employee				49	N	Positions 1 thru 39
3	Other (Friend; word of mouth; walk-in; unsolicited mail-in, agency)				16	N	
4	Unknown (applicant did not indicate referral source)				0	N	
5	Wichita Workforce Development Center	kansasworks.com*	Carolyn Mosteller kansasworks.co	316-771-6828	6	N	Positions 1 thru 39
6	Mid-America All Indian Center	650 N. Seneca, Wichita, KS 67203	Andrea Walterscheid-Boyer	316-262-5221	0	N	Positions 1 thru 39
7	KETCH - Employer Support Services	P. O. Box 518, Wichita, KS. 67201	Shaina Giesick	316-337-7238	0	N	Positions 1 thru 39
8	Senior Employment Services	200 S. Walnut Street, Wichita, KS 67213	Cherie Wenderott	316-267-1771	0	N	Positions 1 thru 39
9	The Leadership Institute	1101 North Highland Street, Arlington, VA 22201	Jim Crowell	1-800-827-5323	0	N	Positions 1 thru 39
10	RTNDA - Job Information Bulletin	2838	Nicole Newsome	202-659-6510	0	N	Positions 1 thru 39
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 39
12	MediaLine	P. O. Box 51909, Pacific Grove, CA 93950-6909	Mark Shilstone	1-800-237-8073	0	N	Positions 1 thru 39
13	The Entertainment Employment Journal	P. O. Box 72599, Corpus Christi, TX 78472	G. Carbajal	(361) 986-0118	0	N	Positions 1 thru 39
14	WSU Media Resource Center	1845 Fairmount - Campus Box 57, Wichita, KS 67260-0057	Greg Matthias	(316) 978-7760	0	N	Positions 1 thru 39
15	Wichita Technical Institute	2051 S. Meridian, Wichita, KS 67213	Jeff Ranney	(316) 943-2241	0	N	Positions 1 thru 39
16	Butler County Community College	901 S. Haverhill Road, El Dorado, KS 67042	Connie Hendricks	(316) 322-3491	1	N	Positions 1 thru 39
17	Kansas State University, School of Journalism & Mass Comm.	105 Kedzie Hall, Manhattan, KS 66506	J. Steven Smethers	(785) 532-5286	1	N	Positions 1 thru 39
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 39
19	Hutchinson Community College, Placement Office	1300 N. Plum St., Hutchinson, KS 67501	Betty Ann Kelly	(620) 665-3495	0	N	Positions 1 thru 39
20	Wichita State University, Cooperative Education	223 Grace Wilkie, Wichita, KS 67260-0143	Linda Matson	(316) 978-6986	1	N	Positions 1 thru 39
21	The Art Institute of Colorado	1200 Lincoln St., Denver, CO 80203	Erika Oliver	303-824-4769	0	N	Positions 1 thru 39
22	Fort Hays State University, INT Department	600 Park Street, Hays, KS 67601	Mark Bannister	785-628-5373	0	N	Positions 1 thru 39
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 39
24	Salina Area Technical School	2562 Centennial Road, Salina, KS 67401	Greg Norris	785-309-3107	0	N	Positions 1 thru 39
25	KSU College of Technology & Aviation	2310 Centennial Road, Salina, KS 67401	Lucy M. Crowell	785-826-2623	0	N	Positions 1 thru 39
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 39
27	OU School of Meteorology	100 E. Boyd, Room 1310, Norman, OK 73019	Marcia Pallutto	405-325-6561	0	N	Positions 1 thru 39
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 39
29	Vatterott College	3639 N. Comotara, Wichita, KS 67226	Linda McClure	316-634-0066 - ext. 22	0	N	Positions 1 thru 39

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			3	N	Positions 1 thru 39
2	KAB Job Fair				2	N	Positions 11-17,19-23,25,26 - 39
3	TvJobs	tvjobs.com			17	N	36, 39
4	Nat'l Association of Hispanic Journalists	www.nahj.org			0	N	Positions 1 thru 39
5	On-air - KWCH-TV television ad	2815 E. 37th Street, North, Wichita, KS 67219	HR Coordinator	316-838-1212	4	N	4,5,11,12,14,19,25, 31, 32
6	CareerPage website National Alliance of State Broadcasters Associations	careerpage.org			0	N	Position 3,9,11-39
7	HireKansasTalent.com - Six Kansas Universities job posting web site				0	N	Positions 9, 11 thru 39
				TOTAL	131		

* formerly kansasjoblink.com

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

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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 Manager 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
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.
18	02/01/09 - 01/31/10	KWCH and KSCW television	Air promotions regarding contacting our HR Manager for open job lists.	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	None
19	2/4/2009	Derby Middle School	Derby Middle School, Derby, Kansas - two eighth grade students job shadowed in the news department	Each student shadowed in the news department.	Megahn Snyder, assignment editor

20	2/19/2009	Circle Middle School	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Michelle Loss, Talent/Special Projects Coordinator
21	2/27/2009	Wichita South High	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Rebecca Gannon, Anchor/Reporter; Roger Cornish, Anchor
22	2/28/2009	Wichita High School South	Speaking to students on career options they may not be aware of.	Hosted a booth at the carreer fair. Spoke with high school students about careers in broadcast.	Denise Hnytka, anchor/reporter; Roger Cornish, anchor; Rebecca Gannon,
23	2/28/2009	Fort Hays University	Interview/Student Project	Spoke to the class about how his education at Fort Hays has helped him in his career.	Michael Schwanke, Anchor/Reporter
24	3/3/2009	WSU	Broadcasting Class	Spoke to the class about skills needed to enter the field of television broadcast.	Michael Schwanke, Anchor/Reporter
25	3/11/2009	Conway Springs High School	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.	Amy Perrault, Account Executive; Barry Hager, Commercial Producer; Various News employees: producer, reporter, photographer, anchor
26	4/24/2009	Prairie Lakes Homeschool	Job Shadow - junior shadowed a news photographer	Student shadowed our sports photographer as he shot a Goddard Softball Game	Greg McFadden, Photographer
27	4/29/2009	Dodge City Community College	Broadcast Class Presentation	Presentation to class regarding getting started in Television	Trista Hall, Reporter
28	5/9/2009	KSU	Media Comm resume reviews		Laverne Goering, Programming Manager
29	05/20/09 - Summer	Hastings College Intern	Internship in News and Production	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	News staff and production staff

30	5/22/2009	Wichita Collegiate	Four junior job shadow students	Students watched the news from the control room, attended the morning editorial meeting, met with sales and production.	Megahn Snyder, Assignment Editor; Brian McDonough, General Sales Manager; Dominic Gauna, Production Manager
31	6/2/2009	WSU	Broadcast Class Presentation	Presentation to class regarding getting started in Television	Megan Stader, Reporter
32	7/31/2009	Auburn University	Freshman job shadow in the news department	Observed, wrote VO, went to Interwatch	Megahn Snyder, Assignment Editor; Kara Sewell, Anchor/Reporter
33	8/5/2009	Wichita North High	Journalism Camp	Interacted and educated students regarding journalism principals.	Roger Cornish, Anchor
34	8/6/2009	Maize High School	Job shadow student in the weather office	Observed forcasting efforts and graphic creation	Mark Larson, Meteorologist
35	8/27/2009	WSU	Marketing Class	Taught the class about agency negotiations	Brian McDonough, General Sales Manager; Tim VanderZwaag, National Sales Manager
36	9/3/2009	WSU	Marketing Class	Taught the class about local direct selling and gave them a tour of the station.	Brian McDonough, General Sales Manager; Marcus Wilkerson, Local Sales Manager
37	9/25/2009	Wichita Northwest High School	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Melissa Lock, HR Manager; Roger Cornish, Achor
38	9/30/2009	Andale High School	Job shadow student in the weather office	Helped prepare forecast, learned how to interpret information	Mark Larson, Meteorologist
39	10/7/2009	Wichita Metro Blvd	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Mark Larson, Meteorologist
40	10/07/09 - 10/11/09	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. Attended by our News Director Chad Cross	President & General Manager, Joan Barrett; News Director, Chad Cross

41	10/14/2009	Wichita East High	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Rodney Price, Meteorologist; Michelle Loss, Talent/Special Projects Coordinator
42	10/21/2009	Wichita metro Meridian	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Felicia Rolfe, Anchor
43	10/22/2009	Wichita Northeast High School	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Ross Janssen, Meteorologist; Melissa Lock, HR Manager
44	10/23/2009	Wichita Heights High	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Michael Schwanke, Anchor/Reporter
45	10/28/2009	Garden Plain High School	Job shadow student in the weather office	Helped prepare forecast, learned how to interpret information	Mark Larson, Meteorologist
46	11/13/2009	Wichita West High	Career Day	Interacted with students regarding the different types of broadcast jobs and the education needed for them.	Laverne Goering, Programming Manager; Michelle Loss, Talent/Special Projects Coordinator
47	12/18/2009	Trinity Academy	Job shadow student in news and web.	Observed how the CIK website is organized and how to enter stats, shadowed sports at Garden Plain vs. Cheney game, watched show live	Jenn Bates, Sports Reporter; Jeffrey Graber, Stats Coordinator