

# EEO PUBLIC FILE REPORT

Reporting period of October 1, 2015 – September 30, 2016.

Licensee	Call Signs and Type	Community of License (City/State)	FCC Facility ID Number	LMA
The Lutheran Church Missouri-Synod	KFUO (AM)	Clayton Missouri	39258	N/A

This report covers the above station employment unit (SEU)

## I. VACANCY LIST

The following is a list of all the vacancies of employment and positions filled during the reporting period along with the recruitment source (“RS”) that referred person hired for each vacancy:

Job #	Job Vacancy Title	RS Referring Hires	Religious Exemption	Date Filled	RS Contacted for Vacancy
1	Producer/Announcer Web Specialist	2	Yes	5/16/16	1, 2, 4
2	Donor Care Specialist	2	Yes	8/22/16	1, 2, 4
3	Producer/Announcer	2	Yes	9/5/16	1, 2, 4, 15
4	(PT) Production Assistant	15	No	2/1/16	2, 4, 6-15

## II. MASTER RECRUITMENT SOURCE LIST (MRSL)

during the reporting period, KFUE maintained the following master list of recruitment sources.

\* Denotes organizations that requested notification of vacancy information.

RS #	Recruitment Source (RS)	*	Contact Information of RS	Interviews Referred by RS
1	The Reporter		Adrian Dorr 1333 South Kirkwood Road St. Louis, Mo. 63122 Phone 314-996-1229	5
2	LCMS Internet		Becky Cummings 1333 South Kirkwood Road St. Louis, Mo. 63122 314-996-1211	10
3	LCMS Intranet		LCMS Human Resources 1333 South Kirkwood Road St. Louis, Mo. 63122 314-965-9000	
4	KFUE On-Air/Internet		Andy Bates 1333 South Kirkwood Road St. Louis, Mo. 63122 314-996-1519	
5	St. Louis American Newspaper		Vida Medina 4242 Lindell Blvd. St. Louis, MO 63108 314-289-5406	
6	The Broadcast Center	*	Placement Department 2360 Hampton Ave. St. Louis, MO 63139 314-647-8181	
7	Harris Stowe State University	*	Wanda McNeil 2036 Laclede Avenue. St. Louis, MO 63103 314-340-3512 <a href="mailto:mcneilw@hssu.edu">mcneilw@hssu.edu</a>	

**MASTER RECRUITMENT SOURCE LIST (Continued)**

8	Lindenwood University	*	Dana Wehrli 209 S. Kingshighway St. Charles, MO 63301 636-949-4806 <a href="mailto:Careerdevelopment@lindenwood.edu">Careerdevelopment@lindenwood.edu</a>	
9	NAACP St. Louis	*	Ina Boon PO Box 20382 St. Louis, MO 63112	
10	St. Louis Community College System	*	Tracy A. Smith 5600 Oakland Avenue. St. Louis, MO 63110 <a href="mailto:cesfp@stlcc.edu">cesfp@stlcc.edu</a>	
11	St. Louis University	*	Patty Murray (Career Services) 20 N. Grand, Suite 331 St. Louis, MO 63103 314-977-2828	
12	Southern Illinois University	*	Susan Seibert (Career Development) Campus Box 1620 Edwardsville, IL 62026 618-650-3708 <a href="mailto:cleardevelopment@siue.edu">cleardevelopment@siue.edu</a>	
13	University of Missouri St. Louis	*	Teresa Balespreri 1 University Blvd St. Louis, MO 63121 314-516-5111	
14	Urban League Metropolitan St. Louis	*	Sharon Johnson 3701 Grandel Square St. Louis, MO 63108 314-615-3642 <a href="mailto:sjohnson@urbanleague-stl.org">sjohnson@urbanleague-stl.org</a>	
15	Employee/Third party referrals Walk-in applications.		Gary Duncan 1333 South Kirkwood Rd. St. Louis, Mo. 63122 314-996-1511 <a href="mailto:gdduncan@kfu.org">gdduncan@kfu.org</a>	1

Total Applicants   55   Total Interviews during Reporting Period   16

### **III. Recruitment and Outreach Initiatives**

The following outreach initiatives were offered and completed by KFUE during the reporting period.

#	Recruitment Initiative	Brief Description of Activity
1	Internship Educational initiatives	KFUE radio St. Louis maintains an ongoing internship program for the benefit students and interested community members. Our internship program allows those participating to get hands-on experience along with training in all aspects of our broadcast operation. We also offer opportunities for KFUE staff to be shadowed for a day as part of our mentoring program

Our internship program is an ongoing program with information distributed online and at various job fairs; however that did not produce an intern for this reporting period.

As part of our Educational Incentive mentoring program, Jack Sheehan a Junior at Columbia High School, Columbia, IL. Spent 6 hours on August 17, 2016 shadowing KFUE program director Andy Bates for a day. Also Kevin Ward an eighth grader from Wildwood Missouri shadowed Andy Bates on June 19, 2016 for 7 hours.

KFUE Radio participated in the Missouri Broadcasters association Scholarship program by distributing applications for the MBA scholarship program at various career fairs and events.

#	Recruitment Initiative	Brief Description of Activity
2	Job Fair Career Networking	KFUE radio St. Louis participates in a variety of Job Fairs and career networking events. Each event is attended by a fulltime member of the KFUE staff.

During this reporting period KFUE Radio sent staff to the following Career Fairs.

Jobs '15 Career Fair at the Gateway Center of Collinsville, IL. *Participating Employees* Gary Duncan, Executive Director of KFUE and Sidney Kendall, Executive Administrative Assistant to the Director of KFUE.

Career Fair at St. Louis Community College – Florissant October 27, 2015. *Participating Employees* Buzz Ullrich, Director of Operations of KFUE and Sidney Kendall, Executive Administrative Assistant to the Executive Director of KFUE.

Career Fair and Networking St. Louis Community College – Florissant March 23, 2016 *Participating Employees* Sidney Kendall, Executive Administrative Assistant, Buzz Ullrich, Director of Operations

## Recruitment and Outreach Initiatives (Continued)

#	Recruitment Initiative	Brief Description of Activity
<b>3</b>	<b>Manager/Staff Training</b>	<p>KFUO radio through the LCMS Human Resources Department offers management and staff the opportunity for both personal and career growth with variety of development, business and management training sessions. These include a mandatory session during the reporting period for all managers and available to all KFUE personnel regarding EEO policies and compliance. Listed on this report are the EEO relevant courses completed by those on the KFUE management team.</p>

On September 26, 2016 Executive Director Gary Duncan Along with Program Director Andy Bates, Development Manager Mary Schmidt, Operations Manager Buzz Ullrich attend a meeting on the subject of our EEO policies and workplace ethics conducted by KFUE/LCMS Human Resource Manager Nathan Thomas. The remainder of the KFUE staff also attended this meeting.

During this reporting year Executive Director Gary Duncan has completed the following training and continuing education classes. "Hire retain and grow top talent" Instructor Lisa McLeod Lynda.com. Additional Lynda.com Course completed "Executive Decision Making"

Program Director Andy Bates Completed "Coaching People through Conflict Practicum", Ambassadors of Reconciliation Aug. 29-30, 2016

9/27/2016 Mary Schmidt and Buzz Ullrich completed the manager training course "90 Days to Success"



#	Recruitment Initiative	Brief Description of Activity
4	Community Events	KFUO hosts events to the community to educate individuals on the various career opportunities within the field of broadcasting. These include station tours, career days and public lectures from KFUO employees.

*Type of Activity:* Tour  
*Date of Station Participation:* October 9, 2015  
*Participating Employees:* Joan Harwell, Director Development & Community Relations  
*Host/Sponsor of Activity:* LCMS and KFUO  
*Brief Description of Activity and Station Participation:* Tour of radio station and discussion of career opportunities in broadcasting for 5 adults from Michigan and Wisconsin. Jon Bendewold from Immanuel Lutheran Church, Bridgman, MI was the leader.

*Type of Activity:* Tour  
*Date of Station Participation:* October 20, 2015 at 9:00 a.m., Central time  
*Participating Employees:* Sidney Kendall, Executive Administrative Assistant, and Buzz Ullrich, Director of Production  
*Host/Sponsor of Activity:* LCMS and KFUO  
*Brief Description of Activity and Station Participation:* Tour of radio station and discussion of career opportunities in broadcasting for 15 Fourth graders from St. John's Lutheran School in Arnold, MO. Jeremy Schultz, Senior Pastor, was the leader.

*Type of Activity:* Tour  
*Date of Station Participation:* October 20, 2015 at 9:45 a.m., Central time  
*Participating Employees:* Sidney Kendall, Executive Administrative Assistant  
*Host/Sponsor of Activity:* LCMS and KFUO  
*Brief Description of Activity and Station Participation:* Tour of radio station and discussion of career opportunities in broadcasting for 15 members attending the ASARB (Association of Statisticians of American Religious Bodies) convention in St. Louis. Gene Weekes organized the group.

*Type of Activity:* Tour  
*Date of Station Participation:* November 4, 2015  
*Participating Employees:* Joan Harwell, Director Development & Community Relations  
*Host/Sponsor of Activity:* LCMS and KFUO  
*Brief Description of Activity and Station Participation:* Tour of radio station and discussion of career opportunities in broadcasting with 8 members of Paris & Spares from Christ Memorial Lutheran Church in St. Louis, MO. Marie Parker was the leader.

*Type of Activity:* Tour  
*Date of Station Participation:* November 9, 2015  
*Participating Employees:* Sidney Kendall, Executive Administrative Assistant  
*Host/Sponsor of Activity:* LCMS and KFUO  
*Brief Description of Activity and Station Participation:* Tour of radio station and discussion of career opportunities in broadcasting with 20 members of History class from Lutheran High School South. Joe Cox, teacher, was leader.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** January 25, 2016

***Participating Employees:*** Andy Bates, Director of Programming

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and interview for the choir and string quartet from Holy Cross in Collinsville, IL. Karen Shimkus was the leader of 20 students.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** January 26, 2016

***Participating Employees:*** Andy Bates, Director Programming

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and interview with the choir from Lutheran High School South from St. Louis, MO. Greg Gastler, director and Principal Ryherd led the group.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** January 27, 2016

***Participating Employees:*** Andy Bates, Program Director

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the station and interviews with three students of music and Principal Paul Miller from Unity Lutheran School in East St. Louis, IL.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** January 28, 2016

***Participating Employees:*** Andy Bates, Director of Programming

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and interview with three St. Paul Lutheran School string musicians from Hamel, IL. There were 24 in the group. Deaconess Lynnette Fredricksen, principal, was their leader.

***Type of Activity:*** Tour

***Date of Station Participation:*** January 28, 2016

***Participating Employees:*** Andy Bates, Director of Programming

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station with Heather Saleminck and her parents. They were from Lafayette, IN.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** January 29, 2016

***Participating Employees:*** Andy Bates, Program Director

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and interview with Lutheran High School North choir from St. Louis, MO. Carolyn Rusnak and Timothy Brackman were the leaders.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Saturday, January 30, 2016

***Participating Employees:*** Buzz Ullrich, Director of Operations

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and interview with Village Ladue Lutheran Church from St. Louis, MO. Keith Motz was the leader.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Tuesday, February 9, 2016

***Participating Employees:*** Andy Bates, Director of Program and Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station with 27 (5<sup>th</sup> to 8<sup>th</sup>) graders and 8 adults from St. Mark's Lutheran School in Eureka, MO.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, February 15, 2016

***Participating Employees:*** Joan S. Harwell, Director Development & Community Relations

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station with 9 youths and 5 adults from Trinity Lutheran Church Junior Confirmation Class from Columbia, MO. Their leader was Rev. Kenneth J. Gerike.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, February 18, 2016

***Participating Employees:*** Joan S. Harwell, Director Development and Buzz Ullrich, Director of Operations

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and recording of each of 10 4<sup>th</sup> graders from Providence Christian Academy in St. Louis, MO. Their leader was Tori Edger, teacher.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, March 7<sup>th</sup>, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant, and Andy Bates, Director of Programming.

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station with 5 8<sup>th</sup> graders and three adults from Immanuel Lutheran Church. Their leader was Jim Wright.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Tuesday, March 15, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant, and Andy Bates, Director of Programming

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station with Mr. and Mrs. Anderson from Alexandria, Minnesota.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Tuesday, March 29, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity:*** Tour KFUE for 2 guests, Mr. & Mrs. Ted Falkenberg from Harbor Beach, MI 48441.



***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Wednesday, May 4, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station for 10 LWML ladies. Their leader was Charlotte Dole.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Wednesday, May 16, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant and Buzz Ullrich, Director of Operations

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station for 35 7<sup>th</sup> & 8<sup>th</sup> graders and 10 adults and 10 adults from St. John's Lutheran School Redbud IL. Their leader was Pastor Mark Nebel.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Friday, May 20, 2016

***Participating Employees:*** Buzz Ullrich, Director of Operations

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station for 3 Silesian guests.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, May 23, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and discussion of careers in broadcasting for Pastor Dennis McFadden & his wife from Fort Wayne, IN.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, May 23, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and discussion of careers in broadcasting for 25 5<sup>th</sup> Grade students and 10 adults from The Zion Lutheran School in Belleville, IL. Their leader was Gayle Klitzing.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Monday, August 1, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE

***Brief Description of Activity and Station Participation:*** Tour of the radio station and discussion of careers in broadcasting for 8 students and 1 adult leader, Pastor J^Bog Achermann from Germany.

***Type of Activity:*** Tour and Interview

***Date of Station Participation:*** Wednesday, August 17, 2016

***Participating Employees:*** Sidney Kendall, Executive Administrative Assistant

***Host/Sponsor of Activity:*** LCMS and KFUE ***Brief Description of Activity and Station Participation:*** Tour of the radio station and discussion of careers in broadcasting for 18 students and 2 adults form Emmanuel Lutheran School in Red Bud, MO.

**KFUO, The Lutheran Church – Missouri Synod, 1333 S. Kirkwood Rd, St. Louis, Mo. 63122**

The Purpose of the EEO Public File Report ("report") is to comply with Section 73.2080(c) (6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KFUA AM, Clayton, MO and its required to be placed in the public inspection file of this station, and posted on the stations website.

The information contained in this Report covers the time period beginning October 1, 2015 - September 30, 2016. The FCC's EEO Rule requires that this Report contain the following information: A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the applicable period for each such vacancy, the recruitment source utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number the recruitment source that referred the hire for each full-time vacancy during the Applicable Period; Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and a list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of the Report, a vacancy was deemed "filled" not when the offer was extended but when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

**KFUO EEO PLAN**

In compliance with the FCC EEO rule and to ensure a diverse work place KFUA AM 1333 S. Kirkwood Road, St. Louis, Missouri has implemented this EEO program.

- Maintain a master recruitment source list and send each organization on the list information regarding any non religious exempt job opening.
- Participate in at least two job fairs per year and conduct additional career networking initiatives.
- Provide training to management and staff for personal and career growth along with mandatory training each year on EEO policies, discrimination prevention, workplace ethics and HR policies.
- Maintain an ongoing Internship program along with additional educational initiatives.
- Present community outreach events to educate regarding career opportunities within broadcasting.
- Work with the Missouri Broadcasters Association to distribute their scholarship program information.