

**KWMU (FM) - St. Louis, Missouri
EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KWMU, and is required to be placed in the public inspection file of this station and its website.

The information contained in this Report covers the time period beginning October 1, 2010 to and including September 30, 2011 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) 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), identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. 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
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended or accepted, but on the hiree's start date. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

**KWMU-FM
St. Louis, MO
Covering the period from October 1, 2010 - September 30, 2011**

Section 1: Vacancy Information

Appendix 1

Full-time Position Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1. Manager, Web & Electronic Communication	Internal Promotion	1
2. Radio Producer: Morning Newscaster	Staff Members	5
3. Sr. Multimedia Specialist	Internal Promotion	5

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Section 2: Recruitment Source Information

Appendix 2

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions for Which This Source Was Utilized
1	University of Missouri-St. Louis Human Resources Webpage University of Missouri-St. Louis Human Resources One University Blvd. St. Louis, MO 63121 Contact: Nancy Draper (314) 516-5805	0	Positions 1, 2 & 3
2	Stlpublicradio.org St. Louis Public Radio 90.7 KWMU University of Missouri-St. Louis One University Blvd. St. Louis, MO 63121 Contact: Sherry M. Hieken 314-516-5968	3	Positions 1, 2 & 3

3	St. Louis American Classifieds NAS Recruitment Communications 7930 Clayton Rd # 400 St Louis, MO 63117-1331 (314) 579-0050	0	Positions 1, 2 & 3
4	St. Louis Business Journal NAS Recruitment Communications 7930 Clayton Rd # 400 St Louis, MO 63117-1331 (314) 579-0050	0	0
5	St. Louis Post Dispatch Classifieds NAS Recruitment Communications 7930 Clayton Rd # 400 St Louis, MO 63117-1331 (314) 579-0050	0	Positions 1, 2 & 3
6	www.stltoday.com NAS Recruitment Communications 7930 Clayton Rd # 400 St Louis, MO 63117-1331 (314) 579-0050	0	0
7	Corporation for Public Broadcasting www.cpb.org/jobline	2	Positions 2 & 3
8	Current, newspaper for Public Television & Radio	0	Positions 2 & 3
9	JournalismJobs.com	2	Positions 2 & 3
10	JournalismNext.com	0	0
11	Linked In 2029 Sterling Court Mountain View, CA 94043	0	0
12	National Association of Science Writers (NASW) nasw.org	0	0
13	Public Radio Program Director Assoc. 38 Milford Street Hamilton, NY 13346-1009	0	0
14	The Chronicle of Higher Education The Chronicle of Philanthropy Recruitment	0	0
15	The Rome Group 14 North Newstead St. Louis, MO 63108	0	0
16	American Women in Radio and Television 8405 Greensboro Dr., Suite 800 McLean, VA 22102	0	Position 3
17	Asian American Journalists Association 1182 Market St., Suite 320 San Francisco, CA 94102	0	Position 3
18	Association of Women in Communications 3337 Duke Street Alexandria, VA 22314	0	Position 3
19	Black Culture Center - MU 813 Virginia Ave. Columbia, MO 65211	0	Position 3
20	Emma L. Bowen Foundation for Minority Interests in Media 1299 Pennsylvania Ave., NW 11th Floor Washington, DC 20004	0	Position 3
21	International Women's Media Foundation 1625 K Street NW, Suite 1275 Washington, DC 20006	0	Position 3
22	Missouri Broadcasters Association P.O. Box 104445 Jefferson City, MO 65110	0	Position 3
23	National Association of Black College Broadcasters P.O. Box 3191 Atlanta, GA 30302	0	Position 3

24	National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716	0	Position 3
25	National Association of Black-Owned Broadcasters 1155 Connecticut Ave. NW Washington, DC 20036	0	Position 3
26	National Association of Broadcasters 1771 N. Street NW Washington, DC 20036	0	Position 3
27	National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045	0	Positions 3
28	National Association of Minority Media Executives 7950 Jones Branch Drive McLean, VA 22102	0	Position 3
29	National Lesbian and Gay Journalists Association 1420 K Street NW Washington, DC 20005	0	Position 3
30	Native American Journalists Association OU Gaylord School of Journalism 395 West Lindsey Street Norman, OK 73019-4201	0	Position 3
31	Native American Public Telecommunications P.O. Box 83111 Lincoln, NE 68501	0	Position 3
32	Radio and Television News Directors Association 1600 K Street NW Suite 700 Washington, DC 10006-2838	0	Position 3
33	South Asian Journalists Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027	0	Position 3
34	Internal	4	Positions 1, 2 & 3

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**Section 3: Longer-Term Recruitment Initiatives
Implemented during the period of October 1, 2010 - September 30, 2011**

Appendix 3

	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	10/1/10 - Ongoing	Training program designed to enable station personnel to acquire skills that could enable them to obtain higher level positions	The University of Missouri-St. Louis provides employees, including KWMU employees, with opportunities to attend relevant training programs and seminars through their respective departments. In addition, staff members of the University of Missouri-St. Louis receive a comprehensive educational benefit program. Employees are able to pursue academic learning in their area of interest or career path.	Available to all full-time employees after completion of 6-month probationary period	Contact for staff for information on training opportunities: UMMSL Human Resources.
2	10/1/10 - Ongoing	KWMU Practicum & Intern Program	Expose college students and recent graduates to public broadcasting environment and to provide on-site and hands-on training and education by working with KWMU department managers Fall '10 Semester (August to December 2010) – Two Students: one Webster student in Production and one Earlham University student in News.	Host interns and practicum students from area colleges majoring in broadcasting or communications for credit hours and/or hands on experience	Rachel Augustine, Administrative Assistant and Practicum/ Intern Coordinator

3	10/1/10 - Ongoing	KWMU Practicum & Intern Program	Expose college students and recent graduates to public broadcasting environment and to provide on-site and hands-on training and education by working with KWMU department managers Spring '11 Semester (January to May 2011) – Two Students: one University of Missouri - Columbia student in News and one Clyde Miller Academy student in Broadcasting.	Host interns and practicum students from area colleges majoring in broadcasting or communications for credit hours and/or hands on experience	Rachel Augustine, Administrative Assistant and Practicum/ Intern Coordinator
4	10/1/10 - Ongoing	KWMU Practicum & Intern Program	Expose college students and recent graduates to public broadcasting environment and to provide on-site and hands-on training and education by working with KWMU department managers Summer '11 Semester (May to August 2011) – Three students: one University of Missouri - St. Louis student in Production, one University of Missouri - St. Louis student in Interactive Media, and one New York University student in News.	Host interns and practicum students from area colleges majoring in broadcasting or communications for credit hours and/or hands on experience	Rachel Augustine, Administrative Assistant and Practicum/ Intern Coordinator
5	10/1/10 - Ongoing	KWMU Practicum & Intern Program	Expose college students and recent graduates to public broadcasting environment and to provide on-site and hands-on training and education by working with KWMU department managers Fall '11 Semester (August to December 2011) – Four Students: one University of Missouri - St. Louis student in Production, one Webster University student in Interactive Media, one University of Kansas student in News, and one Coro Fellowship student in Interactive Media.	Host interns and practicum students from area colleges majoring in broadcasting or communications for credit hours and/or hands on experience	Rachel Augustine, Administrative Assistant and Practicum/ Intern Coordinator
6	10/28/2010	Webster University School of Communications Internship Expo	KWMU staff discussed internship opportunities with prospective students	KWMU had a booth at this event staffed by a KWMU staff member with printed information on internship opportunities and the station	Mary Edwards, Production Manager
7	3/11/2011	UMSL Spring Internship & Job Fair	KWMU staff discussed internship opportunities with prospective students	KWMU had a booth at this event staffed by a KWMU staff member with printed information on internship opportunities and the station	Sherry M. Hieken, Business / Fiscal Operations Manager
8	9/23/2011	UMSL Fall Internship & Job Fair	KWMU staff discussed internship opportunities with prospective students	KWMU had a booth at this event staffed by a KWMU staff member with printed information on internship opportunities and the station	Sherry M. Hieken, Business / Fiscal Operations Manager