

**KCUR 89.3 FM and KWJC 91.9 FM  
Annual Equal Employment Opportunity Report  
Required by the Federal Communications Commission  
October 1, 2020 – September 30, 2021**

The purpose of this EEO Public File Report (the Report) is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared by KCUR 89.3 FM and KWJC 91.9 FM, Kansas City, MO, and is required to be placed in the public inspection files of this station and posted to its website.

The information contained in this Report covers the time period beginning October 1, 2020 to and including September 30, 2021 (the Applicable Period).

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

1. A list of all full-time vacancies filled by KCUR during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which are 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 by each recruitment source utilized 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.

Appendices 1, 2, and 3 that follow have been designed in the aggregate to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-Time Positions for which this Source Was Utilized" refer to the number of full-time positions listed in Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but on the first day of employment.

**Appendix 1: Vacancy Information**

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**Full-Time Positions Filled during Report Period**

<b>Position Number</b>	<b>Working Title</b>	<b>Date Position Opened</b>	<b>Date Position Filled</b>	<b>Number of People Interviewed</b>	<b>Recruitment Source for Hiree</b>
74422	Director – Institutional Giving	8/05/2020	10/12/2020	5	Job Posting – Non-Profit Connect
69880	Reporter – Race and Culture	8/7/2020	10/18/2020	5	Current Employee
65567	News Director	7/13/2020	11/16/2020	7	Current Employee
71656	On-Demand Producer	9/25/2020	1/04/2021	5	KCUR Website
77717	Membership Data Manager	10/30/2020	1/04/2021	5	Linked In
68710	Assistant Producer – Up to Date	11/5/2020	2/08/2021	10	CPB Job Website
28856	General Manager	11/20/2020	3/01/2021	7	Current Employee
43567	Newscaster – All Things Considered	12/17/2020	3/08/2021	5	Current Employee
50956	Editor – Kansas News Service	12/23/2020	3/08/2021	4	KCUR Website
68233	Political Reporter – Kansas News Service	1/06/2021	4/12/2021	4	Non-Employee Referral
28508	Social Services Reporter – Kansas News Service	2/25/2021	4/14/2021	5	Current Employee
32160	Audience Editor	2/05/2021	4/19/2021	6	CPB Job Website
75240	Director – Content/Journalism	3/17/2021	7/06/2021	7	Linked In
77578	Managing Editor – Midwest Hub	2/24/2021	7/06/2021	5	Social Media
78783	On-Air Host & Digital Specialist – Classical KC	5/07/2021	7/26/2021	5	Social Media
78790	Major Gifts Officer – Classical KC	5/11/2021	7/26/2021	5	Linked In
72674	General Assignment Reporter	7/06/2021	8/16/2021	6	Current Employee
68231	Social Services Reporter – Kansas News Service	5/21/2021	8/20/2021	3	Current Employee
79247	Visual Designer	7/20/2021	8/23/2021	3	Current Employee
77717	Membership Services and Data Specialist	8/02/2021	9/27/2021	4	Job Posting – Non-Profit Connect

Total number of individuals interviewed during this period: 93

## Appendix 2: Recruitment Source Information

### KCUR 89.3 FM and KWJC 91.9 FM Annual Equal Employment Opportunity Report October 1, 2020 – September 30, 2021

	Recruitment Source	Number of interviewees this source provided during this period	Full-time positions for which this source was utilized
1.	<b>Name of Source:</b> KCUR website, Facebook, and Twitter Address: Kansas City, MO email: <a href="mailto:kcur@kcur.org">kcur@kcur.org</a> , website: <a href="http://www.kcur.org">www.kcur.org</a>	31	20
2.	<b>Name of Source:</b> KCUR Community Advisory Board Address: Kansas City, MO email: <a href="mailto:kcur@kcur.org">kcur@kcur.org</a> , website: <a href="http://www.kcur.org">www.kcur.org</a>	0	20
3.	<b>Name of Source:</b> All KCUR Employees Address: Kansas City, MO Email: <a href="mailto:kcur@kcur.org">kcur@kcur.org</a> , Website: <a href="http://www.kcur.org">www.kcur.org</a>	18	20
4.	<b>Name of Source:</b> Corporation for Public Broadcasting Address: Washington, DC, Phone: 202-879-9600 website: <a href="http://www.cpb.org">www.cpb.org</a>	12	15
5.	<b>Name of Source:</b> Greater Public Address: Minneapolis, MN, Phone: 888-454-2314 website: <a href="http://greaterpublic.org/job-line">http://greaterpublic.org/job-line</a>	0	13
6.	<b>Name of Source:</b> Current online magazine Address: American University School of Communications email: <a href="mailto:news@current.org">news@current.org</a> , website: <a href="http://www.current.org">www.current.org</a>	0	6
7.	<b>Name of Source:</b> Missouri Broadcasters' Association Address: Jefferson City, MO Phone: 573-636-6692, website: <a href="https://www.mbaweb.org/">https://www.mbaweb.org/</a>	1	13
8.	<b>Name of Source:</b> Kansas Association of Broadcasters Address: Topeka KS, Phone: 785-235-1307 website: <a href="http://www.kab.net/">http://www.kab.net/</a>	2	13
9.	<b>Name of Source:</b> National Association of Black Journalists Address: College Park MD, Phone: 301-405-0248 website: <a href="http://www.nabj.org">www.nabj.org</a> , <a href="http://www.nabjcareers.org">www.nabjcareers.org</a>	0	13
10.	<b>Name of Source:</b> National Association of Hispanic Journalists Address: Washington, D.C., <a href="http://www.nahjcareers.org">www.nahjcareers.org</a>	0	13

11.	<b>Name of Source:</b> University of Missouri – Kansas City Contact Person: Kelly Limpic, Human Resources Address: Kansas City, MO email: umkchr@umkc.edu, website: www.umkc.edu	23	20
12.	<b>Name of Source:</b> Indeed, website: www.indeed.com	32	20
13.	<b>Name of Source:</b> LinkedIn, website: www.linkedin.com	64	20
14.	<b>Name of Source:</b> UMKC Human Resources automatically posts all positions with these organizations. <ul style="list-style-type: none"> <li>• American Indian Council</li> <li>• American Indian Enterprise &amp; Business Council</li> <li>• Asian American Chamber of Commerce KC</li> <li>• ESGR</li> <li>• Full Employment Council</li> <li>• Hispanic Advisory Board/UWGKC</li> <li>• Hispanic Kansas Works</li> <li>• Hispanic Chamber of Commerce</li> <li>• KC Hispanic Chamber of Commerce</li> <li>• Latino Coalition E-Newsletter</li> <li>• Missouri Veteran’s Commission</li> <li>• My Disability Professionals</li> <li>• National Native American Chamber of Commerce</li> <li>• Urban League</li> <li>• Women’s Employment Network</li> <li>• Connections to Success</li> </ul>	0	20
15.	<b>Name of Source:</b> University of Missouri School of Journalism Address: Columbia, MO website: www.hiremissouritigers.org	8	12
16.	<b>Name of Source:</b> University of Kansas School of Journalism Address: Lawrence, KS email: steve_rottinghaus@ku.edu, website: www.ku.edu	5	12
17.	<b>Name of Source:</b> Nonprofit Connect Address: Kansas City MO website: www.npconnect.org	6	4
18.	<b>Name of Source:</b> Association of Fundraising Professionals Address: Kansas City MO <a href="https://community.afpnet.org/afpmomidamericachapter/home">https://community.afpnet.org/afpmomidamericachapter/home</a>	2	4

**Appendix 3: Supplemental Activities**

**KCUR 89.3 FM and KWJC 91.9 FM  
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**Activity #5: Intern Program: On-going training in public radio programming and news for students and other members of the community.**

<b>POSITION</b>	<b>DATES</b>	<b>SUPERVISOR</b>	<b>RECRUITMENT SOURCE</b>
Audience Development	Sep - Dec 2020	B. O'Higgins	Business Class at UMKC
Up to Date	Sep - Dec 2020	D. Alexander	Journalism Class at MU
News	Sep - Dec 2020	E. Moxley	Journalism Class at UMKC
Classical	Sep - Dec 2020	S. Steigman	Community Board Member
Up to Date	Jan - May 2021	D. Alexander	KCUR.org
News	Jan - May 2021	L. Rodriguez	Journalism Class at UMKC
Classical	Jan - May 2021	S. Steigman	Classicalkc.org
Up to Date	Jun - Aug 2021	D. Alexander	Job Shadowing at KCUR
News	Jun - Sep 2021	L. Rodriguez	Journalism Class at MU
News	Jun - Sep 2021	L. Rodriguez	KCUR.org
Classical	Sep - Dec 2021	S. Steigman	Classicalkc.org
Up to Date	Sep - Dec 2021	D. Alexander	Journalism Class at UMKC
News	Sep - Dec 2021	L. Rodriguez	Journalism Class at UMKC

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#### **Activity #8: Training Program designed to enable station personnel to acquire skills that could qualify them for higher-level positions**

1. Investigative Reporters and Editors Conference, September 21-25, 2020
  - Aviva Okeson-Haberman, Reporter
2. Health Disparities in the time of COVID Webinar from UniverCities Exchange, October 14, 2020.
  - Sarah Morris, General Manager
3. Day of Action and Education Webinar from Public Media for All, November 10, 2020
  - Entire Staff
4. Post-Election and Year-End Fundraising Webinar from Greater Public, November 12, 2020
  - Kathleen Connaghan-Gross, Membership Coordinator
5. DEI – Planning the Long Arc of Change Webinars from Station Resource Group, November 17 and December 1, 2020
  - Sarah Morris, General Manager; Briana O’Higgins, Dir of Audience Development
6. The Pandemic’s Financial Impact on Public Media Webinar from Station Resource Group, December 6, 2020
  - Sarah Morris, General Manager
7. Disrupted Trajectories Webinars from Station Resource Group, December 3-8, 2020
  - Sarah Morris, General Manager
8. Events and Donor Relations Webinar from UMKC Midwest Center for Nonprofit Leadership, December 8, 2020
  - Karen Campbell, Director of Institutional Giving and Communications
9. Pursuing Bachelor’s Degree at University of Missouri – Kansas City – Fall 202 and Spring 2021
  - Grace Lotz, Digital Producer
10. REI Groundwater Session on Diversity Webinar from Civic Council, January 13, 2021
  - Sarah Morris, General Manager
11. Leading with Intention Webinar from the Chronicle of Philanthropy, January 14, 2021
  - Karen Campbell, Director of Institutional Giving and Communications
12. The ABCs of DEI and EDIB Webinar from Sphinx Venture Fund, January 29, 2021
  - Sarah Morris, General Manager; Stephen Steigman, Director of Broadcast Operations
13. Allegiance Software Training, January 2021
  - Karen Campbell and Wendy Force, Development Staff
14. State of Fundraising Webinar from CPB, February 2, 2021
  - Sarah Morris, General Manager

15. "Dying of Whiteness" Book Discussion with author Jonathan MetzI, February 4, 2021
  - Many staff members
16. Intercultural Competency Webinar by UMKC Office of Diversity and Inclusion, February 8, 2021
  - Kathleen Connaghan-Gross, Membership Coordinator
17. COVID-19 Action in the Biden Era Webinar from CPB, February 9, 2021
  - Sarah Morris, General Manager
18. Grants for Advancing Racial Equity from the Chronical of Philanthropy, February 11, 2021
  - Karen Campbell, Director of Institutional Giving and Communications
19. Martin L King Lecture Series from UMKC Division of Diversity and Inclusion, February 15, 2021
  - Many staff members
20. On-Air Fundraising Webinar from Greater Public, February 17, 2021
  - Deloris Phelps, Kathleen Connaghan-Gross, Wendy Force, Development Staff
21. Covering Airborne Transmission Webinar from the Association of Healthcare Journalists, February 23, 2021
  - Celia Llopis-Jepsen, Reporter
22. Indoor Air Quality at Schools Webinar from Johns Hopkins University, February 23, 2021
  - Celia Llopis-Jepsen, Reporter
23. Diversify Your Donors Webinar by The Chronical of Philanthropy, February 25, 2021
  - Karen Campbell, Director of Institutional Giving and Communications
24. Classical/Jazz Membership Roundtable from Greater Public, February 25, 2021
  - Kathleen Connaghan-Gross, Membership Coordinator
25. Knight Foundation Media Forum Conference, March 3-4, 2021
  - Sarah Morris, General Manager
26. What Donors STILL Want You to Know Webinar by Nonprofit Connect, March 4, 2021
  - Karen Campbell, Director of Institutional Giving and Communications
27. Equity in Vaccination Webinar from Johns Hopkins University, March 18, 2021
  - Celia Llopis-Jepsen, Reporter
28. Search Committee Training from the University of Missouri, March 18, 2021
  - Sarah Morris, General Manager; Genevieve Des Marteau, Administration; Mackenzie Martin, Producer
29. Higher Education Media Fellowship from The Institute for Citizens & Scholars, March 19-22, 2021
  - Elle Moxley, Reporter
30. Covid Collaborative Fireside Chat with Dr. Marcella Nunez-Smith, March 23, 2021
  - Sarah Morris, General Manager
31. DEI Movement in Public Media from Public Media for All, March 30, 2021
  - Most of the staff
32. Mini Journalism School Webinar from St. Louis Public Radio, February – April 2021
  - Grace Lotz, Digital Producer

33. Diversity, Equity, Inclusion, and Belonging Webinar from UMKC Office of Diversity, April 2021
  - Entire Staff
34. Fiscal Year End On-Air Fundraising Webinar from Greater Public, May 19, 2021
  - Kathleen Connaghan-Gross, Membership Coordinator
35. Spring Data Analytics Workshop Series from University of Missouri-Kansas City, Spring 2021
  - Matthew Long-Middleton, Community Engagement Manager
36. Bringing Equity and Inclusivity to Your Donor Interactions and Communications from Greater Public, May 2021
  - Kathleen Connaghan-Gross, Membership Coordinator
37. Understanding your Benchmarks from Greater Public, May 15, 2021
  - Kathleen Connaghan-Gross and David Fulk, Development Staff
38. Diversity, Equity, and Inclusion in Public Radio with Keith Woods, NPR's Chief Diversity Officer, May 24, 2021
  - Entire Staff
39. Editor Training from Public Media Journalists Association, July 23-24, 2021
  - Gabe Rosenberg, Editor
40. Asian American Journalists Association Conference, August 24-28, 2021
  - Nomin Ujjeyiin, Newscaster
41. National Association of Charitable Gift Planners & Advisors in Philanthropy Conference, September 20-24, 2021
  - Shelly Doucet, Director of Planned Giving
42. Building a Foundation: Discrimination Prevention and Title IX from the University of Missouri
  - Entire Staff



### **Appendix 3: Supplemental Activities**

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##### **Activity #16: Other activities designed to disseminate information about employment opportunities.**

1. Panelist for Kansas Health Institute Webinar on Surprise Medical Billing, October 29, 2020
  - Celia Llopis-Jepsen, Reporter
2. Spoke to Journalism students from University of Kansas, November 9, 2020
  - Celia Llopis-Jepsen, Reporter
3. Taught four classes at University of Missouri-Kansas City, Fall 2020, Spring 2021 semesters
  - Steve Kraske, Talk Show Host
4. Taught Mass Media at Johnson County Community College, Fall 2020, Spring 2021 semesters
  - Laura Ziegler, Reporter
5. Panelist for “Courageous Conversations” with Kansas City Friends of Alvin Ailey, February 15, 2021
  - Vickie Newton, Editor
6. Spoke to middle school students from Little Rock, Arkansas at their Black History Month Celebration, March 10, 2021
  - Vickie Newton, Editor
7. NPR Job Fair for Interns, March 2021
  - Vickie Newton, Editor; Celia Llopis-Jepsen, Reporter; Chris Haxel, Reporter, Dawn Schnake, Accountant; Genevieve Des Marteau, Administration
8. Networking Workshop for Newmark Graduate School of Journalism, March 26, 2021
  - Nomin Ujjyediin, Newscaster
9. Inside the Industry Webinar for high school students from the Student Television Network, April 13, 2021
  - Aviva Okeson-Haberman, Reporter
10. Data Analytics Workshop at University of Missouri-Kansas City, September 16, 2021
  - Matthew Long-Middleton, Community Engagement Manager