

**KWMU (FM) - St. Louis, Missouri  
WQUB (FM) - Quincy, IL  
KMST (FM) - Rolla, MO & Lebanon, MO  
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, WQUB, and KMST 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, 2019 to and including September 30, 2020 (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 (if available, website, and phone number (if available));
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.

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**Section 1: Vacancy Information**

| Full-time Position Filled by Job Title | Recruitment Source of Hiree | Total Number of Interviewees from All Sources for This Position |
|--|-----------------------------|---|
| 1. Fundraising Data Manger             | Rome Group                  | 17  |

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**Section 2: Recruitment Source Information**

|   | Recruitment Source (Name, Address, Telephone Number, and/or Contact Person)   | Total Number of Interviewees Source Provided During This Period | Full-Time Positions for Which This Source Was Utilized |
|---|---|---|--|
| 1 | University of Missouri - St. Louis, 1 University Blvd., 220 Woods Hall, St. Louis, MO 63121, Phone: (314) 516-5805, <a href="https://www.umsl.edu/services/hrs/careers/index.html">https://www.umsl.edu/services/hrs/careers/index.html</a> | 1   | 1  |
| 2 | St. Louis Public Radio website, 3651 Olive Street, St. Louis, MO 63108, Phone: (314) 516-5968, <a href="https://news.stpublicradio.org/">https://news.stpublicradio.org/</a>  | 2   | 1  |
| 3 | St. Louis Public Radio social media posts, 3651 Olive Street, St. Louis, MO 63108, Phone: (314) 516-5968  | 0   | 1  |

|    |   |   |   |
|----|---|---|---|
| 4  | St. Louis Public Radio on-air announcements (90.7 KWMU), 3651 Olive Street, St. Louis, MO 63108, Phone: (314) 516-5968, <a href="https://news.stlpublicradio.org/">https://news.stlpublicradio.org/</a> | 3 | 1 |
| 5  | St. Louis Public Radio staff referral   | 2 | 1 |
| 6  | Non-employee personal referral  | 1 | 1 |
| 7  | Asian American Journalists Association (AAJA), 575 Market Street, San Francisco, CA 94105, <a href="https://www.ajja.org/">https://www.ajja.org/</a>  |   |   |
| 8  | Chronicle of Philanthropy, 1255 23rd Street, N. W. Washington, D.C. 20037, <a href="https://www.philanthropy.com/">https://www.philanthropy.com/</a>  | 0 | 1 |
| 9  | Columbia Graduate School of Journalism, 2950 Broadway, New York, NY 10027, <a href="https://www.journalism.columbia.edu/">https://www.journalism.columbia.edu/</a>                                      |   |   |
| 10 | Corporation for Public Broadcasting (CPB Jobline), 401 9th Street, NW, Washington, DC 20004-2129, <a href="https://www.cpb.org/">https://www.cpb.org/</a>   | 0 | 1 |
| 11 | Craigslist, <a href="https://stlouis.craigslist.org/">https://stlouis.craigslist.org/</a>   |   |   |
| 12 | Current (Public Media industry publication, print and online), 4400 Massachusetts Avenue, NW, Suite LL05, Washington, DC 20016-8122, <a href="https://www.cpb.org/">https://www.cpb.org/</a>            |   |   |
| 13 | DIVERSE: Issues in Higher Education, 10520 Warwick Avenue, Suite B-4, Fairfax, VA, 22030-3136, Phone: (800) 783-3199, <a href="https://diversejobs.net/">https://diversejobs.net/</a>                   | 0 | 1 |
| 14 | Diversity Awareness Partnership (DAP), 3030 S. Grand Boulevard, #201, St. Louis, MO 63118, Phone: (314) 257-0800, <a href="https://dapinclusive.org/">https://dapinclusive.org/</a>                     | 0 | 1 |
| 15 | Glassdoor, <a href="https://www.glassdoor.com/">https://www.glassdoor.com/</a>  | 0 | 1 |
| 16 | Greater Public, 401 North 3rd Street, Suite 601 Minneapolis, MN 55401, Phone: (800) 454-2314, <a href="https://www.greaterpublic.org/">https://www.greaterpublic.org/</a>                               | 0 | 1 |
| 17 | Inside Higher Ed, 1150 Connecticut Avenue NW, Suite 400, Washington, DC 20036, Phone: (202) 659-9208, <a href="https://insidehighered.com/">https://insidehighered.com/</a>                             | 0 | 1 |
| 18 | HotPod Newsletter (Podcasting industry resource site and email newsletter), <a href="https://hotpodnews.com/">https://hotpodnews.com/</a>   |   |   |
| 19 | Indeed, <a href="https://www.indeed.com/">https://www.indeed.com/</a>   | 1 | 1 |

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| 20 | Investigative Reporters & Editors, 141 Neff Annex, Missouri School of Journalism, Columbia, MO 65211, Phone: (573) 882-2042, <a href="https://www.ire.org/">https://www.ire.org/</a>                |   |   |
| 21 | Journalism Jobs, Phone: (510) 508-7386, <a href="https://www.journalismjobs.com/">https://www.journalismjobs.com/</a>   |   |   |
| 22 | Journalism Next (job and community website for minority journalists and media professionals), Phone: (703) 629-0178, <a href="https://www.journalismnext.com/">https://www.journalismnext.com/</a>  |   |   |
| 23 | Local Job Network (multiple job boards), 1000 N Water St., Milwaukee, WI 53202, Phone: (800) 984-3775, <a href="https://circaworks.com/">https://circaworks.com/</a>                                | 0 | 1 |
| 24 | LinkedIn, <a href="https://www.linkedin.com/">https://www.linkedin.com/</a>   | 3 | 1 |
| 25 | Missouri Diversity, 11271 Ventura Blvd., Suite 151, Studio City, CA 91604, Phone: (818) 530-4852, <a href="http://www.diversity-jobs.com/">http://www.diversity-jobs.com/</a>                       | 0 | 1 |
| 26 | Mizzou School of Journalism, Administrative Offices, 120 Neff Hall, Columbia, MO 65211-1200, Phone: (573) 882-1908, <a href="https://journalism.missouri.edu/">https://journalism.missouri.edu/</a> |   |   |
| 27 | Missouri Broadcasters Association (MBA), 1025 Northeast Dr, Jefferson City, MO 65109, Phone: (573) 636-6692, <a href="https://www.mbaweb.org/">https://www.mbaweb.org/</a>                          |   |   |
| 28 | National Association of Black Journalists (NABJ), 1100 Knight Hall, Suite 3101, College Park, Maryland 20742, Phone: (301) 405-0248, <a href="https://www.nabj.org/">https://www.nabj.org/</a>      |   |   |
| 29 | National Association of Hispanic Journalists (NAHJ), NAHJ Career Center, PO Box 117, Windsor, CA 95492, Phone: (626) 792-3846, <a href="https://nahj.org/">https://nahj.org/</a>                    |   |   |
| 30 | National Association of Science Writers (NASW), P.O. Box 7905, Berkeley, CA 94707, Phone: (510) 647-9500, <a href="https://www.nasw.org/">https://www.nasw.org/</a>                                 |   |   |
| 31 | Online News Association (ONA), 1111 North Capitol Street NE, 2nd Floor, Washington, DC 20002, Phone: 202-503-9222, <a href="https://journalists.org/">https://journalists.org/</a>                  |   |   |
| 32 | Public Media Business Association (PMBA), 1300 Piccard Drive, Suite LL 14, Rockville, MD 20850, Phone: (240) 844-3600, <a href="https://www.pmbaonline.org/">https://www.pmbaonline.org/</a>        |   |   |
| 33 | Public Media Journalists Association (PMJA), P.O. Box 838, Sturgis, SD 57785, <a href="https://www.pmja.org/">https://www.pmja.org/</a>   |   |   |
| 34 | Poynter Institute, 801 Third St. South, St. Petersburg, FL 33701, Phone: (727) 821-9494, <a href="https://www.poynter.org/">https://www.poynter.org/</a>  |   |   |
| 35 | The Rome Group, 3120 Locust, St. Louis, MO 63103, Phone: (314) 533-0930, <a href="https://www.theromegroup.com/">https://www.theromegroup.com/</a>  | 4 | 1 |

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| 36 | Radio Television Digital News Association (RTDNA), 1150 Connecticut Avenue NW, Suite 400, Washington, DC 20036, Phone: (202) 659-9208, <a href="https://www.rtdna.org/">https://www.rtdna.org/</a>                               |   |   |
| 37 | Society of Professional Journalists (SPJ), Eugene S. Pulliam National Journalism Center, 3909 N. Meridian St., Suite 200, Indianapolis, IN 46208, Phone: (317) 927-8000, <a href="https://www.spj.org/">https://www.spj.org/</a> |   |   |
| 38 | State of Missouri Job Board, Office of Workforce Development (Central Office), 301 W. High Street, P.O. Box 1087, Jefferson City, MO 65102, Phone: (866) 506-0251, <a href="https://jobs.mo.gov/">https://jobs.mo.gov/</a>       | 0 | 1 |

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**Section 3: Long-Term/Ongoing Recruitment Initiatives  
Implemented during the period of October 1, 2019 - September 30, 2020**

|   | Date              | Initiative   | Description   | Scope of Involvement  | Personnel Involved  |
|---|-------------------|--|---|---|---|
| 1 | 10/1/19 - Ongoing | myLearn Training Library (University of Missouri System)           | myLearn's online learning and performance support is sponsored by the University of Missouri (UM) System Office of Human Resources. KWMU staff members can complete online training and education modules in areas such as: annual performance appraisal success factors, technical skill enhancement, certifications, and leadership.  | Available to all full-time employees after completion of 6-month probationary period.   | UMSL Human Resources staff and other University instructors/personnel.                                      |
| 2 | 10/1/19 - Ongoing | University of Missouri System / University of Missouri - St. Louis | Every staff member and intern at KWMU is required to complete a UM System training module in myLearn called Building a Foundation: Discrimination Prevention and Title IX.  | Each KWMU staff member and intern completes the annual version of this online training once a year.   | UMSL Human Resources staff and other University personnel.  |
| 3 | 10/1/19 - Ongoing | St. Louis Public Radio Paid Internship Program                     | Expose college students and recent graduates to public broadcasting environment and to provide paid, on-site and hands-on training and education by working with KWMU department managers and other staff.  | Provide a substantive and supportive learning environment for paid interns in each area of KWMU's operation across three semesters. KWMU staff provides department-specific goals, projects, and curriculum for each intern. They also provide evaluations, letters of recommendation, and networking support to participants in the KWMU internship program. | Jess Luther, Sr. Business Operations Specialist, and various departmental managers and other staff at KWMU. |
| 4 | 10/1/19 - Ongoing | Internship Outreach Program  | KWMU's outreach and engagement efforts around internship recruitment take place across multiple channels, which include extensive outreach on the station's social media channels, which reach tens of thousands of followers, posting three times annually on Midwestern university job boards directly or through Handshake, and individual emails and phone calls between STLPR staff and attendees of local job and internship fairs. | KWMU continues to engage with Midwestern colleges and universities via email, social media, and the Handshake app.  | Jess Luther, Sr. Business Operations Specialist   |

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|----|---------------------|--|--|--|--|
| 5  | 10/1/19 - Ongoing   | Local college/university internship and career fairs including Webster University, University of Missouri - St. Louis, and St. Louis University. | KWMU staff discusses paid internship opportunities at the station in the following departments: Newsroom, Marketing, Digital Media, Talk Show Production (2 tracks), Development, and Special Events.  | KWMU staffs a booth at these events with printed information on internship opportunities and the station in general. KWMU staff communicates with job fair attendants who reach out after the fairs to provide further application guidance, or station or internship program information. | Jess Luther, Sr. Business Operations Specialist  |
| 6  | 10/1/2019           | Screening of Aisha Sultan's film, "Other People," and post-film discussion as part of anti-discrimination and diversity training for all staff.  | Author, journalist and filmmaker Aisha Sultan was hired for a showing of her short film about diversity and navigating difficult conversations, and then facilitation of a panel discussion in October 2019. This training was offered to all KWMU staff and interns.  | KWMU staff coordinated Aisha Sultan's visit to the station and secured staff panelists for the post-film discussion.   | Shula Neuman, Executive Editor and Jess Luther, Sr. Business Operations Specialist, and three staff members who served on the panel discussion.                          |
| 7  | 10/17/2019          | Attendance at the Public Radio SuperRegional.  | Tim Eby attended an FCC regulatory update which included an update on FCC EEO information at the Public Radio SuperRegional in New Orleans, LA on October 17, 2019. The panelists included Margaret Miller from Gray Miller Persh LLP and Melodie Virtue from FosterGarvey.  | Tim attended the SuperRegional session on FCC regulatory updates.  | Tim Eby, General Manager.  |
| 8  | 10/24/19 - 10/25/19 | Power Shift: Workplace Integrity training for all staff. Two half-day training sessions from Public Media Journalists Association.               | Two trainers from PMJA spent two days leading training for KWMU staff and interns. The goal of Power Shift: Workplace Integrity training is to help create "workplaces free of harassment, discrimination and incivility, and full of opportunity, especially for those who have traditionally been denied it." Training activities were engaging and interactive, and included workshopping in groups, roleplaying, and video presentations with discussions. | KWMU staff communicated and planned sessions with PMJA trainers, and communicated with staff on times and dates of training. The majority of the KWMU staff attended the training.   | Tim Eby, General Manager, Shula Neuman, Executive Editor, and Jess Luther, Sr. Business Operations Specialist coordinated the Power Shift: Workplace Integrity training. |
| 9  | 8/5/20 - 8/8/20     | 2020 NABJ/NAHJ Conference  | KWMU staffed and provided a financial investment at the NABJ/NAHJ conference to participate in the Public Media Village recruitment and networking initiative, which takes place each year in August. In 2020, this effort took place online and was led by two KWMU newsroom staff, an editor and the executive editor, who leads the department.   | Booth is staffed by KWMU editors and station employees.  | David Cazares, Editor, Shula Neuman, Executive Editor, and Jess Luther, Sr. Business Operations Specialist.  |
| 10 | 9/25/20             | University of Missouri - St. Louis Virtual Career Fair   | Station staff made one-on-one appointments with more than a dozen UMSL students or recent graduates to discuss paid internship opportunities available at the station beginning, hopefully, again in summer 2021. Staff also provided fair attendees general information about the role of public radio in the region and beyond.  | Staff registered for the fair, interacted with attendees as described, and provided follow-up emails and contact information to several attendees to stay in touch with the station going forward.   | Jess Luther, Sr. Business Operations Specialist  |