

2014-2015 ANNUAL EEO PUBLIC FILE REPORT

ZIMMER RADIO OF MID-MISSOURI, INC.

KCLR – FM, KTXY – FM, KCMQ – FM, KSSZ – FM,  
KTGR – AM, KTGR - FM, KATI – FM,  
KWOS – AM, KFAL – AM, KZWV - FM

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2008 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KCLR-FM licensed in Boonville, MO, Cooper County, KTXY – FM licensed in Jefferson City, MO, Cole County, KCMQ – FM licensed in Columbia, MO, Boone County, KSSZ – FM licensed in Fayette, MO, Howard County, KTGR – AM licensed in Columbia, MO, KTGR – AM licensed in Fulton, MO, Boone County, KATI – FM licensed in California, MO in Moniteau County, KWOS – FM licensed in Jefferson City, MO in Cole County, KFAL – AM licensed to Fulton, MO in Callaway County and KZWV – FM licensed to Eldon, MO in Callaway County, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

This information contained in this Report covers the time period beginning October 1, 2014 to and including September 30, 2015 (the "Applicable Period"). The FCC's 2007 EEO Rule requires that this Report contain the following information:

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information.

**Appendix 1** to  
Annual EEO Public Report Form  
Covering the Period from October 1, 2014 to and including September 30, 2015

Stations Comprising Station Employment Unit: KCLR – FM, KTXY – FM, KCMQ – FM, KSSZ – FM, KTGR – AM, KATI – FM, KWOS – AM, KFAL – AM, KTGR – FM, KZWV-FM

Section 1 Vacancy Information

Full time Positions – Marketing Consultant (13), Social Media Specialist (1), Weekend Manager (3), KSSZ Talk Show Host (2), Traffic Coordinator (1), Office Manager (2), Events Coordinator (1), Commercial Production (1)

Filled by Job Title – Marketing Consultant, Social Media Specialist, Weekend Manager,  
KSSZ Talk Show Host, Traffic Coordinator, Office Manager, Events Coordinator,  
Commercial Production

Recruitment Source of Hirees – Radio Recruitment Ad (6), Former Employee (1)  
Employee Referral (8), Indeed.com (1), Linked In (3), Job Posting on Internet (4),  
Current Employee/Internal Promotion (1)

## **Appendix 2**

Annual EEO Public Report Form

Covering the Period from October 1, 2014 to and including September 30, 2015 (the  
“Applicable Period”.)

Stations Comprising Employment Unit: KCLR-FM, KTXY-FM, KCMQ-FM, KSSZ-FM,  
KTGR-AM, KATI-FM, KWOS-AM, KFAL-AM, KTGR-FM, KZWV-FM

Section 2: Recruitment Source Information: Zimmer Radio & Marketing Group, 3215  
Lemone Industrial Blvd. Suite 200, Columbia, MO 65201, 573-875-1099

Interviewers for this period were: Jamie Mac/Scott Lepp, Carey Wright, Carrie Lorenz,  
Stacey Cole, Christine Overfelt, Stephanie VanHooser, Jennifer Herrin, Dave  
Wisniewski, and Carla Leible

Total Number of Persons Interviewed During Applicable Period for These Positions: 103

1. Current Employee/Internal Promotion – 1
2. Employee Referral – 16
3. Former Employee – 2
4. Indeed.com – 4
5. Job Posting on Internet – 12
6. Linked In - 3
7. Non-Employee Referral – 2
8. Radio Recruitment Ad - 63

## **Appendix 3**

Annual EEO Public File Report Form Covering the Period from October 1, 2014 to and  
including September 30, 2015 (the “Applicable Period”.)

Section 3: Supplemental (Non Vacancy Specific) Recruitment Activities Undertaken by  
KCLR-FM, KTXY-FM, KCMQ-FM, KSSZ-FM, KTGR-AM, KATI-FM, KWOS-AM,  
KFAL-AM, KTGR-FM, KZWV-FM

Internship Opportunities: Internships accepted year round with IT/Creative Services and  
Sales Departments

Provision of training to management:

- Participation in webcast by MO Broadcasters Assn called “The FCC EEO Rules and How to Survive Them”. – 9/17/15

Participation in Job Banks/Internet Programs – Recruited for open positions with job  
postings:

- All Access
- HireMizzouGrads.com
- General notification to all agencies recommended by Mo Broadcasters Association

Sponsorship of events in the community designed to increase public awareness:

- Central Missouri Honor Flight (Honor Flight Network) – 8/28/15
- Community Blood Drive (Red Cross) – 7/28/15
- Children’s Miracle Network Radiothon 2015 (Children’s Miracle Network) – 3/25/15
- One for One Holiday Food Drive (The Food Bank of Central & Northeast Missouri) – 12/22/14

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
KZWV-FM**

**EEO PUBLIC FILE REPORT  
October 1, 2014 - September 30, 2015**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Marketing Consultant	1-11, 13-75	46
Marketing Consultant	1-11, 13-75	28
Marketing Consultant	1-11, 13-75	46
Marketing Consultant	1-11, 13-75	46
Marketing Consultant	1-11, 13-75	21
Marketing Consultant	1-11, 13-75	46
Marketing Consultant	1-11, 13-75	19
Marketing Consultant	1-11, 13-75	19
Marketing Consultant	1-11, 13-75	19
Marketing Consultant	1-11, 13-75	19
Marketing Consultant	1-11, 13-75	34
Marketing Consultant	1-11, 13-75	46
Marketing Consultant	1-11, 13-75	34
Social Media Specialist	1-11, 14, 16-17, 20, 22-27, 29-34, 36-37, 39-41, 44, 46, 51-54, 56-57, 59-73	34
Weekend Manager	1-12, 14, 16-17, 19-20, 22-27, 29, 31-33, 36-37, 39-41, 44, 49, 51-53, 56-57, 59-61, 63-73	19
Weekend Manager	1-12, 14, 16-17, 19-20, 22-27, 29, 31-33, 36-37, 39-41, 44, 49, 51-53, 56-57, 59-61, 63-73	29
Weekend Manager	1-12, 14, 16-17, 19-20, 22-27, 29, 31-33, 36-37, 39-41, 44, 49, 51-53, 56-57, 59-61, 63-73	12
KSSZ Talk Show Host	1-11, 14, 16-17, 20, 22-27, 29, 31-33, 36-37, 39-41, 44, 49, 51-53, 56-57, 59-61, 63-73	29
KSSZ Talk Show Host	1-11, 14, 16-17, 20, 22-27, 29, 31-33, 36-37, 39-41, 44, 49, 51-53, 56-57, 59-61, 63-73	29
Traffic Coordinator	1-11, 14, 16-17, 20, 22-24, 26-27, 31-33, 36-37, 39-41, 44, 46, 49, 51-53, 56-57, 60-61, 63-73	46
Office Manager	1-2, 4-11, 14, 16-17, 19-20, 22-27, 31-33, 35-37, 39-41, 44, 46, 51-53, 56-57, 60-73	19

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Office Manager	1-2, 4-11, 14, 16-17, 19-20, 22-27, 31-33, 35-37, 39-41, 44, 46, 51-53, 56-57, 60-73	19
Events Coordinator	19	19
Commercial Production	1, 4-11, 14, 16-17, 20, 22-27, 29, 31-33, 35-37, 39-41, 44, 49, 51-53, 56-57, 60-61, 63-67, 69-73	29

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
KZWV-FM**

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	American Indian Council 310 Armour Rd, Ste 205 N. Kansas City, Missouri 64116 Phone : 816-471-4898 Email : cmolle@indiancouncil.net Fax : 1-816-471-8543 Christine Molle	N	0
2	American Indian Council 317 North 11th Street 7th Floor St. Louis, Missouri 63101 Phone : 314-589-6653 Fax : 1-314-231-7923 Dawn Jordan	N	0
3	Black Economic Union 1601 East 18th Street Suite 300 Kansas City, Missouri 64180 Phone : 816-474-1080 Email : mba@mbaweb.org Fax : 1-816-474-5805 Cathy Thomas	N	0
4	Broadcast Center 2360 Hampton Avenue St. Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Kara Savio	N	0
5	Broadcast Center of St. Louis 2360 Hampton St. Louis , Missouri 63139 Phone : 314-647-8181 Email : mba@mbaweb.org Fax : 1-314-647-1575 Kara Savio	N	0
6	Central Methodist College CMC; 411 Central Methodist Square Fayette, Missouri 65248 Phone : 660-248-3391 Url : NONE Email : mba@mbaweb.org Fax : 1-660-248-3469 Mark Kelty	N	0

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7	Central Missouri State Univ. Wood 11; CMSU Corner of College & Clark Warrensburg, Missouri 64093 Phone : 660-543-4155 Email : mba@mbaweb.org Fax : 1-660-543-4668 Theresa Alewel	N	0
8	College of the Ozarks PO Box 17 Point Lookout, Missouri 65726 Phone : 417-334-6411 Email : mba@mbaweb.org Fax : 1-417-690-3246 Ron Martin	N	0
9	College of the Ozarks PO Box 17 Point Lookout, Missouri 65726 Phone : 417-334-6411 Fax : 1-417-335-2618 Ron Martin	N	0
10	Columbia College 1001 Rogers Street Columbia , Missouri 65216 Phone : 573-875-7260 Fax : 1-573-875-7209 Bruce Strickland	N	0
11	Columbia Daily Tribune 101 North 4th Street Columbia, Missouri 65201 Phone : (573) 815-1855 Fax : 1-573-815-1701 Classified Department	N	0
12	Current Employee/Internal Promotion	N	1
13	DeVry Institute of Technology 11224 Holmes Rd Kansas City , Missouri 64131 Phone : 8169410430 Fax : 1-816-941-0896 DeVry Institute of Technology DeVry Institute of Technology	N	0

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
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14	Division of Workforce Development 1716 Four Seasons Drive Jefferson City, Missouri 65101 Phone : 573-526-8115 Email : Dylan.minor@ded.mo.gov Fax : 1-573-526-3494 Dylan Minor	N	0
15	Drop In	N	1
16	Drury College 900 North Benton Avenue Springfield, Missouri 65802 Phone : 417-873-6817 Email : mba@mbaweb.org Fax : 1-417-873-7808 Tina Moore	N	0
17	Drury College 900 North Benton Ave Springfield, Missouri 65802 Phone : 4178658731 Fax : 1-417-873-7821 Drury College Drury College	N	0
18	Drury University 900 North Benton, FSC 114 Springfield, Missouri 65802 Phone : 417-873-7284 Fax : 1-417-873-7284 Tina Moore	N	0
19	Employee Referral	N	36
20	Fontbonne College 6800 Wydown Blvd. St. Louis, Missouri 63105 Phone : 314-889-1434 Fax : 1-314-889-1451 Jennifer Self	N	0
21	Former Employee	N	1



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22	Goodwill Industries 1727 Locust St. Louis, Missouri 63103 Phone : 314-241-3464 Fax : 1-314-241-2346 Rodney Watts	N	0
23	Guadalupe Center 2641 Belleview Kansas City, Missouri 64108 Phone : (816) 561-6885 Url : <a href="http://www.tornadic.com/gci/">www.tornadic.com/gci/</a> Fax : (816) 561-7009 Frances Wallace	N	0
24	Hannibal-Lagrange College 2800 Palmyer Road Hannibal, Missouri 63401 Phone : 573-221-3675 Email : <a href="mailto:mba@mbaweb.org">mba@mbaweb.org</a> Fax : 1-573-221-6594 Dr. Karry Richardson	N	0
25	Harris-Stowe State College 3026 Laclede Ave. St. Louis, Missouri 63103 Phone : 3147-340-3512 Email : <a href="mailto:mba@mbaweb.org">mba@mbaweb.org</a> Fax : 1-314-340-3389 Wanda McNeal	N	0
26	Heart of America Indian Center 600 West 39th St. Kansas City, Missouri 64111 Phone : (816) 931-5229 Url : <a href="http://members.aol.com/indianbrav/haic.html">members.aol.com/indianbrav/haic.html</a> Fax : (816) 421-6493 Director of Placement	N	0
27	Hispanic Chamber of Commerce of Greater Kansas City 1600 Baltimore Suite 250 Kansas City, Missouri 64108 Phone : (816) 472-6767 Url : <a href="http://www.hispanicchamberofkc.com/jobcenterinfo.asp">www.hispanicchamberofkc.com/jobcenterinfo.asp</a> Email : <a href="mailto:info@hispanicchamberofkc.com">info@hispanicchamberofkc.com</a> Director of Placement	N	0

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28	Indeed.com	N	4
29	Job posting on internet	N	13
30	Joes 1110 N Tenth Jamestown, Missouri 65046 Phone : 660-849-2412 Fax : 1-573-634-8258 Joe Henderson	N	0
31	KRCG-TV Job Link 13 P.O. Box 659 Jefferson City, Missouri 65102 Phone : (573) 443-1300 Fax : 1-573-896-5193 Jeff Jones	N	0
32	Lincoln University 820 Chestnut Street Jefferson City, Missouri 65102 Phone : 573-681-5167 Fax : 1-573-681-5165 Ronald Nelson	N	0
33	Lindenwood College 209 South Kingshighway St. Charles, Missouri 63301 Phone : 636-949-4806 Email : mba@mbaweb.org Fax : 1-636-949-4790 Dana Wehrli	N	0
34	Linked In	N	4
35	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : 573-636-6692 Url : <a href="http://www.mbaweb.org">http://www.mbaweb.org</a> Email : tharper@mbaweb.org Fax : 1-573-634-8258 Terry Harper	N	0

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36	Missouri Career Center 1514 S. Glenstone Springfield, Missouri 65804 Phone : 417-887-4343 Fax : 1-417-888-4076 Veronica Lowe	N	0
37	Missouri School of Journalism, Career Services 76G Gannett Hall University of Missouri Columbia, Missouri 65211 Phone : 573-882-0373 Email : willisb@missouri.edu Barbara G. Willis	N	0
38	Missouri School of Journalism, Career Services 76G Gannett Hall University of Missouri Columbia, Missouri 65211 Phone : 573-882-0373 Url : <a href="http://www.journalism.missouri.edu/careers">http://www.journalism.missouri.edu/careers</a> Email : willisb@missouri.edu Barbara G. Willis	N	0
39	Missouri Southern State College 3950 East Newman Road Joplin, Missouri 64801 Phone : 417-625-3137 Email : mba@mbaweb.org Fax : 1-417-625-9338 Pat Hurley	N	0
40	Missouri Southern State College 3950 E Newman Rd Joplin, Missouri 64801 Phone : 417-625-9300 Fax : 1-417-625-3121 Missouri Southern State College Missouri Southern State College	N	0
41	Missouri Valley College 500 East College Marhall, Missouri 65340 Phone : 660-831-4080 Email : mba@mbaweb.org Brie Dittmer	N	0
42	Non-Employee Referral	N	2

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43	North Central Missouri College 1301 Main Street Trenton, Missouri 64683 Phone : 660-359-3948 Kristi Weldon	N	0
44	Northwest Missouri State University no listing Maryville, Missouri 64468 Phone : 816-562-1212 Northwest Missouri State University Northwest Missouri State University	N	0
45	Radio Ad	N	15
46	Radio Recruitment Ad	N	128
47	Referral	N	12
48	Rockhurst College 1100 Rockhurst Rd Kansas City, Missouri 64110 Phone : 816-501-4000 Rockhurst College Rockhurst College	N	0
49	SMSU 901 S. National Springfield, Missouri 65804 Phone : 417-836-6861 Fax : 1-417-836-6861 Margie Wieland	N	0
50	Southeast Missouri State University One University Plaza Cape Girardeau, Missouri 63701 Phone : 573-651-2583 Url : <a href="https://semo.experience.com/experience/login">https://semo.experience.com/experience/login</a> Email : <a href="mailto:careerlinkages@semo.edu">careerlinkages@semo.edu</a> Fax : 1-573-651-2532 Amy Aldridge	N	0
51	Southwest Missouri State University 901 South National Springfield, Missouri 65804 Phone : 417-836-5636 Jack Hunter	N	0

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
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52	Southwest Missouri State University 901 South National Springfield, Missouri 65804 Phone : 417-836-5000 Southwest Missouri State University Southwest Missouri State University	N	0
53	St. Louis University 221 North Grand Blvd. St. Louis, Missouri 63130 Phone : 314-977-2828 Email : mba@mbaweb.org Fax : 1-314-977-3486 Scott Plowman	N	0
54	Station Website	N	21
55	Station Website Posting (One or More SEU Stations)	N	3
56	The Urban League 3701 Grandel Square St. Louis, Missouri 63156 Phone : 314-615-3624 Email : styler@urbanleague.stl.org Fax : 1-314-531-7462 Sidney Tyler	N	0
57	Truman State University 100 E. Normal Kirksville, Missouri 63501 Phone : 660/785-4353 Url : www.truman.edu Fax : 660/785-4366 Jan Fishback	N	0
58	Univ of Mo Presentation	N	1
59	Univ. of Missouri-Columbia 11 Jesse Hall Columbia, Missouri 65201 Phone : 573-882-0878 Email : career@missouri.edu Amanda Nell	N	0

**KATI, KCLR, KCMQ, KFAL, KSSZ, KTGR-AM, KTGR-FM, KTXY, KWOS,  
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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
60	University of Missouri- Columbia no listing Columbia, Missouri 65211 Phone : 573-882-2121 Fax : 1-573-882-9907 University of Missouri- Columbia University of Missouri- Columbia	N	0
61	University of Missouri- Kansas City 5100 Rockhill Rd Kansas City , Missouri 64110 Phone : 816-235-1000 Fax : 1-816-235-1717 University of Missouri- Kansas City University of Missouri- Kansas City	N	0
62	University of Missouri- Rolla no listing Rolla, Missouri 65401 Phone : 573-341-4114 Fax : 1-573-341-6306 University of Missouri- Rolla University of Missouri- Rolla	N	0
63	University of Missouri- St. Louis 8001 Natural Bridge Rd St. Louis, Missouri 63121 Phone : 314-516-5000 Fax : 1-314-516-5378 University of Missouri- St. Louis University of Missouri- St. Louis	N	0
64	University of Missouri-Kansas City 5100 Rockhill Road Kansas City, Missouri 64110 Phone : 816-235-1228 Fax : 1-816-235-5515 Kelly Limpic	N	0
65	University of Missouri-St. Louis 8001 Natural Bridge Road St. Louis , Missouri 63121 Phone : 314-516-5100 Email : mba@mbaweb.org Fax : 1-314-516-6535 Emily Mceneny	N	0

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66	Unversity of Missouri-Rolla 1870 Miner Circle/303 Norwood Hall Rolla, Missouri 65409 Phone : 573-341-4254 Email : mba@mbaweb.org Fax : 1-573-341-4253 LeAnn Morton	N	0
67	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-5930 Email : mba@mbaweb.org Fax : 1-314-935-5905 Mark Smith	N	0
68	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Email : mba@mbaweb.org Ray Angle	N	0
69	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-6900 Fax : 1-314-968-7112 Webster University Webster University	N	0
70	Westminster College 501 Westminster Ave. Fulton, Missouri 65251 Phone : 573-592-5226 Fax : 1-573-592-5227 Carl Marriott	N	0
71	Westminster College no listing Fulton, Missouri 65251 Phone : 573-642-3361 Fax : 1-573-642-6356 Westminster College Westminster College	N	0

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72	William Jewel College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : mba@mbaweb.org Fax : 1-816-415-5027 Judy Rychlewski	N	0
73	William Woods University no listing Fulton , Missouri 65251 Phone : 573-642-2251 Fax : 1-573-592-1146 William Woods University William Woods University	N	0
74	Word of Mouth Referral	N	1
75	Zimmercommunications.com	N	4
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>247</b>



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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	12/22/2014	Sponsorship of events in the community designed to increase public awareness	One for One Holiday Food & Fund Drive benefiting The Food Bank for Central & Northeast Missouri.	10	Production Manager On-Air Personality On-Air Personality On-Air Personality
2	2/17/2015	Participation in events or programs sponsored by educational institutions	Erin & Dave in the Mornings on KATI-FM were guest speakers at Simonsen Arts & Communications Class.	2	On-Air Personality On-Air Personality
3	3/13/2015	Participation in events or programs sponsored by educational institutions	Dave from Erin & Dave in the Mornings on KATI-FM read to class at East Elementary	1	On-Air Personality
4	3/26/2015	Participation in events or programs sponsored by educational institutions	Erin from Erin & Dave in the Mornings on KATI-FM participated in "Shark Tank" at Thomas Jefferson Middle School.	1	On-Air Personality
5	3/27/2015	Participation in events or programs sponsored by educational institutions	Erin & Dave from Erin & Dave in the Mornings on KATI-FM participated in New Bloomfield High School's Career Fair.	2	On-Air Personality On-Air Personality
6	5/8/2015	Participation in events or programs sponsored by educational institutions	Erin & Dave from Erin & Dave in the Mornings on KATI-FM read at South Callaway	2	On-Air Personality On-Air Personality
7	7/28/2015	Sponsorship of events in the community designed to increase public awareness	Community Blood Drive	4	Events Director Sales Manager On-Air Personality On-Air Personality
8	9/13/2015	Participation in events or programs sponsored by educational institutions	Erin & Dave from Erin & Dave in the Mornings on KATI-FM participated in Classroom Caravan at California School.	2	On-Air Personality On-Air Personality
9	9/17/2015	Provision of training to personnel of unaffiliated non-profit organizations	Participation in webcast by Missouri Broadcasters Association called "The FCC EEO Rules and How to Survive Them".	1	Business Manager

**Full-Time Jobs Filled Report**

**Date:** 4/26/2016

**From:** Mid-Missouri,MO

**Page:** 1/3

**Full Time Jobs Filled from 10/1/2014 to 9/30/2015**

---

<b>Sl.No.</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source</b>	<b>Prong 2</b>	<b>Contact Details</b>
1	Marketing Consultant EEO Tracking Number: 12428 Chris Earhart	10/27/2014	Radio Recruitment Ad	No	
2	Marketing Consultant EEO Tracking Number: 12428 Clay Leible	11/03/2014	Former Employee	No	
3	Marketing Consultant EEO Tracking Number: 12428 Terra Carlson	01/12/2015	Employee Referral	No	
4	Marketing Consultant EEO Tracking Number: 12428 Megan Taylor	01/28/2015	Radio Recruitment Ad	No	
5	Marketing Consultant EEO Tracking Number: 12428 Kaitlyn Sloan	02/02/2015	Indeed.com	No	
6	Marketing Consultant EEO Tracking Number: 12428 Danielle Handley	03/02/2015	Radio Recruitment Ad	No	
7	Marketing Consultant EEO Tracking Number: 12428 Andrew Busen	03/24/2015	Radio Recruitment Ad	No	
8	Marketing Consultant EEO Tracking Number: 12428 Craig Allen	06/29/2015	Employee Referral	No	
9	Marketing Consultant EEO Tracking Number: 12428 William Rush	07/09/2015	Radio Recruitment Ad	No	
10	Marketing Consultant EEO Tracking Number: 12428 Michael Nichols	07/20/2015	Linked In	No	

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**Full-Time Jobs Filled Report**

**Date:** 4/26/2016

**From:** Mid-Missouri,MO

**Page:** 2/3

**Full Time Jobs Filled from 10/1/2014 to 9/30/2015**

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<b>Sl.No.</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source</b>	<b>Prong 2</b>	<b>Contact Details</b>
11	Marketing Consultant EEO Tracking Number: 12428 Mandy Shanks	09/08/2015	Linked In	No	
12	Marketing Consultant EEO Tracking Number: 12428 Nick Rasmussen	09/21/2015	Employee Referral	No	
13	Marketing Consultant EEO Tracking Number: 12428 Rhiannon Lutz	09/21/2015	Employee Referral	No	
14	Social Media Specialist EEO Tracking Number: 26231 Emily Maassen	08/10/2015	Linked In	No	
15	KSSZ Talk Show Host EEO Tracking Number: 28412 Casey Bartholomew	12/08/2014	Job posting on internet	No	
16	KSSZ Talk Show Host EEO Tracking Number: 28412 Branden Rathert	09/14/2015	Job posting on internet	No	
17	Weekend Manager EEO Tracking Number: 28413 Monty Umfleet	10/20/2014	Employee Referral	No	
18	Weekend Manager EEO Tracking Number: 28413 Jacob Lutz	12/15/2014	Job posting on internet	No	
19	Weekend Manager EEO Tracking Number: 28413 Brandon Kiley	05/19/2015	Current Employee/Internal Promotion	No	
20	Traffic Coordinator EEO Tracking Number: 29630 Lauraine Contreras	12/08/2014	Radio Recruitment Ad	No	

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**Full-Time Jobs Filled Report**

**Date:** 4/26/2016

**From:** Mid-Missouri,MO

**Page:** 3/3

**Full Time Jobs Filled from 10/1/2014 to 9/30/2015**

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<b>Sl.No.</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source</b>	<b>Prong 2</b>	<b>Contact Details</b>
21	Office Manager EEO Tracking Number: 30383 Andrea McFarland	01/22/2015	Employee Referral	No	
22	Office Manager EEO Tracking Number: 30383 Lesley Bickel	08/24/2015	Employee Referral	No	
23	Events Coordinator EEO Tracking Number: 31303 Kiley Elder	12/05/2014	Employee Referral	No	
24	Commercial Production EEO Tracking Number: 32276 Joe Lose	06/08/2015	Job posting on internet	No	

---

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
1	36600	Commercial Production			Job posting on internet	NO	1			
2	36600	Commercial Production			Job posting on internet	NO	1			
3	36600	Commercial Production			Job posting on internet	NO	1			
4	36600	Commercial Production			Non-Employee Referral	NO	1			
5	32276	Commercial Production	06/08/2015		Job posting on internet	NO	1			
6	32276	Commercial Production			Job posting on internet	NO	1			
7	31303	Events Coordinator	12/05/2014		Employee Referral	NO	1			
8	31303	Events Coordinator			Employee Referral	NO	1			
9	30383	Office Manager	08/24/2015		Employee Referral	NO	1			
10	30383	Office Manager			Employee Referral	NO	1			
11	30383	Office Manager			Employee Referral	NO	1			
12	30383	Office Manager			Employee Referral	NO	1			
13	30383	Office Manager	01/22/2015		Employee Referral	NO	1			
14	30383	Office Manager			Radio Recruitment Ad	NO	1			
15	30383	Office Manager			Radio Recruitment Ad	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
16	30383	Office Manager			Radio Recruitment Ad	NO	1			
17	30383	Office Manager			Radio Recruitment Ad	NO	1			
18	30383	Office Manager			Radio Recruitment Ad	NO	1			
19	30383	Office Manager			Radio Recruitment Ad	NO	1			
20	30383	Office Manager			Radio Recruitment Ad	NO	1			
21	30383	Office Manager			Radio Recruitment Ad	NO	1			
22	30383	Office Manager			Radio Recruitment Ad	NO	1			
23	30383	Office Manager			Employee Referral	NO	1			
24	30383	Office Manager			Employee Referral	NO	1			
25	30383	Office Manager			Radio Recruitment Ad	NO	1			
26	30383	Office Manager			Radio Recruitment Ad	NO	1			
27	30383	Office Manager			Radio Recruitment Ad	NO	1			
28	30383	Office Manager			Radio Recruitment Ad	NO	1			
29	30383	Office Manager			Radio Recruitment Ad	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
30	30383	Office Manager			Radio Recruitment Ad	NO	1			
31	30246	Web Developer	10/12/2015		Employee Referral	NO	1			
32	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
33	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
34	29630	Traffic Coordinator	12/08/2014		Radio Recruitment Ad	NO	1			
35	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
36	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
37	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
38	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
39	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
40	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
41	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
42	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
43	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
44	29630	Traffic Coordinator			Radio Recruitment Ad	NO	1			
45	29629	Weekend Manager	10/01/2015		Former Employee	NO	1			
46	28413	Weekend Manager	05/19/2015		Current Employee/Internal Promotion	NO	1			
47	28413	Weekend Manager			Job posting on internet	NO	1			
48	28413	Weekend Manager	12/15/2014		Job posting on internet	NO	1			
49	28413	Weekend Manager			Job posting on internet	NO	1			
50	28413	Weekend Manager	10/20/2014		Employee Referral	NO	1			
51	28412	KSSZ Talk Show Host	09/14/2015		Job posting on internet	NO	1			
52	28412	KSSZ Talk Show Host	12/08/2014		Job posting on internet	NO	1			
53	28412	KSSZ Talk Show Host			Job posting on internet	NO	1			
54	26231	Social Media Specialist	08/10/2015		Linked In	NO	1			
55	26231	Social Media Specialist			Job posting on internet	NO	1			
56	26230	Social Media Specialist			Radio Recruitment Ad	NO	1			



**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
57	26230	Social Media Specialist			Radio Recruitment Ad	NO	1			
58	12428	Marketing Consultant	09/21/2015		Employee Referral	NO	1			
59	12428	Marketing Consultant	09/08/2015		Linked In	NO	1			
60	12428	Marketing Consultant	09/21/2015		Employee Referral	NO	1			
61	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
62	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
63	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
64	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
65	12428	Marketing Consultant	07/20/2015		Linked In	NO	1			
66	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
67	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
68	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
69	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
70	12428	Marketing Consultant	06/29/2015		Employee Referral	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
71	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
72	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
73	12428	Marketing Consultant	07/09/2015		Radio Recruitment Ad	NO	1			
74	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
75	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
76	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
77	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
78	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
79	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
80	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
81	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
82	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
83	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
84	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

Sl.No.	Job #	Job Title	Date Filled	Recruitment Source for Actual Hire	Recruitment Sources utilized for this vacancy	Prong 2	Number of interviewees referred	Contact Person	Contact Address	Phone Number
85	12428	Marketing Consultant	03/24/2015		Radio Recruitment Ad	NO	1			
86	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
87	12428	Marketing Consultant	03/02/2015		Radio Recruitment Ad	NO	1			
88	12428	Marketing Consultant			Employee Referral	NO	1			
89	12428	Marketing Consultant			Indeed.com	NO	1			
90	12428	Marketing Consultant	01/28/2015		Radio Recruitment Ad	NO	1			
91	12428	Marketing Consultant			Indeed.com	NO	1			
92	12428	Marketing Consultant			Indeed.com	NO	1			
93	12428	Marketing Consultant	02/02/2015		Indeed.com	NO	1			
94	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
95	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
96	12428	Marketing Consultant			Non-Employee Referral	NO	1			
97	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
98	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			

**Recruitment Sources used between 10/1/2014 to 9/30/2015**

<b>Sl.No.</b>	<b>Job #</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source for Actual Hire</b>	<b>Recruitment Sources utilized for this vacancy</b>	<b>Prong 2</b>	<b>Number of interviewees referred</b>	<b>Contact Person</b>	<b>Contact Address</b>	<b>Phone Number</b>
99	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
100	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			
101	12428	Marketing Consultant	01/12/2015		Employee Referral	NO	1			
102	12428	Marketing Consultant	11/03/2014		Former Employee	NO	1			
103	12428	Marketing Consultant			Radio Recruitment Ad	NO	1			

---

**Summary of Prong 3 Outreach Initiatives between 10/1/2014 to 9/30/2015**

---

<b>Sl.No.</b>	<b>Date</b>	<b>Activity Type</b>	<b>Points</b>
1	09/17/2015	Provision of training to personnel of unaffiliated non-profit organizations <b>Description:</b> Participation in webcast by Missouri Broadcasters Association called "The FCC EEO Rules and How to Survive Them".	1.00
2	08/28/2015	Sponsorship of events in the community designed to increase public awareness <b>Description:</b> Radiothon to collect money for the Central Missouri Honor Flight	.50
3	07/28/2015	Sponsorship of events in the community designed to increase public awareness <b>Description:</b> Community Blood Drive	.50
4	03/25/2015	Sponsorship of events in the community designed to increase public awareness <b>Description:</b> Children's Miracle Network Radiothon 2015	.50
5	12/22/2014	Sponsorship of events in the community designed to increase public awareness <b>Description:</b> One for One Holiday Food & Fund Drive benefiting The Food Bank for Central & Northeast Missouri.	.50
<b>Total Points:</b>			3.00

---

# Summary of Prong 3 Outreach Initiatives Report

From: Mid-Missouri,MO

Date:4/27/2016

Page:1/2

## Summary of Prong 3 Outreach Initiatives between 10/1/2014 to 9/30/2015

Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
1	09/17/2015	Provision of training to personnel of unaffiliated non-profit organizations	1	Stephanie VanHooser	Yes	1.00
<b>Description:</b> Participation in webcast by Missouri Broadcasters Association called "The FCC EEO Rules and How to Survive Them".						
<b>Scope of Participation:</b> Participation in webcast by Missouri Broadcasters Association called "The FCC EEO Rules and How to Survive Them".						
2	08/28/2015	Sponsorship of events in the community designed to increase public awareness	20	Scott Lepp Scotty Cox Cara Denis Trevor Morgan	Yes No No No	.50
<b>Description:</b> Radiothon to collect money for the Central Missouri Honor Flight						
<b>Scope of Participation:</b> We co-sponsored a radiothon with the Honor Flight Network to collect money for the Central Missouri Honor Flight to send veterans to Washington D.C.						
3	07/28/2015	Sponsorship of events in the community designed to increase public awareness	4	Andrea McFarland Christine Overfelt Erin Krcmar Dave Malone	Yes Yes No Yes	.50
<b>Description:</b> Community Blood Drive						
<b>Scope of Participation:</b> Community Blood Drive						
4	03/25/2015	Sponsorship of events in the	20	Scott Lepp	Yes	.50

## Summary of Prong 3 Outreach Initiatives Report

From: Mid-Missouri,MO

Date:4/27/2016

Page2/2

### Summary of Prong 3 Outreach Initiatives between 10/1/2014 to 9/30/2015

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Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
--------	------	---------------	---------------------------------	------------------	----------------------	--------

---

		community designed to increase public awareness		Dave Malone Eric Krcmar Mike Mayfield	No No Yes	
--	--	--	--	---	-----------------	--

**Description:**

Children's Miracle Network Radiothon 2015

**Scope of Participation:**

Every year we co-sponsor and participate in the Children's Miracle Network Radiothon to raise money for the charity. The whole company comes together; on-air talents interview patients, etc. and sales/creative services/traffic answer phones.

5	12/22/2014	Sponsorship of events in the community designed to increase public awareness	10	Scott Lepp/Jamie Mac Erin Krcmar Dave Malone Scott Cox/Scotty Cox	Yes No Yes No	.50
---	------------	--	----	--	------------------------	-----

**Description:**

One for One Holiday Food & Fund Drive benefiting The Food Bank for Central & Northeast Missouri.

**Scope of Participation:**

All stations participated - One for One Holiday Food & Fund Drive benefiting The Food Bank for Central & Northeast Missouri.

---

**Total Points:** 3.00

---

**From:** [do\\_not\\_reply@on24event.com](mailto:do_not_reply@on24event.com)  
**To:** [svanhooser@zrgmail.com](mailto:svanhooser@zrgmail.com)  
**Subject:** Reminder - The FCC EEO Rules and How to Survive Them  
**Date:** Tuesday, September 15, 2015 2:03:07 PM

---

A friendly reminder that The FCC EEO Rules and How to Survive Them begins in two days.

**LIVE WEBCAST DATE:** September 17, 2015

**LIVE WEBCAST TIME:** 02:00 PM CDT

Use the link below to enter the webcast up to 15 minutes before the start.

**WEBCAST**

**LINK:** <http://event.on24.com/wcc/r/1044588/999D0B19A4FE0F762C6C5BD755A81424>

**EMAIL:** [svanhooser@zrgmail.com](mailto:svanhooser@zrgmail.com)

**SYSTEM TEST:** Test your computer to make sure you meet the minimum technical requirements.

[Test Your System](#)

Thank you and enjoy the webcast!

---



Add this event to your calendar

---

No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2015.0.6125 / Virus Database: 4419/10643 - Release Date: 09/15/15

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Version: 2015.0.6125 / Virus Database: 4419/10645 - Release Date: 09/15/15



4.8 of 5 stars · 10 reviews

4.8 ★

View Reviews

SI.NO - 2

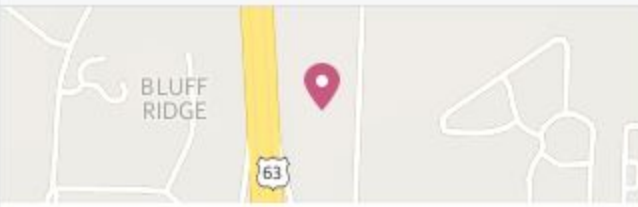


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PHOTOS >



Zimmer Radio and Marketing Group

August 28, 2015 · 🌐

Honor Flight Network is a non-profit organization created solely to honor America's veterans for all their sacrifices. We transport our heroes to Washington, D.C. to visit and reflect at their memorials. Top priority is given to the senior veterans – World War II survivors, along with those other veterans who may be terminally ill.

Of all of the wars in recent memory, it was World War II that truly threatened our very existence as a nation—and as a culturally diverse, free society. According to the Department of Veterans Affairs, an estimated 640 WWII veterans die each day. Our time to express our thanks to these brave men and women is running out.

Your donations matter! It is your donations that make this invaluable gift possible for our veterans.

DONATE HERE: <https://kcmq.com/16429-2/>



Like Comment Share

Kristen Fritschie and Zimmer Radio and Marketing Group

1 share

Recent

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**From:** [Dave \(Patrick\) Malone](#)  
**To:** "[Stephanie VanHooser](#)"  
**Subject:** FW: RESULTS FROM TODAY'S BLOOD DRIVE!  
**Date:** Wednesday, September 23, 2015 2:21:08 PM

---

Andrea received the original email listed below. Might be good for the files?

---

**From:** Jamie Mac [mailto:jmac@zrgmail.com]  
**Sent:** Wednesday, July 29, 2015 7:37 AM  
**To:** 'Christine Overfelt' <coverfelt@zrgmail.com>; marshj@zrgmail.com; wkrech@zrgmail.com; 'David Malone' <dmalone@zrgmail.com>; 'Erin Krcmar' <erin@zrgmail.com>; 'Justin K' <justink@zrgmail.com>; 'Andrea McFarland' <amcfarland@zrgmail.com>; 'Kiley Elder' <kelder@zrgmail.com>  
**Cc:** cleible@zrgmail.com  
**Subject:** RE: RESULTS FROM TODAY'S BLOOD DRIVE!

Great job everyone! This is another example of why what we do is so important to our community - You helped to potentially save many lives yesterday.

---

**From:** Christine Overfelt [<mailto:coverfelt@zrgmail.com>]  
**Sent:** Tuesday, July 28, 2015 8:51 PM  
**To:** Jamie Mac; <[marshj@zrgmail.com](mailto:marshj@zrgmail.com)>; <[wkrech@zrgmail.com](mailto:wkrech@zrgmail.com)>; David Malone; Erin Krcmar; Justin K; Andrea McFarland  
**Subject:** Fwd: RESULTS FROM TODAY'S BLOOD DRIVE!

Great Job everyone! Thanks for all of your help this year :)

Christine Overfelt

Begin forwarded message:

**From:** "Schlottach, Amanda R." <[Amanda.Schlottach@redcross.org](mailto:Amanda.Schlottach@redcross.org)>  
**Date:** July 28, 2015 at 8:25:37 PM CDT  
**To:** "Fox, Daniel P." <[Daniel.Fox@redcross.org](mailto:Daniel.Fox@redcross.org)>, "[debbie.lee@jcschools.us](mailto:debbie.lee@jcschools.us)" <[debbie.lee@jcschools.us](mailto:debbie.lee@jcschools.us)>, Andrea McFarland <[amcfarland@zrgmail.com](mailto:amcfarland@zrgmail.com)>, "[coverfelt@zrgmail.com](mailto:coverfelt@zrgmail.com)" <[coverfelt@zrgmail.com](mailto:coverfelt@zrgmail.com)>  
**Cc:** "Reed, Jamie" <[jreed@covingtonrealtypartners.com](mailto:jreed@covingtonrealtypartners.com)>, "Vail, Donna" <[dvail@covingtonrealtypartners.com](mailto:dvail@covingtonrealtypartners.com)>  
**Subject: RESULTS FROM TODAY'S BLOOD DRIVE!**

Good evening everyone!

I wanted to thank each of you for all of your efforts in making today's blood drive another great success! It was a scorcher outside but YOU all made it happen. THANK YOU!

I just received the final numbers from today's drive. Remember, our goal was to collect

SI. NO - 3

PAGE 2

150 productive units.

Grand total for today: **160 productive units collected!!!** That's a HOMERUN in my book!



Keep in mind that 1 pint of blood can save three lives. Therefore, **480 hospital patients** will receive the blood products that they need, thanks to you all! It just keeps getting better!

Thank you again from the bottom of my heart for all of your hard work. I could not do it without each of you!

Enjoy the rest of your summer! We'll see you all again next year!

Go Cardinal's!!!

**Amanda Schlottach**  
**Donor Recruitment Account Manager**  
**American Red Cross**

Blood Services, Missouri-Illinois Region  
1511 S. Providence Road. Columbia, MO 65203  
573-489-2383  
[amanda.schlottach@redcross.org](mailto:amanda.schlottach@redcross.org)

No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2015.0.6140 / Virus Database: 4419/10688 - Release Date: 09/23/15

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REVIEWS SI. NO - 4

4.8 ★ 4.8 of 5 stars 10 reviews



Karen Loaiza-Wulff 5★ Thank you to The Zimmer group and Chuck Mefford! Wash Authority evolving from just a great business to a great brand! #ZRMGBranding August 27, 2015 · 🌐

Like Comment



Debbie Melvin 3★ Supreme Court decision on gay marriage. Of course this will effect religious freedom. Can't understand folks saying "no ... See More June 26, 2015 · 🌐

Like Comment



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Zimmer Radio and Marketing Group added 9 new photos to the album: Children's Miracle Network Radiothon 2015 — at 📍 MU Women's and Children's Hospital. March 25, 2015 · 🌐



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800-764-3663  
FAX 573-474-9932



Central Missouri  
Heart of Missouri  
Pettis County  
Randolph County



December 22, 2014

Jamie Mac  
Zimmer Radio Group  
3215 Lemone Industrial Blvd Suite 200  
Columbia, MO 65201

Dear Jamie,

Thank you for your support of this year's One for One Holiday Food & Fund Drive, benefiting The Food Bank for Central & Northeast Missouri! We are so thankful for the incredible publicity that Zimmer Radio provided for this major event. There is absolutely no way we could have reached our goal without your strong involvement.

As you know, you helped make this year's drive the biggest and best one yet. Due to your efforts and support, more than 1.45 million pounds of food is being provided to hungry families thanks to the One for One Drive! That's a truly amazing number. We couldn't have done this without your generous help.

We are extremely thankful for you and your generosity, and we look forward to working with you again next year.

Thank you and Merry Christmas!

*Todd*

Todd Pridemore  
Development Manager

*Thanks, Jamie!*

**Interview Recruitment Source Report from 10/1/2014 - 9/30/2015**

*Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 36600

Job Title: Commercial Production

Job Opening Period: 9/16/2015 - 11/30/2015

<b>Interviewee</b>	<b>Interview Date</b>	<b>Hire Status</b>	<b>Hire Date</b>	<b>Recruitment Source Referred By</b>
Nick Ruffy	7/15/2015	No		Non-Employee Referral
Chris Daugherty	9/11/2015	No		Job posting on internet
Melissa Luna	9/13/2015	No		Job posting on internet
Scott Ellis	9/14/2015	No		Job posting on internet

Job ID: 36281

Job Title: Executive Sales Assitant

Job Opening Period: 9/4/2015 - 12/31/2015

<b>Interviewee</b>	<b>Interview Date</b>	<b>Hire Status</b>	<b>Hire Date</b>	<b>Recruitment Source Referred By</b>
Michelle Mueller	10/9/2015	No		Local Newspaper
Cari Jo Rehmert	10/9/2015	No		Local Newspaper
Angela Narr	10/9/2015	No		Local Newspaper
Lisa Wheeler	10/13/2015	No		Local Newspaper
Melanie Garland	10/14/2015	No		Local Newspaper
Jessica Lechner	10/20/2015	Yes	10/23/2015	<b>Internet Ad</b>

Job ID: 32314

Job Title: Programmer

Job Opening Period: 3/18/2015 - 4/18/2015

<b>Interviewee</b>	<b>Interview Date</b>	<b>Hire Status</b>	<b>Hire Date</b>	<b>Recruitment Source Referred By</b>
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## Interview Recruitment Source Report from 10/1/2014 - 9/30/2015

*Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 32276

Job Title: Commercial Production

Job Opening Period: 3/17/2015 - 4/17/2015

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Jim Yelton	5/15/2015	No		Job posting on internet
Joe Lose	5/23/2015	Yes	6/8/2015	<b>Job posting on internet</b>

Job ID: 31303

Job Title: Events Coordinator

Job Opening Period: 2/3/2015 - 2/3/2015

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Kiley Elder	12/5/2014	No		Employee Referral
Kiley Elder	12/5/2014	Yes	12/5/2014	<b>Employee Referral</b>

Job ID: 30383

Job Title: Office Manager

Job Opening Period: 12/14/2014 - 1/22/2015

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Lois Gray	1/8/2015	No		Radio Recruitment Ad
Lois Gray	1/8/2015	No		Radio Recruitment Ad
Jennifer Largent	1/8/2015	No		Radio Recruitment Ad
Jennifer Largent	1/8/2015	No		Radio Recruitment Ad
Kri Krumwiede	1/8/2015	No		Radio Recruitment Ad
Kristal Krumwiede	1/8/2015	No		Radio Recruitment Ad
Lori Cagle	1/9/2015	No		Radio Recruitment Ad
Lori Cagle	1/9/2015	No		Radio Recruitment Ad
Amy Rosner	1/9/2015	No		Radio Recruitment Ad

## Interview Recruitment Source Report from 10/1/2014 - 9/30/2015

*Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 30383

Job Title: Office Manager

Job Opening Period: 12/14/2014 - 1/22/2015

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Amy Rosner	1/9/2015	No		Radio Recruitment Ad
Andrea McFarland	1/9/2015	No		Employee Referral
Andrea McFarland	1/9/2015	No		Employee Referral
Ashley Burnett	1/9/2015	No		Radio Recruitment Ad
Ashley Burnett	1/9/2015	No		Radio Recruitment Ad
Andrea Holtmeyer	1/9/2015	No		Radio Recruitment Ad
Andrea Holtmeyer	1/9/2015	No		Radio Recruitment Ad
Andrea McFarland	1/19/2015	Yes	1/22/2015	<b>Employee Referral</b>
Lori Cagle	1/19/2015	No		Radio Recruitment Ad
Lance Tipton	7/3/2015	No		Employee Referral
Kim Tipton	7/3/2015	No		Employee Referral
Leah Block	7/9/2015	No		Employee Referral
Lesley Bickel	7/23/2015	Yes	8/24/2015	<b>Employee Referral</b>
Rebecca James	11/13/2015	Yes	12/21/2015	<b>Employee Referral</b>

Job ID: 30246

Job Title: Web Developer

Job Opening Period: 12/11/2014 - 1/11/2015

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Lauren Sprenger	9/25/2015	Yes	10/12/2015	<b>Employee Referral</b>



## Interview Recruitment Source Report from 10/1/2014 - 9/30/2015

*Please note that the recruitment source used for hiring is bolded in the text below*

Job ID: 29630

Job Title: Traffic Coordinator

Job Opening Period: 11/7/2014 - 12/8/2014

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Sydney Cecil	11/11/2014	No		Radio Recruitment Ad
Teresa Graham	11/14/2014	No		Radio Recruitment Ad
Belinda Rodriguez	11/14/2014	No		Radio Recruitment Ad
Chris Kisch	11/17/2014	No		Radio Recruitment Ad
Chris Kisch	11/17/2014	No		Radio Recruitment Ad
Teresa Graham	11/18/2014	No		Radio Recruitment Ad
Laurain Contreras	11/19/2014	No		Radio Recruitment Ad
Alicia Falcone	11/20/2014	No		Radio Recruitment Ad
Sydney Cecil	11/21/2014	No		Radio Recruitment Ad
Laurain Contreras	11/24/2014	No		Radio Recruitment Ad
Lauraine Contreras	12/4/2014	Yes	12/8/2014	<b>Radio Recruitment Ad</b>
Shannon Hance	12/12/2014	No		Radio Recruitment Ad
Shannon Hance	12/12/2014	No		Radio Recruitment Ad

Job ID: 29629

Job Title: Weekend Manager

Job Opening Period: 11/7/2014 - 12/7/2014

Interviewee	Interview Date	Hire Status	Hire Date	Recruitment Source Referred By
Jeffrey Parles	9/17/2015	Yes	10/1/2015	<b>Former Employee</b>
Dillon Stanco	10/21/2015	Yes	11/9/2015	<b>Internet Ad</b>



Federal Communications Commission  
Washington, D.C. 20554

May 18, 2016

Anne Goodwin Crump  
Fletcher Heald & Hildreth  
1300 North 17<sup>th</sup> Street  
11<sup>th</sup> Floor  
Arlington, VA 22209

Re: KFAL(AM), Fulton, MO  
Facility ID# 34409  
KCLR-FM, Boonville, MO  
Facility ID# 6014  
KTTY-FM, Jefferson City, MO  
Facility ID# 9929  
KCMQ-FM, Columbia, MO  
Facility ID# 74583  
KSSZ-FM, Fulton, MO  
Facility ID# 5227  
KTGR(AM), Columbia, MO  
Facility ID# 74584  
KTGR-FM, Fulton, MO  
Facility ID# 34408  
KATI-FM, California, MO  
Facility ID# 67379  
KWOS(AM), Jefferson City, MO  
Facility ID# 9927  
KZWV-FM, Eldon, MO  
Facility ID# 165951

Dear Ms. Crump:

We have completed our review of the response of your client, Zimmer Radio of Mid-Missouri, Inc. ("Zimmer"), licensee of the above-noted stations, to the February 24, 2016 random audit letter sent to it in accordance with the provisions of Section 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find no further action is required. In accordance with Section 73.3527(e)(10), if commercial, or Section 73.3527(e)(11), if non-commercial, of the Commission's rules, Zimmer must place a copy of this letter, our February 24 audit letter, and its audit response in its stations' public inspection files. It must maintain these materials in the files until grant, by final order, of the next renewal application of its license for the station to which the file relates.

Should you have any questions regarding this matter, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Lewis C. Pulley". The signature is written in a cursive style with a large, sweeping "L" and a long, trailing "y".

Lewis C. Pulley  
Assistant Chief, Policy Division  
Media Bureau

Cc: Zimmer Radio of Mid-Missouri, Inc.  
P.O. Box 782  
Cape Girardeau, MO 63702-0782