

Today's Country
95.9 FM

KSOK

Country Classics
1280 AM

EEO PUBLIC FILE REPORT

Cowley County Broadcasting - Stations: KSOK AM & FM

PERIOD COVERED: February 1, 2011 – January 31, 2012

A: Full time positions filled: 6

B: Total number of people interviewed for full time vacancies: 50

C: Total number of interviewees referred by each recruitment source: 119

Source	Total number from Source:	**Asked to Be Notified:
Allaccess.com www.allaccess.com Opening Posted By Marty Mutti	29	
American Broadcasting School 6808 S. Memorial Drive - Suite 116 Tulsa, Ok (918) 293-9100	1	
Arkansas City Traveler Newspaper 200 East 5 th Street Arkansas City, KS 67005 620-442-4200	29	
Arnold Group 1214 Main Street, Winfield, KS (620) 221-7100	1	
Butler Community College Lance Hayes 901 S. Haverhill Road El Dorado, Kansas 67042 316-322-3194 www.butlercc.edu	0	
Careerpage.org Posted by Brian Cunningham/KSOK	2	
Cowley County Community College Rama Peroo 125 South 2 nd Arkansas City, KS 67005 620-442-0430	0	
**Craig James Layton Perryville, MO 63775	0	Y

Cowley County Broadcasting

P.O. Box 1014 – Arkansas City, Kansas 67005
(620) 442-5400 / 221-1440 Fax 442-5401

Dillions Job Board 425 North Summit Street Arkansas City, KS 67005-2225 (620) 442-7931	0	
Eagle Nest Job Board 112 East 9th Avenue Winfield, KS 67156-2816 (620) 229-8282	0	
Fort Hays State Career Services Fort Hays State University 600 Park Street Hays, KS 67601 Posted by Brian Cunningham/KSOK	0	
Illinois Center for Broadcasting 55 West 22nd Street Lombard, IL 60148 (630) 916-1700	4	
**Kansas Association of Broadcasters Kent Cornish 2709 SW 29 th Street Topeka, KS 66614 785-235-1307	4	Y
Kansas State University Career and Employment Services 100 Holtz Hall Manhattan KS 66506-1701 785-532-6506 www.k-state.edu/ces/ Posted by Brian Cunningham/KSOK	0	
Kansasworks.com Posted by Brian Cunningham/KSOK	2	
KSOK Employee Referral Marty Mutti, General Manager KSOK 334 East Radio Lane Arkansas City, KS 67005 620-442-5400	2	
KSOK Facebook Page Marty Mutti, General Manager KSOK 334 East Radio Lane Arkansas City, KS 67005 620-442-5400	0	
KSOK "ON AIR" Recruitment Marty Mutti, General Manager KSOK 334 East Radio Lane Arkansas City, KS 67005 620-442-5400	0	
KSOK Radio.com Website Marty Mutti, General Manager KSOK 334 East Radio Lane Arkansas City, KS 67005 620-442-5400	15	

KSOK Walk-Ins KSOK 334 East Radio Lane Arkansas City, KS 67005 620-442-5400	6	
News Cow Shane Farley 620-222-2225 www.Newscow.net	1	
Ohio Center for Broadcasting Gary James 9885 Rockside Road, Suite 160 Valley View, Ohio 44125 216-503-5900	2	
Ponca City News 300 North 3rd Street, Ponca City, OK (580) 765-3311	0	
Radio1 Broadcast School Joe Deschler, Director 800-889-2221 www.radio1school.com	0	
Radio Online.com www.radio-online.com Opening Posted By Marty Mutti	2	
Radioschool.com Michelle McConnell 4511 SE 29th Street Oklahoma City, OK 73115 (405) 672-6511 www.radioschool.com	0	
Salvation Army Randy Bump 318 North Summit Street, Arkansas City, KS (620) 442-4357	0	
Southwestern College College Street Winfield, Kansas (620) 229-6000	0	
Winfield Courier 201 East 9 th Street Winfield, KS 67156 620-221-1050	19	

- ** Sources asked to be notified were notified.

D: Outreach activities during the time period:

1. Activity from Outreach Initiative Worksheet: #1
Date: October 7, 2011
Description: Brian Cunningham and Shawn Wheat attended the Southwestern College Job Fair. They spoke with 8 students about broadcasting and staying in the community after graduation.
2. Activity from Outreach Initiative Worksheet: #1
Date: November 11, 2011
Description: Pamela Miller, Marty Mutti, Marty O'Sullivan attended the Cowley First Job Fair sponsored by Cowley County Economic Development. They spoke with 10 people about broadcasting and possible job opportunities at KSOK.
3. Activity from Outreach Initiative Worksheet: #4
Date: Ongoing
Description: Marty Mutti, Shawn Wheat, Brian Cunningham, Blake Carter, and Marty O'Sullivan conduct station tours from various groups and organizations including: Boys and Girl Scouts, Elementary – Middle – High School and College groups.
4. Activity from Outreach Initiative Worksheet: #4
Date: October 4, 2011
Description: KSOK was a National Night Out host for the listening area. Marty Mutti, Shawn Wheat, Brian Cunningham, Blake Carter, Marty O'Sullivan, and Pam Miller all conducted station tours for various people during this time. Approximately 200 people visited this event held at the KSOK Studios.
5. Activity from Outreach Initiative Worksheet: #4
Date: October 31, 2011
Description: Pam Miller attended the Ark City High School Career Technical Education Advisory Committee. This is to facilitate improvement of the curriculum that includes Broadcasting, Journalism, Theatre and Yearbook.
6. Activity from Outreach Initiative Worksheet #5
Date: Ongoing
Description: KSOK works with the Arkansas City High School to allow a student to spend class time as an intern. During this time, this person learns all areas of the station. They are given training and then responsibilities that include working with on air projects, sales, production, web site, etc.
7. Activity from Outreach Initiative Worksheet: #5
Date: Ongoing
Description: KSOK works with Southwestern College in Winfield to allow a student to spend class time as an intern. During this time, this person learns all areas of the station. They are given training and then responsibilities that include working with on air projects, sales, production, web site, etc.
8. Activity from Outreach Initiative Worksheet: #5
Date: Ongoing
Description: KSOK works with Cowley County Community College to allow a student to spend class time as an intern. During this time, this person learns all areas of the station. They are given training and then responsibilities that include working with on air projects, sales, production, web site, etc.
9. Activity from Outreach Initiative Worksheet #7
Date: Ongoing
Description: KSOK presented a \$100 scholarship check to a Cowley College student pursuing a broadcast career.

10. Activity from Outreach Initiative Worksheet: #8
Date: May 4, 2011
Description: Brian Cunningham, Curt Caden, and Adam Buche, attended the KAB sports convention in Kansas City at Kaufman Stadium.
11. Activity from Outreach Initiative Worksheet: #8
Date: May 5, 2011
Description: Brian Cunningham participated in the Kansas Association of Broadcasters P1 Selling online course.
12. Activity from Outreach Initiative Worksheet: #8
Date: June 1, 2011
Description: Zach Gardner participated in the Kansas Association of Broadcasters P1 Selling online course.
13. Activity from Outreach Initiative Worksheet: #8
Date: June 9, 2011
Description: Brian Cunningham and Blake Carter participated in the EAS Town Hall online meeting over CAP implementation.
14. Activity from Outreach Initiative Worksheet: #8
Date: July 7, 2011
Description: Brian Cunningham and Blake Carter participated in the IPAWS Best Practices Guide online discussion.
15. Activity from Outreach Initiative Worksheet: #8
Date: July 26, 2011
Description: Brian Cunningham, Blake Carter, and Joe Moralez attended the Get Motivated seminar in Wichita, Kansas. This seminar was a full day motivational seminar on Sales, Training and Strategies and how to apply them in business and life.
16. Activity from Outreach Initiative Worksheet: #8
Date: September 30th, 2011
Description: Brian Cunningham and Blake Carter participated in a follow up IPAWS Best Practices Guide online discussion.
17. Activity from Outreach Initiative Worksheet: #8
Date: October 12, 2011
Description: Pam Miller, Brian Cunningham, Blake Carter, Joe Morelax attended the KAB Webinar on Political Broadcasting with David Oxenford.
18. Activity from Outreach Initiative Worksheet #8
Date: October 24, 2011
Description: Brian Cunningham, Blake Carter, and Marty O'sullivan attended various workshops at the KAB Convention in Lawrence.
19. Activity from Outreach Initiative Worksheet: #9
Date: Ongoing
Description: Blake Carter is working with Brian Cunningham on acquiring skills to do Traffic, IT, and light engineering duties. This is outside of his normal job duties of Sales/Promotions support staff.
20. Activity from Outreach Initiative Worksheet: #10
Date: Ongoing
Description: Marty Mutti teaches a broadcasting class two days a week at Southwestern College in Winfield, Kansas.

21. Activity from Outreach Initiative Worksheet: #10

Date: November 21, 2011

Description: Marty O'Sullivan talked with Cowley County Community College students about his job and the opportunities in the broadcast field. This included his current job duties, past experiences, and thoughts of the Broadcast industry of today.

22. Activity from Outreach Initiative Worksheet: #10

Date: December 28, 2011

Description: Marty O'Sullivan was guest speaker at the Ohio Center for Broadcasting. Discussion included his job duties, experience, and thoughts of the Broadcast industry of today.