

EEOC KUKU-FM REPORT
OCTOBER 1ST, 2024 – SEPTEMBER 30TH, 2025

It is the policy of Better Newspapers Inc. DBA Ozark Marketing Company Radio Station KUKU, to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training, and termination.

It is also our policy to promote the realization of equal employment opportunity through positive, continuing programs of specific practices designed to insure the full realization of equal employment opportunity without regard to race, color, religion, national origin, or sex.

To make this policy effective, and to insure conformance with the rules and regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program, which was instated effective March 10, 2003. A full description of pertinent job openings and recruitment procedures may be found in our public file.

For the period October 1, 2024, to September 30th, 2025, KUKU hired one full-time employee.

When KUKU is searching for prospective employees, sources of recruitment include:

Penmac Staffing
1205 Missouri Ave
West Plains, MO 65775
Tim Veith 417-256-7411

The Ozark Horse Trader

Indeed.com

Ozark Radio Network – Website
resume@ozarkradionetwork.com

Better Newspapers Inc. – Radio Stations
KKDY-FM, KUPH-FM, KSPQ-FM, KUKU-FM
KWPM-AM, KWPM-FM
983 US Hwy East 160
West Plains, MO 65775
Director of Sales 417-256-1025

During the period between October 1st, 2024, and September 30th, 2025, Better Newspapers Inc. DBA Ozark Marketing Company and KUKU participated in several outreach activities.

1. Participated as a member of the Missouri Broadcasters Association to improve awareness of radio employment opportunities.
2. Management training programs have been held to educate managers regarding hiring and outreach activities during Manager's Meetings.
3. Mock interviews through West Plains Middle School
4. Career day at Howell Valley School

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I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Outside Sales Associate	1-5	1
Inside Sales Associate	1-5	3

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	KUKU-FM , KUKUU-FM, KUKUH-FM, KUKU-FM, KUKU – AM & KUKU-FM	Y	2
2	PENMAC STAFFING	Y	1
3	INDEED.COM	Y	2
4	OZARK HORSE TRADER	Y	3
5	OZARKRADIONEWS.COM	Y	1
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
(etc.)			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Missouri Broadcasters Association	Participated as a member of the Missouri Broadcasters Association to improve awareness of radio employment opportunities.
2	Management Training	Management training programs have been held to educate managers regarding hiring and outreach activities during Manager's Meetings.
3	Missouri State University -West Plains	March 5th 2025 Job & Internship Career Fair
4	Career Day and Internship/Job Shadow Program/Tours	<p>Ozark Marketing Company attends Career Day and offers Internship/Job Shadow Program/Tours to the following high schools</p> <ul style="list-style-type: none">a. West Plains High Schoolb. Willow Springs High Schoolc. Mountain View High Schoold. Thayer High Schoole. Dora Highf. Gainesville High Schoolg. Houston High Schoolh. Mtn. Grove High Schooli. Cabool High Schoolj. Eminence/Winona High Schoolk. South Central Career Centerl. Howell Valley Middle