



KFUO 850 AM 99.1 FM
lutheran radio

85 FOUNDERS LANE. ST. LOUIS, MO 63105

(314) 725-3030

003783

To: Glenn A. Wolfe
 Chief, EEO Branch
 Enforcement Division
 Mass Media Bureau

From: KFUO/KFUO FM Radio Stations, St. Louis

RE: Request for more information regarding EEO programs on
 pending applications for renewal of license for above
 stations.

1. Specific information detailing when recruitment sources were contacted and for what positions.

Following is a description of the various recruitment sources that KFUO has used during its license period, along with a listing of when each source was contacted and for which specific positions. As noted in our "Opposition to Petition to Deny and Response to Inquiry", we do not use outside recruitment sources for every opening at the stations (although we have used them increasingly in recent years in an effort to increase our minority employment, and with good results -- see Section Three, below). This is due to the fact that the religious and classical music formats of our stations attract numerous unsolicited applications from prospective employees around the country with a particular interest/expertise in these areas; in addition, our reciprocal arrangement with the Concordia Lutheran Seminary (which provides our office and studio space rent-free) requires that we make special efforts to employ Seminary students who have obtained the required knowledge of the religious format without resort to outside recruitment sources.

Following is a listing and description where necessary of the recruitment sources used:

003784

page 2

Lutheran Church - Missouri Synod, St. Louis, Missouri, International Headquarters.

All employment openings are posted at this location. Their minority staffing level is 11%.

Lutheran Witness - National monthly magazine distributed to Lutherans.

Positions advertised: General Manager, 1983, both stations
General Manager, 1987, both stations
Program Director, 1988, KFUD AM
General Manager, 1989, KFUD AM

St. Louis Lutheran - Monthly St. Louis area newspaper of Lutheran news.

Positions advertised: Secretary/Receptionist, January, 1990
Maintenance Worker, January, 1990

Broadcasting - National weekly magazine for broadcasters

Positions advertised: General Manager, 1983, both stations
Sales Manager, 1987, KFUD FM
General Manager, 1987, KFUD FM

St. Louis Post Dispatch - Largest St. Louis daily newspaper.

Positions advertised: Bookkeeper, 1985, both stations
Sales Manager, 1987, KFUD FM
Receptionist/Secretary, January, 1990
Maintenance Worker, January, 1990

St. Louis Sun - St. Louis daily newspaper(now out-of-business)

Positions advertised: Receptionist/Secretary, January, 1990
Maintenance Worker, January, 1990

St. Louis Broadcasting Center - Only full-time broadcasting school in St. Louis.

Positions advertised: Announcer, 1987, KFUD AM
Sales position: 1987, KFUD FM

Part-time announcer, 1989, KFUD FM
Announcer, 1991, KFUD AM

Lutheran Employment Project - a Lutheran social service
for minority employment

Positions contacted: Sales position, 1989, KFUD FM
Secretary, 1989, KFUD FM
Secretary/Receptionist, January 1990
Maintenance worker, January, 1990
Secretary, 1991, KFUD FM

St. Louis American - Black owned/targeted weekly newspaper

Positions advertised: Secretary/Receptionist, January, 1990
Maintenance worker, January 1990

St. Louis Argus - Black owned/targeted weekly newspaper

Positions advertised: Secretary/Receptionist, January, 1990
Maintenance worker, January 1990

Metro Sentinel - Black owned/targeted weekly newspaper

Positions advertised: Secretary/Receptionist, January, 1990
Maintenance worker, January, 1990

A letter was sent to the following companies and institutions on
July 18, 1989, seeking qualified minority referrals for any
openings that may occur.

Snelling & Snelling Employment Agency
Roth Young Personnel
Sales Recruiters Irvin-Edwards
St. Louis Community Colleges
Washington University - St. Louis
Lindenwood College - St. Louis
Southern Illinois University - Edwardsville, Illinois
Broadcast Center - St. Louis
University of Missouri - St. Louis

As stated in original filing, these letters resulted in no direct
minority referrals from either the companies or the colleges. It

page 4

did allow the colleges to call us requesting placement of radio interns, a practice we do not utilize. In addition, the employment companies occasionally call us attempting to place office and clerical workers, however we have not had openings when calls were received.

Recognizing that utilization of these employment agencies and colleges were not successfully helping us achieve our goals, we took the following steps: continued association with the Lutheran Employment Project for Minorities; advertising in newspapers directed toward the Black community. These efforts were successful in identifying minority candidates, and eventual employment.

2. Minority employees not appearing on 1983, 1984, and 1985 annual employment reports.

The FCC's April 22, 1992 letter states that we had advised in earlier filings that there were four minorities employed at the station who do not appear in our 1983, 1984 and 1985 annual employment reports. In fact, we had advised that a total of five minority employees did not appear in relevant employment reports. None of the five appeared in reports in years in which they were hired; two of the five did not appear in any employment reports at all. This was due to the fact that the employees were hired subsequent to the annual employment reporting date for the year in which they were hired; in the two cases in which no reporting occurred at all, the employees also left our employment prior to the next year's employment reporting period. The relevant years were 1984, 1985, 1988, and 1989.

Following is the information requested with respect to each of the five employees:

Ruth Clerkly (Did not appear in 1984 employment report).

Date of hire: 7/30/84

Position: Secretary (Office and clerical)

Termination: 12/26/86

The position did not require theological or classical music

G93787

page 5

knowledge.

Helen Richardson (Did not appear in any employment report).

Date of hire: 3/26/85

Position: Receptionist (Office and clerical)

Termination: 8/31/85

The position did not require theological or classical music knowledge.

Lisa Harrison (Did not appear in any employment report).

Date of hire: 8/28/85

Position: Secretary (Office and clerical)

Termination: 1/10/86

The position did not require theological or classical music knowledge.

Caridad Perez (Did not appear in 1988 employment report).

Date of hire: 3/7/88

Position: Sales

Termination: 1/31/89

The position did not require theological training, however classical music knowledge is important and desired for sales people.

Cynthia Blades (Did not appear in 1989 employment report).

Date of hire: 11/1/89

Position: Secretary (Office and clerical)

Termination: 4/20/90

The position did not require theological or classical music knowledge.

003788

page 6

3. Positions filled between November 1, 1989, and January 31, 1990.

Sharisse Bush

- A. Account Executive
- B. KFUD FM.
- C. Sales Worker
- D. Full-time position
- E. Filled 10/30/89
- F. St. Louis Broadcast Center contacted for sales people.
- G. No interviews. Standing resume on file.
- H. White female.
- I. Walk-in
- J. The position did not require theological training, however classical music knowledge is important and desired for sales people.

Cynthia Blades

- A. Secretary
- B. KFUD FM
- C. Office and clerical
- D. Full-time position
- E. Filled 11/1/89
- F. The referral source used was the Lutheran Employment Project for recruiting and placing minorities.
- G. Three Black females were interviewed.
- H. A Black female was chosen.
- I. Lutheran Employment Project.
- J. No theological or classical music training required.

Jason Cashmer

- A. Part-time announcer.
- B. KFUD AM
- C. Professional
- D. Part-time
- E. Filled 11/1/89
- F. Referred from Concordia Seminary for student employment
- G. Two people were interviewed

page 7

- H. White male
- I. Concordia Seminary
- J. The position required theological training.

Gertrude McClees

- A. Secretary
- B. KFUD AM
- C. Office and clerical
- D. Part-time
- E. Position filled 11/14/89
- F. This employee was referred to us by a St. Louis area Lutheran Church, (KFUD AM/FM gets regular applications and referrals from employees of area Lutheran Churches), in association with Senior Citizen retraining efforts.
- G. Only person interviewed.
- H. White female
- I. St. Louis area Lutheran Churches.
- J. No theological training required, however familiarity with Lutheran Church was a desired attribute. This is because direct contact has to be made to the Churches to arrange church-related interviews and potential funding drives.

5. John Obermann

- A. Associate Director of Development
- B. KFUD AM
- C. Professional
- D. Full-time
- E. 1/2/90
- F. None: Mr. Obermann had been employed by the radio station as a consultant in the development/fund raising area. He made a proposal to the radio station to convert to a full-time employee, and was accepted.
- G. No other interviews were conducted.
- H. White male
- I. No referral source was used
- J. Theological knowledge and background was required.

(11)

003790

page 8

Todd Wilken

- A. Part-time announcer
- B. KFUD AM
- C. Professional
- D. Part-time
- E. Filled 1/20/90
- F. Referred from Concordia seminary for student employment.
- G. Two people were interviewed.
- H. White male
- I. Concordia Seminary
- J. The position required theological training.

Bridget Williams

- A. Secretary/Receptionist
- B. KFUD AM
- C. Office and clerical
- D. Full-time
- E. 1/30/90
- F. Referral services: St. Louis Post Dispatch, St. Louis Sun, Metro Sentinel newspaper, St. Louis American newspaper.
- G. 4 females interviewed. 3 were Black.
- H. Black Female
- I. St. Louis Post Dispatch.
- J. Position did not require theological or musical training.

Timothy Meeks

- A. Maintenance
- B. KFUD AM & FM, shared position
- C. Service worker.
- D. Full-time position.
- E. 1/31/90
- F. Referral services: St. Louis Post Dispatch, St. Louis Sun, Metro Sentinel newspaper, St. Louis American newspaper.

(12)

003791

page 9

- G. 6 males interviewed. Five were Black.
- H. Black male.
- I. St. Louis American newspaper.
- J. The position did not require theological or musical training.

AFFIDAVIT OF DENNIS STORTZ

My name is Dennis Stortz, I am General Manager of KFUE AM & FM. I have held this position since 1991. I was Operations Manager from 1975 - 1991.

In my capacity of General Manager I have prepared the foregoing information regarding EEO programs at KFUE & KFUE-FM.

All of the facts stated therein are true and correct to the best of my knowledge and belief.

Dennis Stortz
Dennis Stortz

Dated: May 11, 1992

Gloria J. Scherman
GLORIA J. SCHERMAN
NOTARY PUBLIC STATE OF MISSOURI
ST. LOUIS COUNTY

(14)

ARNOLD & -PORTER
Glenn A. Wolfe
May 12, 1992
Page 2

003793

bcc: With enclosures
Dennis Stortz
Marcia Cranberg, Esq.

NAACP EXHIBIT 56

Federal Communications Commission	
Docket No.	<u>94-10</u> Exhibit no <u>56</u>
Presented by	<u>NAACP</u>
Disposition	Identified <u>6/21</u>
	Received _____
	Rejected _____
Reporter	<u>BARBARA LORD</u>
Date	<u>6/21/94</u>

003795

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CLASSIC

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Dennis Stutz

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85 FOUNDERS LANE
ST. LOUIS, MO 63105
(314) 725-0099

Read
Your thoughts please.
Dennis

Glenn A. Wolfe
Chief, EEO Branch
Enforcement Division
Mass Media Bureau
Federal Communications Commission
Washington, D.C. 20554

Dear Mr. Wolfe:

This letter is in response to a request for more information regarding KFUD/KFUD FM, Clayton, MO., May 12th filing of additional information on the stations' EEO program.

It relates specifically to a question from page 3 of the May 12th report, on which position was filled from contacting the Lutheran Employment Project for a sales position in 1989.

The question we were asked to answer was "specific information detailing when recruitment sources were contacted and for what positions." As indicated in other areas of the report, not all agencies contacted resulted in direct employment. In this case, the Lutheran Employment Project was asked if they would refer qualified sales people to the stations, for possible employment when openings would occur. No sales person was hired as a result of any referral from the Lutheran Employment Project.

Please let me know if this does not fully answer your question, or, if you need any further information.

Sincerely,

Dennis Stortz
General Manager, KFUD/KFUD FM

NAACP EXHIBIT 57

Federal Communications Commission	
Docket No.	<u>94-10</u> Exhibit <u>57</u>
Presented by	<u>NAACP</u>
Disposition	Identified <u>6/21</u>
	Received _____
	Rejected _____
Reporter	<u>BURT BART LORO</u>
Date	<u>6/21/94</u>

- % of LCMS Black
- % of Blacks at Concordia Seminary

Formats

Am

Mainly Religious based on LCMS

Fm

Classical Music
Fine Arts

1993 17 full time 11 male 6 female

Minorities = 1 ~~black~~ female

1994 18 full time 12 male 6 female

minorities = 1 black female

hired Steve Benko

hired via Concordia Seminary & Roger Abatis

possible ad in Seminary newspaper - student announcement
March 14, 1987

hired April 18th, 1987 → ~~Administrative Assistant~~

~~Administrative Assistant~~
"Administrative Assistant"

1985

17 full time

11 male

6 female

2 minoite, Black female.

(Lost a white male, picked up a Black male)

Referrall walk-in. Referred by ~~the~~ current employees.

Ruth Clerkley, July 30, 1984

~~1985~~

1986.

17 full

12 male

5 female

1 black female died.

Ruth Clerkley still employed.

Hired Eric Dingley

Hired part time, office + clerical. May, 1985

Full time in October of 1985 because FM

went to 24 hours. Walk-in applicant.

Hired Derrel Huyle to Replace Steve Benko

Hired Sept 3, 1985. as ~~an~~ "Administrative Assistant"

We advertised via personal dept. of LCMS

- Referrals to us via LCMS, interviews held

by GM, 10-12 people interviewed.

- Jerry ~~Richard~~ Household ~~was~~ hired to Replace Pastor Lind.

Householder hired June 17, 1985

Jerry hired as announcer : Phyllis as Public relations

003328

13

Hired via religious seminar. Job requirements were LCMS religion in nature.

1977

003327 (4) 13

18 full time 11 male & 7 female

Ruth Clerkly quit. Was a black female

- Jan Huthman hired as sales person. Sales was contract out. They did the hiring.

- Sandy Mc Ride hired, programming.

- Ruth Ains hired.

~~_____~~
- Lost Manager Rodney Abertie.

1988

23 15 male

8 female.

- Lombardi Lutheran Witness ads

- Lauher
Ad in broadcast

- Evans - Walkin

- Steve Myrick

Hawkinson

- Spitz

- Charlotte Akin
- Linda Sund
- Joan Harwell
- Kerpman

- Sudholt full-time

Cost D Hayte

Drester

Sault

Gres ~~(Kerpman)~~

Witt

Mc Bride

1989

003325 15

26

17 male

9 female - (one hispanic)

- Hired Bob Thomson } net gain of
Tom Keson }

Carl Perez - Replaced Jim Hutchinson

Debbie Griner

Sue Crown - Replaced Linda Sund

~~Lost 1~~

net gain of 1 female.

NAACP EXHIBIT 58

Federal Communications Commission	
Docket No. <u>94-10</u>	Exhibit <u>58</u>
Presented by <u>NAACP</u>	
Disposition	Identified <u>6/21</u>
	Received <u>6/22</u>
	Rejected _____
Reporter <u>BARBARA WOOD</u>	
Date <u>6/21/94</u>	