

**Annual EEO Public File Report Form**  
KNIA AM/FM & KRLS FM  
**Annual 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): KNIA AM/FM & KRLS FM Knoxville, Iowa and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning October 1, 2016 to and including September 30, 2017 (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, contact person and telephone number;
3. The recruitment source that referred the hire 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. Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

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Station(s) Comprising Station Employment Unit: KNIA AM/FM & KRLS FM

Selection 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Total Number of Interviewees from all sources for this position
1	Advertising Sales	Personal Contact	7
2	Overnight Announcer	Indeed	9

Total Number of Persons Interviewed During Applicable Period: **16**

## Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If any)</b>	<b>Full-time Positions for Which this Source Was Utilized</b>
<b>1</b>	<b>KNIA/KRLS Radio On Air Announcements (641) 842-3161 Knoxville &amp; Pella, Iowa</b>	<b>0</b>	<b>Advertising Sales</b>
<b>2</b>	<b><a href="http://www.kniakrls.com">www.kniakrls.com</a></b>	<b>5</b>	<b>All Positions</b>
<b>3</b>	<b>Marion County Reminder Maureen Miller (641) 842-2155 Knoxville &amp; Pella, Iowa</b>	<b>0</b>	<b>None</b>
<b>4</b>	<b>Indeed</b>	<b>5</b>	<b>All positions</b>
<b>5</b>	<b>Iowa Broadcasters Association <a href="http://www.iowabroadcasters.com">www.iowabroadcasters.com</a></b>	<b>3</b>	<b>All positions</b>
<b>6</b>	<b>In Station Postings</b>	<b>0</b>	<b>All Positions</b>
<b>7</b>	<b>TVRadiojobs.com</b>	<b>0</b>	<b>Overnight Announcer</b>
<b>8</b>	<b>Knoxville Journal Express</b>	<b>0</b>	<b>None</b>
<b>9</b>	<b>Personal Contact</b>	<b>0</b>	<b>None</b>
<b>10</b>	<b>Journalism Jobs.com</b>	<b>0</b>	<b>None</b>
<b>11</b>	<b>Central College</b>	<b>0</b>	<b>Overnight Announcer</b>
<b>12</b>	<b>Sports Talent Agency of America</b>	<b>3</b>	<b>Overnight Announcer</b>

Total 16

\* Indicates sources that have requested notification of job openings.

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### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities

Undertaken by KNIA AM & KRLS FM

#### Description of the activities.

- October 2016 – September 2017: Aired special announcement for area groups and organizations to inquire about being made aware of all job openings. This aired a minimum of 2X per week on KNIA and KRLS. We had no requests.
- October 12, 2016. Jim Butler (Company SEU) attended a 2 hour webinar on continuing our understanding and self assessment of the FCC's EEO Program rules and regulations. The webinar also included Public File Requirements for EEO and other Public File Issues. The webinar was led by David Oxenford, attorney with Wilkenson, Barker and Knauer LLP. We continually are following the 3 prong approach to outreach, recruiting and reporting to keep us well within the FCC's expectations and guidelines...
- November 10, 2016 , Company SEU Jim Butler attended and participated in a Job Fair that was organized by Iowa Works of Southern Iowa, The Iowa National Guard and Mahaska County Agricultural and Rural Development. The event was held at the Penn Central Mall. Approximately 45 businesses took part and approximately 400 people attended the event.  
During the event, we visited with many individuals and discussed the employment opportunities at all of our stations including KCII in Washington Iowa, KNIA & KRLS Radio in Knoxville and Pella Iowa and the Raccoon Valley Radio group. This information included sales/Marketing, on air, news, sports and administrative positions.  
Information about all stations was passed out to those how showed an interest in the broadcasting business.  
We did take 3 applications from those we talked with.  
The persons organizing the Job Fair included Amy Brink with Iowa Workforce Development ([amy.brink@iwd.iowa.gov](mailto:amy.brink@iwd.iowa.gov)) and Dean De Groot ([ddegroot@oacdg.org](mailto:ddegroot@oacdg.org))
- January 17, 2017: Mailed Letters and scholarship application forms to area schools for the KNIA/KRLS Business and Broadcast Scholarship. In May KNIA/KRLS will award 2 - \$300 scholarships to 2 area graduating seniors who are pursuing a career in Broadcasting or Broadcasting/Business. This application is also available on line at [kniakrls.com](http://kniakrls.com) and there are :30 sec messages airing on KNIA and KRLS promoting the scholarship and how area graduating seniors can

apply. Schools include, Knoxville, Pella, Pella Christian, Melcher Dallas, PCM, Pleasantville, and Twin Cedars.

- February 16, 2017 M & H Broadcasting Inc. SEU Jim Butler attend and participated in the Southern Iowa Career Fair. The event was co sponsored by Iowa Works and Indian Hills Community College. The event was held on the campus of Indian Hill Community College in Ottumwa Iowa for 10 AM – 4PM. Approximately 70 different businesses participated in the event and roughly 400 persons attended the event. We passed out information about all of the M & H Broadcasting Inc stations including KNIA/KRLS/KCII/KDLS/KKRF & KGRA. Approximately 25 applications were distributed, none returned before the end of the day.
- February 21, 2017...KNIA/KRLS Radio was invited to help Judge the Regional FFA Speech Contest, (Broadcasting Component). Staff member Robert Leonard was assigned this event . He Judged students on a number of aspects, of their writing, delivery and voice. Through this competition, 3 individuals and 1 alternate advanced the next level of competition. 2 of the students who moved on, are from Marion County and we have reached out them to visit about career opportunities in the broadcast business and also part time announcer positions to help them gain more knowledge.
- Awarded 2 - \$300 Broadcasting Scholarships. Recipients included Shaye Nichols of Knoxville and Kara De Bruinof Pella. We received a total of 17 Applications. Checks were mailed to recipients on May 22, 2017
- August 22, 2017 On Tuesday, August 22, Company SEU Jim Butler, representing all station of M & H Broadcasting Inc., attended a “Business & Community Connection Fair” sponsored by Central College in Pella Iowa for New Students. Along with Jim Butler, Program Director Spencer Dirks and News Director Andrew Schneider also attended. This was an opportunity to visit with incoming students for the year, discuss career opportunities in the broadcast business as they are still deciding their majors. We handed out station t-shirts. We also discussed possible part time announcer positions with students and took several applications. Throughout the event, we visited with and met nearly 185 college Freshman.
- Beginning August 29, we have entered into an agreement with Simpson College to work with them on an Internship program for the first semester. Emma Christensen will be interning with our Sports Team, specifically the Simpson College Sports team. She will be on the air during the “Simpson College Coaches Corner” Program. We will be teaching her show prep, interviewing Skills and on air skills. Emma will also be shadowing the Broadcast team of Simpson College Football games and will have opportunities to be on the air with the Broadcast team of Andrew Swadner and Rick Wilson. Emma’s Sponsor from Simpson College is Bobbie Sullivan. Emma is scheduled to be doing approximately 10 hours per week for a 12 week period. August 28 – November 19, 2017