

Annual EEO Public File Report Form
KNIA AM & 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 & KRLS, Knoxville & Pella, 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, 2014 to and including September 30, 2015 (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.

Annual EEO Public File Report Form

Covering the Period from October 1, 2014 to September 30, 2015

Station(s) Comprising Station Employment Unit: KNIA AM & 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	Traffic Manager	Marion County Reminder	10
2	Overnight Announcer/ Sports	Sports Talent Agency of America	2
3			
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: **12**

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which this Source Was Utilized
1	KNIA/KRLS Radio On Air Announcements (641) 842-3161 Knoxville & Pella, Iowa	1	All Positions
2	www.kniakrls.com	3	All positions
3	Marion County Reminder Maureen Miller (641) 842-2155 Knoxville & Pella, Iowa	4	Traffic Manager
4	Brown College MN www.placement.browncollege.edu Mike Kronforst 1-800-627-6966	0	Announcer/Sports
5	Iowa Broadcasters Association web page www.iowabroadcasters.com	1	All Positions
6	In Station Postings	0	All positions
7	TVRadiojobs.com	0	Announcer/Sports
8	Knoxville Journal Express	1	Traffic Manager
9	Personal Contact	1	
10	Pella Chronicle Same as Marion County Reminder	1	Traffic Manager
11	Central College	0	Announcer/Sports
12	Sports Talent Agency of America	0	Announcer/Sports

13	Town Crier 810 E. 1 641-628-1130	0	Traffic Manager
14	Broadcast Center	0	Announcer/Sports

Total 12

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

Annual EEO Public File Report Form

Covering the Period from October 1, 2014 to September 30, 2015

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

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

KNIA AM & KRLS FM

Description of the activities.

- October 2014 – September 2015: 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 22, 2015: Hosted a tour of Melcher Dallas Schools Marketing Club. Jim Butler and Spencer Dirks gave them a tour of the station and Studios. We answered questions about Marketing and specifically about radio advertising. We demonstrated editing software for commercial production and allowed them to help record a commercial. There were 7 students participating.
- November 10, 2014 We hosted a tour of area Boy Scouts. Jim Butler, Spencer Dirks and Garret Knock talked with the scout troop. We answered questions about Marketing and about radio advertising. We demonstrated editing software for commercial production and allowed them to help record a commercial. There were 5 scouts participating.
- November 11, 2014: We hosted a tour of Pella area Boy Scouts. Jim Butler, Spencer Dirks and Andrew Schnieder talked with the scout troop. We answered questions about Marketing and about radio advertising. We demonstrated editing software for commercial production and allowed them to help record a commercial. There were 6 scouts participating.
- November 7, 2014: SEU Jim Butler attended a “Center of Influence” Seminar hosted by the Iowa National Guard and Employer Support of the Guard and Reserve. The event took place at the National Guard Armory in Knoxville Iowa from 8 AM – Noon. During the event, Business Owners/Managers were shown information regarding the Iowa National Guard and Reserve and we discussed the advantages of hiring National Guard members. Leading the seminar was ESGR Iowa Representative Ramon Rodriguez. Sgt. Wilson from the Iowa National Guard also took attendees on a tour of the Armory and discussed what the Guard Members are committed to and how they fit into many employment opportunities in the business we represented (Radio). The day ended with a tour of Armory equipment, weapons and Chinook Helicopter. With this event, we were able to now share all employment opportunities in our company with ESGR as another way to widely disseminate all Job Opportunities.

- January 6, 2015: Mailed scholarship applications to area high schools including Knoxville, Pella, Pella Christian, Pleasantville, Prairie City/Monroe, Melcher Dallas and Twin Cedars Schools. Letters and applications were sent to school Guidance Consolers and applications were also posted on kniakrls.com web site we had 12 applicants apply and awarded 2 scholarships. One to Andrea DeBruin of Pella and Hanna Worrall of Knoxville.
- March 9, 2015: Jim Butler and Spencer Dirks osted a Cub Scout Troop and gave them a tour of the radio station studios. We showed them how our automation system worked, how we recorded commercials, and demonstrated how we edited commercials. We allowed the cub scouts to also record a commercial.. There were 8 scout participating.
- July 12, 2015: Jim Butler and Spencer Dirks hosted the “Yellow Iron Academy”. This was a group of 13 grade school students. These students were interested in learning more about the broadcast industry including on air, technical information and recording and editing. We demonstrated recording and editing equipment and had each student record a weather forecast. We also demonstrated on line news capabilities.
- August 22, 2015. KNIA/KRLS SEU Jim Butler and Spencer Dirks participated in the annual Central College/Pella Business Fair. This is an opportunity for incoming freshmen who are new to the area to meet local businesses. It is also an opportunity to discuss employment opportunities. Jim and Spencer attended from 9AM – Noon and visited with students about KNIA/KRLS radio about employment opportunities at KNIA/.KRLS radio. Applications were available and 7 students requested applications. All Students were extended and invitation to come to the radio station studios for a tour at either our Knoxville or Pella studios. We also passed our information about the station as well as T-Shirts and caps