

**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 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, 2015 to and including September 30, 2016 (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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Covering the Period from October 1, 2015 to September 30, 2016

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

Selection 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hire</b>	<b>Total Number of Interviewees from all sources for this position</b>
1	Advertising Sales	Personal Contact	4
2	Overnight Announcer	Indeed	12
3	Knoxville News	Promoted from inside company	16
4	Knoxville Sales	In House Promotion	2

Total Number of Persons Interviewed During Applicable Period: **34**

**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>
1	KNIA/KRLS Radio On Air Announcements (641) 842-3161 Knoxville & Pella, Iowa	2	All Positions
2	<a href="http://www.kniakrls.com">www.kniakrls.com</a>	2	All Positions
3	Marion County Reminder Maureen Miller (641) 842-2155 Knoxville & Pella, Iowa	0	All Positions
4	Brown College MN <a href="http://www.placement.browncollege.edu">www.placement.browncollege.edu</a> 1-800-627-6966	1	Announcer/Sports
5	Iowa Broadcasters Association <a href="http://www.iowabroadcasters.com">www.iowabroadcasters.com</a>	5	All Positions
6	In Station Postings	2	All Positions
7	TVRadiojobs.com	0	Advertising Sales
8	Knoxville Journal Express	0	None
9	Personal Contact	1	Sales
10	Indeed	18	Sales/Marketing On Air/Sports News Sports
11	Central College	0	
12	Sports Talent Agency of America	0	Am Air/Sports News/Sports
13	A.I.B. College of Business	1	News/Sports
14	Broadcast Center	1	On Air/Sports
15	Job Fair	1	News/Sports
16	JournalismJobs.com	0	News/Sports

Total 34

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

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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 2015 – September 2016: 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 14, 2015. Jim Butler and Michael Suhr (Company SEU's) 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.
- October 29, 2015, Jim Butler (Company SEU) attending a seminar about the do's and don'ts of hiring. This seminar was hosted by the Marion County Employers Council and the was led by Michele Brott, Attorney with Brown Davis Law Firm in Des Moines. Michelle primarily practices in Labor and employment and business litigation. Discussion included Best practices for employee discipline, Workplace Investigations and Termination and risk Management.
- November 10, 2015 , 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@oacd.org](mailto:ddegroot@oacd.org))
- 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, 2015 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.
- February 11, 2016: On Thursday, February 11, 2016, Company SEU Jim Butler attended and participated in a Job Fair that was organized by Iowa Works and Work Force Development and The Iowa National Guard. The event was held at the Iowa National Guard Armory in Knoxville, Iowa. Approximately 23 businesses took part and approximately 200 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 who showed an interest in the broadcasting business. We did take 4 applications from those we talked with. The persons organizing the Job Fair included Julie Little with Iowa Workforce Development ([Julie.little@iwd.iowa.gov](mailto:Julie.little@iwd.iowa.gov)) and Sherri Marion with Iowa Workforce Development ([sherri.marion@iwd.iowa.gov](mailto:sherri.marion@iwd.iowa.gov))
- January 10, 2016: 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.
- On Thursday, April 14, 2016 KNIA/KRLS radio hosted 5 students from A.I.B. College of Business along with Professor Sharon Koeling. The students were at the KNIA/KRLS Studios for approximately 2 hours. During that time, they met with SEU Jim Butler along with Program Director Spencer Dirks and News Director Dr. Bob Leonard. Discussions included the strength of Local Radio industry, along with a wide variety of career opportunities. We shared with them a typical day of a newsperson, an on air announcer, sports announcer, sales people and management. On Monday, April 25, 2016, we received a very nice thank you note from Professor Koeling that says,  
“Thank you for meeting with the AIB communications students last Thursday. Your insights into the world of radio proved to be an incredible learning experience. Thank you for your contribution to the education in communications.
- Awarded 2 - \$300 Broadcasting Scholarships. Recipients included Haley De Moss of Knoxville and Ethan Worthington of Pleasantville. We received a total of 10 Applications. Checks were mailed to recipients on May 20, 2016

- May 26, 2016 M & H Broadcasting Inc. SEU Jim Butler attended a seminar on Successful Hiring Practices. This seminar was presented by the Employers Council of Iowa and was held at the Pizza Ranch in Pella, Iowa. The information was presented by Maggie Hanson, Attorney with Davis, Brown, Koehn, Shors & Roberts law Firm in Des Moines, Iowa. Topics covered included: Hiring Basics, Do's and Don't of Hiring, Legal Considerations for employers to take into account, How to treat applicants fairly and without prejudice, How to hire the most qualified applicant without prejudice. The seminar lasted approximately one hour.
- August 23, 2016 On Tuesday, August 23, Company SEU Jim Butler, representing all station of M & H Broadcasting Inc., attended a "Business 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 koozies, caps and 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 150 college Freshman.