

**KAYL-AM, KAYL-FM, KKIA-FM**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2011 - September 30, 2012**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Associate	1-3, 5-7, 10, 13	10
Business Manager	4, 8-12	11

**KAYL-AM, KAYL-FM, KKIA-FM****EEO PUBLIC FILE REPORT****October 1, 2011 - September 30, 2012****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	All Access 28955 Pacific Coast Highway Suite 210 Malibu, California 90265 Career Services Manual Posting	N	0
2	Brown College 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3499 Email : kbaumeister@browncollege.edu Karol Baumeister	N	0
3	Buena Vista University PO 2975 Storm Lake, Iowa 50588 Phone : 712-749-2441 Url : www.bvu.edu Email : lytlec@bv.edu Fax : 1-712-749-2037 Carol Lytle	N	0
4	Friend	N	1
5	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7234 Email : iowaiba@dw.com Fax : 1-515-224-6560 Sue Toma	N	0
6	Iowa Lake Community College 300 S 18th St Estherville, Iowa 51334 Phone : 712-362-7914 Url : www.iowalakes.edu Email : kcornwell@iowalakes.edu Kathryn Miller	N	0
7	Iowa Workforce Development 824 Flindt Drive Storm Lake, Iowa 50588 Phone : 712-732-1576 Velia Caceres Manual Posting	N	2

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8	KAYL / KKIA Radio 910 Flidnt Dr Storm Lake, Iowa 50588 Phone : 712-732-3520 Buzz Paterson Manual Posting	N	0
9	Pilot Tribune 527 Cayuga Street Storm Lake, Iowa 50588 Phone : 712-732-3130 J Lussman Manual Posting	N	0
10	Radio Advertisement Buzz Paterson	N	4
11	Relations	N	1
12	Storm Lake Times PO Box 487 Storm Lake, Iowa 50588 Phone : 712-732-4991 Mike Dierks Manual Posting	N	0
13	Storm Lake United 119 W 6th St Storm Lake, Iowa 50588 Phone : 712-732-3780 Email : kberg@stormlakeunited.com Kelli Berg	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>8</b>

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	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	10/26/2011	Provision of training to management	During the General Manager meeting managers had a review of the EEO points and EEO requirements, including but not limited to employment recruiting, prong 3 points and entering information into Broadcast 1 Source.	1	General Manager	1.00
2	2/3/2012	Co Sponsoring Job Fair	Sponsoring Job Fair for Community	2	Patterson Fisher	1.00
3	4/3/2012	Participation in other activities designed by the station employment unit	Attended an online webinar to learn about EEO compliance rules, regulations, and how to enter information appropriately into the Broadcast1 Source site.	1	Office Manager	1.00
4	7/18/2012	Establishment of training programs for station personnel	Members of the station went through Radio Advertising Bureau online courses to certify them for Radio Marketing Professional, Certified Radio Marketing Consultant and Certified Radio Sales Manager, and Certified Digital Marketing Consultant. Classes were taken online and each course involved at least 9 classes with a quiz taken at the end of each class. At the end of each course there was a quiz that had to be passed with at least 70%.	5	General Manager Account Executive Account Executive Account Executive	1.00
5	8/23/2012	Participation in other activities designed by the station employment unit	We have made a donation in kind of KBVU for BVU college students pursuing a degree in communications and broadcasting. We have also given tours to these students of the radio station explaining the different aspects.	1	General Manager	1.00
6	9/24/2012	Participation in events or programs sponsored by educational institutions	Storm Lake Radio Donated a flipper ad on our website, did a live interview, added the event to our community calendar and included information in our news release about Buena Vista University Showoff Festival. This festival was for Junior and Senior High school students to attend and possibly receive 1 of 4 \$2000 scholarships. Mainly though the festival contained workshops and hands on learning experiences with all sorts of media including, radio, television, newspaper, social media, etc.	3		0.25

**TOTAL POINTS OVER REPORTING PERIOD: 5.25**