

**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")<br/>Used to Fill Vacancy</b> | <b>RS Referring<br/>Hiree</b> |
|------------------|--|-------------------------------|
| Sales Associate  | 1-3, 5-7, 10, 13   | 10                            |
| Business Manager | 4, 8-12  | 11                            |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

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

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| RS Number                                      | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|--|--|---|--|
| 8  | KAYL / KKIA Radio<br>910 Flidnt Dr<br>Storm Lake, Iowa 50588<br>Phone : 712-732-3520<br>Buzz Paterson<br>Manual Posting                | N   | 0  |
| 9  | Pilot Tribune<br>527 Cayuga Street<br>Storm Lake, Iowa 50588<br>Phone : 712-732-3130<br>J Lussman<br>Manual Posting                    | N   | 0  |
| 10   | Radio Advertisement<br>Buzz Paterson   | N   | 4  |
| 11   | Relations  | N   | 1  |
| 12   | Storm Lake Times<br>PO Box 487<br>Storm Lake, Iowa 50588<br>Phone : 712-732-4991<br>Mike Dierks<br>Manual Posting                      | N   | 0  |
| 13   | Storm Lake United<br>119 W 6th St<br>Storm Lake, Iowa 50588<br>Phone : 712-732-3780<br>Email : kberg@stormlakeunited.com<br>Kelli Berg | N   | 0  |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |  |   | <b>8</b>   |

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**III. RECRUITMENT INITIATIVES**

|   | <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 mangers 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<br>Account Executive<br>Account Executive<br>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**