

KAYL-AM, KAYL-FM, KKIA-FM
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	3, 5-6, 11, 13, 17-18	5
Office Manager	1-4, 6-12, 14-16	15

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Cherokee Times 111 South 2nd St. Cherokee, Iowa Chris Reed Manual Posting	N	0
5	Employee Referral	N	1
6	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
7	Iowa Workforce Development 824 Flindt Drive Storm Lake, Iowa 50588 Phone : 712-732-1576 Velia Caceres Manual Posting	N	0
8	Job Board	N	1
9	Job Fair	N	1

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10	KAYL / KKIA Radio 910 Flidnt Dr Storm Lake, Iowa 50588 Phone : 712-732-3520 Buzz Paterson Manual Posting	N	0
11	La Voz 813 Flindt Drive Storm Lake, Iowa 50588 Phone : 712-732-8204 Url : www.lavozdeiowa.com Email : sue.diaz@lavozdeiowa.com Sue Ellen Diaz	N	0
12	Local Newspaper	N	1
13	On Air Recruitment Ad	N	1
14	Pilot Tribune 527 Cayuga Street Storm Lake, Iowa 50588 Phone : 712-732-3130 J Lussman Manual Posting	N	0
15	Radio Recruitment Ad	N	2
16	Storm Lake Times PO Box 487 Storm Lake, Iowa 50588 Phone : 712-732-4991 Mike Dierks Manual Posting	N	0
17	Storm Lake United 119 W 6th St Storm Lake, Iowa 50588 Phone : 712-732-3780 Email : kberg@stormlakeunited.com Kelli Berg	N	0
18	Word of Mouth Referral	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			8

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	10/3/2012	Participation in events or programs sponsored by educational institutions	Conducted two mock interviews with Buena Vista University students and took part in a panel discussion on the resume and interview process.	1	Fisher	0.25
2	1/7/2013	Participation in job banks, internet programs and other programs designed to promote outreach	Participate in a program helping others find a job or career in the community. The program offers a career aptitude test to individuals free of charge, in order to help them discover what field they are good at including broadcast and radio advertisement career opportunities. Storm Lake Radio participates through running advertisement in kind.	2		1.00
3	1/8/2013	Co Sponsoring Job Fair	Storm Lake Radio Co-Sponsored the Storm Lake Job Fair through attendance and running radio advertisements. We have our own booth set up.	2		1.00
4	1/10/2013	Participation in events or programs sponsored by educational institutions	The Newell-Fonda High School took a field trip to Storm Lake Radio. Buzz gave them a tour and talked about the aspects of radio and broadcasting. The main focus was on radio production and creating and developing radio commercials. He showed the students how to create a commercial and talked to them about what is all involved in the process.	1	GM	0.25
5	1/15/2013	Establishment of an intern program designed to assist members of the community	One of our DJ's who is in charge of the sports broadcasts took on an intern from Storm Lake High School. Throughout the week he showed the student various aspects of his job and allowed him to take part by giving him assignments and projects pertaining to radio broadcast and sports broadcast.	1	Boeckman	1.00

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6	1/15/2013	Establishment of an intern program designed to assist members of the community	Throughout the week members of Storm Lake Radio have been showing a Newell-Fonda student the different aspects of radio. She has sat in the broadcast studios and learned how things work and what the DJ's jobs entail. She was shown by an AE how to record and produce a commercial. She will be going out on a sales call with an AE and learn about writing copy and all other aspects of radio. All staff members were included in this internship.	10		1.00
7	4/8/2013	Provision of training to management	During the GM meeting we had a review of the EEO points and EEO requirements, including but not limited to employment recruiting, entering prong 3 points, doing the self audits and entering information into Broadcast 1 Source.	1	General Manager	1.00
8	4/23/2013	Sponsorship of events in the community designed to increase public awareness	Sponsored Rotary Radio Days, training several members of the Rotary club how radio works and several different aspects of radio. They also were allowed, with the assistance of our DJ's to talk on the radio for awhile. This was also a fundraiser for the Rotary Club.	3		0.50
9	5/16/2013	Co Sponsoring Job Fair	Sponsored a Job Fair for the Storm Lake area. Ran free of charge ads for the fair to help promote it.	3		1.00
10	9/19/2013	Co Sponsoring Job Fair	Storm Lake Area Job Fair is put together for potential employees to meet with local employers to discuss full-time and part-time job opportunities in the Storm Lake area.	1	Manager	1.00
TOTAL POINTS OVER REPORTING PERIOD:						8.00