

EEO Public File for Carroll Broadcasting Company KCIM-KKRL-KIKD

Full-Time Vacancies 10-1-19 to 9-30-20

Marketing Representative
Marketing Representative
(Marketing Representative) hired 2 at the same time
KIKD Full Time Announcer
4 openings

Recruitment Sources

KCIM/KKRL/KIKD Radio
1119 East Plaza Drive
Carroll, IA 51401
Kim Hackett
712-792-4321
kim@carrollbroadcasting.com
john@carrollbroadcasting.com

Carroll Broadcasting Website
1119 East Plaza Drive
Carroll, IA 51401
Kim Hackett/Lance Coon
712-792-4321
kim@carrollbroadcasting.com
john@carrollbroadcasting.com

In-House Carroll Broadcasting
1119 East Plaza Drive
Carroll, IA 51401
712-792-4321
kim@carrollbroadcasting.com
Kim Hackett
john@carrollbroadcasting.com
John Ryan

KCIM/KKRL/KIKD Facebook Pages
1119 East Plaza Drive
Carroll, IA 51401
Kim Hackett
kcim@carrollbroadcasting.com

IBA

info@iowabroadcasters.com

john@carrollbroadcasting.com

[John Ryan](#)

Hiree Referred Source

KCIM/KKRL/KIKD Radio/Station Facebook-2 (SL) (AH)

Station Facebook-1 (HS)

Carroll Broadcasting Website-1 (TB)

Total Number of Interviewees-

KCIM/KKRL/KIKD Radio-4

IBA Website-0

In-House-2

Carroll Broadcasting Website-2

KCIM/KKRL/KIKD Radio/Facebook-3

Carroll Broadcasting Facebook pages-6

Outreach Initiatives

Deb Lupardus , Jeff Blankman and Renie Osterlund participates in events or programs sponsored by DMAACC , KHS, and CHS students throughout the year to discuss marketing strategies and explain how what they are currently studying is incorporated into our daily activities as marketing representatives. Answer questions and give different ideas on how to market radio and Tiger Vision.

Carroll Broadcasting has a high school job shadowing program where we have hosted several area high school students that have expressed an interest in radio. Students were allowed in studios during air shifts to observe and ask questions. We provided all information to students about all aspects of broadcasting including live broadcasts. Sports, news, music responsibilities, production and more. Including future job prospects and opportunities. John Ryan-Operations Manager/Program Director is involved in this initiative. This is ongoing.

We are members in DDS Group 20- a peer group of radio stations who focus on increasing sales through adequate sales training. These programs are designed to enable station personnel to acquire skills that could qualify them for higher level positions. General Manager Kim Hackett and all Account Executives and On-Air staff are involved in this initiative. This is ongoing training.

Consultant Lynda Dukes Franey comes into the station to do training of new hires, facilitates off-site meetings with the marketing department.