

Joan Stewart  
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Wiley Rein LLP  
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Washington, DC 20006  
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June 8, 2023

**VIA POSTING TO FCC ONLINE PUBLIC INSPECTION FILE**

**wiley.law**

Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission

Re: **Response to Broadcast EEO Audit Letter  
Alpha Media Licensee, LLC  
KRTI(FM), Grinnell, IA (FID 35564)  
Facility ID No. 10677**

Dear Ms. Goldin:

On behalf of Alpha Media Licensee, LLC, licensee of the above referenced broadcast station in the Grinnell-Newton, IA station employment unit ("SEU"), the undersigned submits the SEU's response to your letter of April 24, 2023 concerning compliance with the Commission's Equal Employment Opportunity rules, 47 C.F.R. § 73.2080. In accordance with your request, this submission consists of a sworn statement by Les Tuttle, Regional Vice President, with copies of documentation responsive to your inquiry.

Should any questions arise concerning this submission, kindly contact the undersigned.

Respectfully submitted,

/s/ Joan Stewart

Joan Stewart  
*Counsel to Alpha Media Licensee, LLC*

cc: *EB-EEO@fcc.gov*

## DECLARATION OF LES TUTTLE, REGIONAL VICE PRESIDENT

I, Les Tuttle, hereby declare as follows:

1. I am a Regional Vice President for Alpha Media Licensee LLC (“Alpha”), the licensee of KRTI(FM), Grinnell, IA (FID 35564), which is part of a station employment unit based in Grinnell, IA and which includes KGRN(AM), Grinnell, IA (FID 43242), KCOB(AM), Newton, IA (FID 9900), and KCOB-FM, Newton, IA (FID 9899) (the “SEU” or “Unit”). This Statement and relevant attachments are being submitted in response to the April 24, 2023 letter of Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division of the Commission’s Enforcement Bureau, concerning a random audit of EEO compliance (the “EEO Audit Letter”).
2. This SEU employs five or more full-time employees as the term is defined in the broadcast EEO rule of the Federal Communication Commission (“FCC” or the “Commission”), 47 C.F.R. § 73.2080(e)(1).
3. In response to Question 2(b)(i) of the EEO Audit Letter, the SEU’s two most recent EEO Public File Reports, as described in 47 C.F.R. § 73.2080(c)(6), are appended at Attachment A.
4. In response to Question 2(b)(ii) of the EEO Audit Letter, the web address of the stations in this SEU is: [www.myiowainfo.com](http://www.myiowainfo.com). This is a shared website for KCOB(AM), KCOB-FM, KGRN(AM) and KRTI(FM). A copy of the current EEO Public File Report is included on the website [myiowainfo.com](http://myiowainfo.com).
5. In response to Question 2(b)(iii), the date of each full-time hire listed in the SEU’s above-referenced EEO Public File Reports, in accordance with 47 C.F.R. § 73.2080(c)(5)(vi), is included in the internal business records appended at Attachment B. Further, the licensee acknowledges that it is required to retain records to document its outreach to the recruitment sources used to fill its full-time positions pursuant to 47 C.F.R. § 73.2080(c)(5)(iii), including the recruitment reflected in the above EEO Public File Reports. However, pursuant to the EEO Audit Letter, only one such job notice per position is included at Attachment B.
6. In response to Question 2(b)(iv) of the EEO Audit Letter, the internal business records appended at Attachment B also provide data concerning (a) the total number of interviewees for each vacancy and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the above EEO Public File Reports.
7. In response to Question 2(b)(v) of the EEO Audit Letter, documentation concerning the Unit’s performance of two points worth of recruitment initiative activity during the period covered by the above EEO Public File Reports and as described in § 73.2080(c)(2) is appended at Attachment C with participating personnel noted therein. This SEU employs a total of 9 full-time employees and all of our stations are located in a market with a population of less than 250,000. Accordingly, the SEU is required to perform at least two points worth of recruitment initiative activity during each two-year period measured from the date the stations in the SEU are required to file license renewal applications.

8. In response to Question 2(b)(vi) of the EEO Audit Letter, the licensee affirms that it is not aware of any complaints alleging unlawful discrimination in the employment practices of the stations in this SEU based on race, color, religion, national origin or sex filed before a body with jurisdiction under federal, state, territorial or local law during the current license term.

9. In response to Question 2(b)(vii) of the EEO Audit Letter, the licensee affirms that Alpha has disseminated copies of the “EEO Basics Binder,” a comprehensive manual on FCC EEO compliance authored by Alpha’s communications counsel, Wiley Rein LLP. It includes advice on how SEUs are to engage in broad recruitment for job vacancies, undertake recruitment initiatives and provides sample forms for collecting and maintaining the necessary recruitment records. Alpha also provides online training webinars on FCC EEO compliance to its stations at periodic times throughout the year. Additionally, Alpha uses a software program to provide additional training on preventing discrimination and harassment as well as ways to increase diversity and inclusion. Alpha’s Human Resources department also issues compliance reminders and encourages additional outreach where necessary.

At the local level, this SEU proactively works to ensure an ongoing, compliant outreach activities, including by: conducting monthly meetings with department heads to review EEO practices and discuss potential tie-ins with any (new) upcoming events that we can participate in and/or sponsor and completing EEO diversity and inclusion training online to assess hiring practices and prevent unwitting discrimination. Additionally, this SEU’s compliance efforts include identifying our efforts to afford equal employment opportunities to employees and applicants through statements disseminated in job applications and posted in conspicuous areas within the workplace. This SEU’s employment practices are the ultimate responsibility of Ron McCarthy, the SEU’s Market Manager, working in conjunction with in-house counsel at our corporate headquarters and, when applicable, outside employment and labor counsel.

In response to Question 2(b)(viii) of the EEO Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of sources on its recruitment list and the outcome of its recruitment initiatives. This SEU regularly reviews its recruitment practices to improve upon its effectiveness in reaching potential applicants. Additional approaches taken to expand our outreach message include: (1) Discussions with our existing sources on how to find more potential qualified applicants, (2) Participation in events hosted by our recruitment sources, (3) Our GM meets with local college placement staff to make certain our vacancies are being conveyed and to offer students interested in media an opportunity to visit with radio station personnel for simulated job interviews and a Q&A on real world experiences/expectations of their chosen career, (4) Our Content Director has set up an annual mentoring program with 4 students (selected by the high school) interested in a career in broadcasting.

Additionally, the SEU’s recent analysis of its outreach efforts to broaden the scope has led to the development of a scholarship through a local financial institution for high school seniors heading to college or a vocational school for broadcasting studies. The SEU is also planning a professional development day through the high schools and area colleges with conducted tours of the radio stations.


10. In response to Question 2(b)(ix) of the EEO Audit Letter, this SEU strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect.

Dated: June 8, 2023

[SIGNATURE PAGE FOLLOWS]

**SIGNATURE PAGE TO  
DECLARATION OF LES TUTTLE, REGIONAL VICE PRESIDENT**

As of the date set forth above, I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information and belief.

  
\_\_\_\_\_  
LES TUTTLE

# ATTACHMENT A

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020-September 30, 2021<sup>1</sup>**

**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>
Account Executive	1-10, 11	1
Content Director	1-10	1

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<sup>1</sup> This report was revised in May 2023 to address reporting discrepancies.

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM  
EEO PUBLIC FILE REPORT  
October 1, 2020-September 30, 2021**

**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	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	2
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	0
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a>  <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a> 515-224-7237	N	0
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> Julie Van Cleave <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a> 641-791-3622	N	1
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a> Sue Barnes 641-269-4247	N	0
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> Sara Smith <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a> 319-273-2746	N	0
7	<b>Goodwill Career Connection Center-Newton</b> Mary Beth Lawson <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a> 641-791-0424	N	0
8	<b>All Access</b> Joel Denver <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a> (310) 457-6616	N	0
9	<b>MyIowaInfo.com</b> (station website)	N	0
10	<b>Word-of-Mouth Referral</b>	N	1



RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	<b>Job Fairs</b> ( <i>see Sec. III</i> )	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			5

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020-September 30, 2021**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship program	From April 5 to May 14, 2021, our SEU provided a 40-hour internship for a local high school student. The student, supervised by our Content Director and Sports Director, was able to observe and assist with voice tracking, website content gathering, sports stories and audio editing.
<b>2</b>	Participate in job fair	On July 8, 2021, our SEU participated in a job fair hosted at the Des Moines Area Community College's Newton campus. Our SEU helped promote this event in the local community and participated as a local employer, setting up a booth to collect resumes from attendees and discuss career opportunities in broadcasting. Station participants included our SEU's General Manager.
<b>3</b>	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	On August 2, 2021, our SEU participated in the 1 <sup>st</sup> Annual iJAG (Iowa Jobs for America's Graduate Business Alliance) at WEST Academy in Newton. WEST serves 70 to 100 students that may not otherwise succeed in the traditional high school setting by offering smaller classes and more one-on-one support, resulting in a 98% graduation rate. This event introduced the iJAG program designed to help identify and actively recruit a future workforce.
<b>4</b>	Host an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	August 3, 2021, our Content Director hosted a program at The Newton Rotary Club. He spoke about the importance of local radio to its community. Keeping listeners informed of day-to-day events as well as during times of inclement weather and even natural disasters such as the 2020 Deracho. He also played samples of our local interview programs that address the needs of charitable and community organizations.

5	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	On Friday, September 10, 2021, our Production Director was interviewed by a St. Ambrose college student that is interested in a radio career. Joe spoke to him regarding the industry, what his job responsibilities entail and how he became interested in the profession. The interview was for a media class in which the student has to work on their dialogue skills. The college student will interview Joe again next month to apply skills he has learned in class. Both interviews are being recorded for the course instructor to review and gauge improvement.
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**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2021-September 30, 2022<sup>1</sup>**

**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 Hires</b>
Account Executive	1-11	1
Production Director	1-9	1

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<sup>1</sup> This report was revised in May 2023 to address reporting discrepancies.

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM  
EEO PUBLIC FILE REPORT  
October 1, 2021-September 30, 2022**

**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	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	5
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	0
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a>  <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a> 515-224-7237	N	0
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> Julie Van Cleave <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a> 641-791-3622	N	0
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a> Sue Barnes 641-269-4247	N	0
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> Sara Smith <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a> 319-273-2746	N	0
7	<b>Goodwill Career Connection Center-Newton</b> Mary Beth Lawson <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a> 641-791-0424	N	0
8	<b>All Access</b> Joel Denver <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a> (310) 457-6616	N	0
9	<b>MyIowaInfo.com</b> (station website)	N	0
10	<b>Word-of-Mouth Referral</b>	N	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	<b>Job Fairs</b> ( <i>see Sec. III</i> )	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			7

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2021-September 30, 2022**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	From April 4 through May 13, 2022, our Content Director mentored four Grinnell High School seniors whose Senior Capstone project was about Podcasting. Our Content Director met with the students weekly during the term, advising them on show structure, topics, guest suggestions and formatics. Our Content Director was also the guest on their final show.
<b>2</b>	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	Our Content Director and General Manager participated in “Mock interviews” for high school seniors on Wednesday, April 20, 2022 at DMACC Conference Center. They interviewed students who had indicated an interest in radio or social media. Students were graded on appearance, confidence, eye contact and communication skills. Instructors then shared the information with each of the students to help them improve upon interviewing skills.
<b>3</b>	Internship program	From May 6 to July 12, 2022, our SEU provided a 180-hour internship for an Iowa Central Community College student. The student, supervised by our Content Director, News Director and Sports Director, was able to observe and assist with voice tracking, website content gathering and posting, sports stories and audio editing.
<b>4</b>	Participate in job fair	On Wednesday, May 25, 2022, our SEU participated in a virtual job fair hosted by Newton Development Corporation and Iowa Works. Our SEU helped promote this event in the local community and participated as a local employer, chatting online with job seekers about career opportunities in broadcasting. Station participants included our SEU’s General Manager.
<b>5</b>	Co-host a job fair	On Wednesday, June 8, 2022, our SEU cohosted a job fair with the Marshalltown Chamber of Commerce and Iowa Works. Our SEU helped promote this event in the local community and participated as a local employer, setting up a booth to meet with job seekers about career opportunities in broadcasting. Representing our SEU was a morning show host and an account executive.

6	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	On Wednesday, September 7, 2022, our Production Director was job-shadowed by a Newton High School student that is interested in a radio career. Our Production Director spoke to him regarding the industry, what his job responsibilities entail and how he became interested in the profession. The job shadow was for a media class requiring the student to create ad copy and produce a commercial; which was then accomplished on that day at the radio station.
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## **ATTACHMENT B**

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Account Executive	<b>Date Filled:</b> 3-16-2021
<b>Recruitment Source ("RS") Referring Hiree:</b> Alpha Media Career Website	<b>Total Number of Interviewees:</b> 3

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	1
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a> <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a>	N	
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a>	N	1
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a>	N	
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a>	N	
7	<b>Goodwill Career Connection Center-Newton</b> <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a>	N	
8	<b>All Access</b> <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a>	N	
9	<b>MyIowaInfo.com</b> (station website)	N	
11	<b>Job Fairs</b> (see Sec. III)	N	1



Ron McCarthy <ron.mccarthy@alphamediausa.com>

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## Job posting

1 message

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Ron McCarthy <ron.mccarthy@alphamediausa.com>

Tue, Feb 23, 2021 at 12:08 PM

To: javancleave@dmacc.edu, marybethl@dmgoodwill.org, career@grinnell.edu, careerservices@uni.edu

Please post this opening on your career page.

Thank you

--

Ron McCarthy

Market Manager

KCOB AM, KCOB FM, KRTI FM, KGRN AM

(641) 792-5262

(641) 236-1410

Alpha Media and its affiliated companies do not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcast time on Alpha Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**Alpha Media Account Executive opening.docx**

15K

Energy 106.7/KCOB has an opening for an Account Executive. To apply email Market Manager Ron McCarthy at [ron.mccarthy@alphamediausa.com](mailto:ron.mccarthy@alphamediausa.com). For more information click on this link.  
<http://www.myiowainfo.com/2021/02/22/sales-2/>

## Sales

Alpha Media – Grinnell Newton is seeking a dynamic, results-oriented Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business  
MYIOWAINFO.COM

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Content Director	<b>Date Filled:</b> 9-23-2021
<b>Recruitment Source ("RS") Referring Hiree:</b> Alpha Media Career Website	<b>Total Number of Interviewees:</b> 2

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	1
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a> <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a>	N	
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a>	N	
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a>	N	
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a>	N	
7	<b>Goodwill Career Connection Center-Newton</b> <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a>	N	
8	<b>All Access</b> <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a>	N	
9	<b>MyIowaInfo.com</b> (station website)	N	
10	<b>Word-of-Mouth Referral</b>	N	1





Our new **SISTER SITE** is **HOT!**  
music.allaccess.com delivers today's best music,  
interviews & exclusive in-depth artist coverage

- Home
- Formats
- Net News
- Mediabase
- Chartmetric
- Ratings
- Jobs
- Forums
- Directory
- VO
- Music
- Video
- Podcast
- People
- Columns
- Charts
- ⚙️

Joined: Wed Mar 16,  
2011 10:31 am  
Contact: 🗨️

by **zbornik** » Thu Jul 01, 2021 8:02 am

Alpha Media - Grinnell/Newton, Iowa is seeking a Content Director who will be responsible for managing the strategy and execution of the station brand and increasing audience engagement. This position supports the Market Manager and the General Sales Managers in driving revenue growth while developing and maintaining the market's stations brand and identity. This is a great opportunity for someone who may not have all the experience managing a broadcasting team but someone who is creative, a quick learner, inspired by the possibilities within the digital world, someone who is forward thinking with a great collaborative spirit. To apply contact Market Manager Ron McCarthy at: [ron.mccarthy@alphamediausa.com](mailto:ron.mccarthy@alphamediausa.com)

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We

ARE PROVIDED AT NO CHARGE!

[Click Here!](#)

Get your futures questions answered

Free futures

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Account Executive	<b>Date Filled:</b> 4-25-2022
<b>Recruitment Source ("RS") Referring Hiree:</b> Word of Mouth	<b>Total Number of Interviewees:</b> 4

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	2
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a> <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a>	N	
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a>	N	
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a>	N	
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a>	N	
7	<b>Goodwill Career Connection Center-Newton</b> <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a>	N	
8	<b>All Access</b> <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a>	N	
9	<b>MyIowaInfo.com</b> (station website)	N	
10	<b>Word-of-Mouth Referral</b>	N	1
11	<b>Job Fairs</b> (see Sec. III)	N	1



Ron McCarthy <ron.mccarthy@alphamediausa.com>

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## Alpha Media account executive

1 message

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Ron McCarthy <ron.mccarthy@alphamediausa.com>

Tue, Mar 29, 2022 at 1:32 PM

To: tanyam.ndc@gmail.com, javanleave@dmacc.edu, careerservice@uni.edu, career@grinnell.edu, marybethl@dmgoodwill.org

Please post the attached sales opening at KCOB-KRTI on the career page of your website.  
Thank you

--  
Ron McCarthy  
Market Manager  
KCOB AM, KCOB FM, KRTI FM, KGRN AM  
(641) 792-5262  
(641) 236-1410

Alpha Media and its affiliated companies do not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcast time on Alpha Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**Alpha Media Account Executive opening.docx**

15K



Alpha Media Grinnell-Newton has an opening for an Account Executive. To apply email Market Manager Ron McCarthy at [ron.mccarthy@alphamediausa.com](mailto:ron.mccarthy@alphamediausa.com). For more information click on this link. <http://www.myiowainfo.com/2022/03/04/sales-3/>

## Sales

Alpha Media – Grinnell Newton is seeking a dynamic, results-oriented Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business  
MYIOWAINFO.COM

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Production Director	<b>Date Filled</b> 7-29-2022
<b>Recruitment Source ("RS") Referring Hiree:</b> Alpha Media Career Website	<b>Total Number of Interviewees:</b> 3

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>Alpha Media Careers Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	3
2	<b>Indeed</b> (automated posting from Alpha Media careers website) <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	
3	<b>Iowa Broadcasters Association</b> <a href="http://iowabroadcasters.com">http://iowabroadcasters.com</a> <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a>	N	
4	<b>Des Moines Area Community College-Newton</b> <a href="http://go.dmacc.edu/newton">http://go.dmacc.edu/newton</a> <a href="mailto:javancleave@dmacc.edu">javancleave@dmacc.edu</a>	N	
5	<b>Grinnell College</b> <a href="http://www.grinnell.edu/cls">http://www.grinnell.edu/cls</a>	N	
6	<b>University of Northern Iowa Career Services</b> <a href="https://uni-csm.simplicity.com/employers">https://uni-csm.simplicity.com/employers</a> <a href="mailto:sara.smith@uni.edu">sara.smith@uni.edu</a>	N	
7	<b>Goodwill Career Connection Center-Newton</b> <a href="mailto:marybethl@dmgoodwill.org">marybethl@dmgoodwill.org</a>	N	
8	<b>All Access</b> <a href="mailto:Jdenver@allaccess.com">Jdenver@allaccess.com</a>	N	
9	<b>MyIowaInfo.com</b> (station website)	N	



Ron McCarthy <ron.mccarthy@alphamediausa.com>

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## Production Director job posting

1 message

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Ron McCarthy <ron.mccarthy@alphamediausa.com>

Thu, Jul 7, 2022 at 2:54 PM

To: Mary Beth Lawson <marybethl@dmgoodwill.org>, career@grinnell.edu, careerservices@uni.edu, javancleave@dmacc.edu

Here is the link to apply for the Production Director position that I would like posted to your website.

<https://recruiting2.ultipro.com/ALP1009ALMD/JobBoard/8a5ecde6-7408-45f9-8d5d-1bf4e35b089c/OpportunityDetail?opportunityId=2e08395b-0e2f-4ace-9213-7854b63ece88>

Thank you

---  
Ron McCarthy  
Market Manager

KCOB AM, KCOB FM, KRIT FM, KGRN AM

(641) 792-5262

(641) 236-1410

Alpha Media and its affiliated companies do not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcast time on Alpha Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

# ATTACHMENT C

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**RECRUITMENT INITIATIVES FORM**

**Oct 1, 2020 – Sept 30, 2021**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Internship program	Apr 5-May 14, 2021	Our SEU provided a 40-hour internship for a local high school student. The student, supervised by our Content Director and Sports Director, was able to observe and assist with voice tracking, website content gathering, sports stories and audio editing.
2.	Participate in job fair	July 8, 2021	Our SEU participated in a job fair hosted at the Des Moines Area Community College's Newton campus. Our SEU helped promote this event in the local community and participated as a local employer, setting up a booth to collect resumes from attendees and discuss career opportunities in broadcasting. Station participants included our SEU's General Manager.
3.	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers		Our SEU participated in the 1 <sup>st</sup> Annual iJAG (Iowa Jobs for America's Graduate Business Alliance) at WEST Academy in Newton. WEST serves 70 to 100 students that may not otherwise succeed in the traditional high school setting by offering smaller classes and more one-on-one support, resulting in a 98% graduation rate. This event introduced the iJAG program designed to help identify and actively recruit a future workforce.
4.	Host an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	August 3, 2021	Our Content Director hosted a program at The Newton Rotary Club. He spoke about the importance of local radio to its community. Keeping listeners informed of day-to-day events as well as during times of inclement weather and even natural disasters such as the 2020 Deracho. He also played samples of our local interview programs that address the needs of charitable and community organizations.
5.	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	Sept 10, 2021	Our Production Director was interviewed by a St. Ambrose college student that is interested in a radio career. Joe spoke to him regarding the industry, what his job responsibilities entail and how he became interested in the profession. The interview was for a media class in which the student has to work on their dialogue skills. The college student will interview Joe again next month to apply skills he has learned in class. Both interviews are being recorded for the course instructor to review and gauge improvement.



Ron McCarthy <ron.mccarthy@alphamediausa.com>

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## KGRN Internship

1 message

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Tim Dill <tim.dill@alphamediausa.com>

Sun, May 16, 2021 at 10:11 AM

To: Ron McCarthy <ron.mccarthy@alphamediausa.com>

Here is an overview of our work with Grinnell High School student [REDACTED]. He did a 40-hour shadowship between April 5-May14. (6-7 hours weekly). He learned voice-tracking, audio editing and commercial production. Hunter also gathered content for sports stories for the website. He is highly interested in sports and also observed games broadcast on KGRN.

—  
Timothy Dill  
Content/Operations Manager  
KGRN Radio /Grinnell  
Alpha Media LLC  
"We live here too!"

**KGRN(AM), KRTI(FM), KCOB(AM), KCOB-FM**

**RECRUITMENT INITIATIVES FORM**

**October 1, 2021-September 30, 2022**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	Apr 4-May 13, 2022	Our Content Director mentored four Grinnell High School seniors whose Senior Capstone project was about Podcasting. Our Content Director met with the students weekly during the term, advising them on show structure, topics, guest suggestions and formatics. Our Content Director was also the guest on their final show.
2.	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	April 20, 2022	Our Content Director and General Manager participated in "Mock interviews" for high school seniors at DMACC Conference Center. They interviewed students who had indicated an interest in radio or social media. Students were graded on appearance, confidence, eye contact and communication skills. Instructors then shared the information with each of the students to help them improve upon interviewing skills.
3.	Internship program	May 6-July 12, 2022	Our SEU provided a 180-hour internship for an Iowa Central Community College student. The student, supervised by our Content Director, News Director and Sports Director, was able to observe and assist with voice tracking, website content gathering and posting, sports stories and audio editing.
4.	Participate in job fair	May 25, 2022	Our SEU participated in a virtual job fair hosted by Newton Development Corporation and Iowa Works. Our SEU helped promote this event in the local community and participated as a local employer, chatting online with job seekers about career opportunities in broadcasting. Station participants included our SEU's General Manager.
5.	Co-host a job fair	June 8, 2022	Our SEU cohosted a job fair with the Marshalltown Chamber of Commerce and Iowa Works. Our SEU helped promote this event in the local community and participated as a local employer, setting up a booth to meet with job seekers about career opportunities in broadcasting. Representing our SEU was a morning show host and an account executive.
6.	Participate in an event or program sponsored by or on behalf of an educational institution relating to broadcast careers	Sept. 7, 2022	Our Production Director was job-shadowed by a Newton High School student that is interested in a radio career. Our Production Director spoke to him regarding the industry, what his job responsibilities entail and how he became interested in the profession. The job shadow was for a media class requiring the student to create ad copy and produce a commercial; which was then accomplished on that day at the radio station.



July 6, 2022

To: Iowa Central Community College

I [REDACTED] has many fine qualities that will help him excel in the broadcasting industry; including a positive demeanor, can-do attitude, desire to learn and the ability catch-on quickly. [REDACTED] was a huge help in the programming and production departments as well as assisting in daily music and commercial log preparation. It is refreshing to meet someone of his age group that has a passionate interest in radio. The future looks bright with young people like [REDACTED] in our field.

Ron McCarthy  
GM  
Alpha Media  
Newton-Grinnell