

## **2021 EEO PUBLIC FILE REPORT**

### **For October 1, 2020 to September 30, 2021**

The purpose of this EEO Public File Report (“**Report**”) is to comply with Subsection (c)(6) of the FCC’s EEO rule set forth in 47 CFR Section 73.2080 (the “**FCC’s EEO Rule**”). This Report has been prepared on behalf of the Station Employment Unit (“**SEU**”) which is comprised of the following radio stations (the “**Stations**”):

<b>KKMA, licensed to Le Mars, IA;</b>	Facility Id #35055
<b>KLEM, licensed to Le Mars, IA;</b>	Facility Id #32998
<b>KSCJ, licensed to Sioux City, IA;</b>	Facility Id #21691
<b>KKYY, licensed to Whiting, IA;</b>	Facility Id #63940
<b>KQNU, licensed to Onawa, IA;</b>	Facility Id #3971
<b>KSUX, licensed to Winnebago, NE.</b>	Facility Id #21692

Powell Broadcasting Company, L.L.C. (“**Powell Broadcasting**”) is the licensee of FM radio station KKMA, AM radio station KLEM, FM radio station KKYY and FM radio station KQNU. KSUX/KSCJ Radio Broadcasting Company, L.L.C. (“**KSUX/KSCJ RBC**”) is the licensee of FM radio station KSUX and AM radio station KSCJ. KSUX/KSCJ RBC is a wholly-owned subsidiary of Powell Broadcasting. The Stations operate in the same market and share one or more employees.

The information contained in this Report covers the time period beginning on October 1, 2020 and ending on September 30, 2021 (the “**Reporting Period**”).

The FCC’s EEO Rule requires this Report to contain the following information:

1. A list of all full-time vacancies filled by the SEU at the Stations during the Reporting Period;
2. For each such vacancy, the recruitment sources used to fill the vacancy identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy filled during the Reporting Period;
4. Data reflecting the total number of people interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source used in connection with those vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the FCC’s EEO Rule during the Reporting Period.

Sections I, II and III which follow provide that required information. A number listed in Section II under the column entitled “Full-Time Positions for which RS was Used in Reporting Period” refers to the full-time job listed by that number in Section I.

For purposes of this Report, a vacancy was deemed “filled” when the hiree accepted the job offer, rather than when the offer was extended.

### Section I: Vacancy Information

**For October 1, 2020 to September 30, 2021**

Full-time Positions filled during the Reporting Period by Job Title, Recruitment Source (“RS”) of Hiree:

Job Title	RS Used to Fill Vacancy	RS of Hiree
1 Sales Executive	1-13, 19-46	8
2 On Air Announcer	1/13, 19-46	35
3 On Air Announcer	7-46	7

**Total Number of Persons Interviewed for Full-Time Positions – 7**

**Total Number of Persons Hired for Full-Time Positions - 3**

### Section II: Master Recruitment Source List

**For October 1, 2020 to September 30, 2021**

	Recruitment Sources (by name, address, contact person, full mailing address and telephone number)	Total Number of Interviewees Referred by RS in Reporting Period (if any)	Full-Time Positions for which RS was Used in Reporting Period (if any)
1	KKMA ON AIR 99.5 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	1	2
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	0	2
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
7	KKMA Website, www.kool995.com	1	3
8	KSUX Website, www.ksux.com	1	3
9	KSCJ Website, www.kscj.com	0	3
10	KLEM Website, www.klem1410.com	0	3
11	KKYY Website, www.y1013.net	0	3

12	KQNU Website, <a href="http://www.q102siouxcity.com">www.q102siouxcity.com</a>	0	3
13	IBA, Web site, <a href="http://www.iowabroadcaster.com">www.iowabroadcaster.com</a>	2	1
14	All Access , Website, <a href="http://www.allaccess.com">www.allaccess.com</a>	0	1
15	RAB Website, <a href="http://www.rab.com">www.rab.com</a>	0	1
16	Inside Radio, Gene, Emailads@inside radio.com, 800-640-8852	0	1
17	NAB Website, <a href="http://www.nab.org">www.nab.org</a>	0	1
18	Radio World Magazine , email ads <a href="http://www.sbe.org">www.sbe.org</a>	0	1
19	Job Training Partners, Marcia Pauling, 4647 Stone Avenue, Sioux City, Iowa 51102 , (712-274-8733 ext. 1249)	0	3
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	3
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) <b>prefers paper mail</b>	0	3
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	3
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	3
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	3
25	Carreer Services for Minorities, Morningside College, 1501 Morningside Avenue, Sioux City , Iowa 51106 (712-274-5000) Att: Stacie Hays <b>email preferred: <a href="mailto:hays@morningside.com">hays@morningside.com</a></b>	0	3
26	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) <b>paper mail preferred.</b>	0	3
27	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) <b>email preferred: <a href="mailto:womenaware@siouxlan.net">womenaware@siouxlan.net</a></b>	0	3
28	Mary Treglia Community House, Wes Bell, 900 Jennings Street, Sioux City, Iowa 51105 (712-258-5137) <b>either email at <a href="mailto:wes@marytreglia.org">wes@marytreglia.org</a> or paper mail</b>	0	3
29	American Association of University Women, Sioux City Branch, Pam Hoadley, 4705 Old Lakeport Road, Sioux City, Iowa 51106 (712-271-1876) <b>email headly@morningside.edu</b>	0	3
30	Carreer Development Center, Briar Cliff University, 3303 Rebecca Street, Sioux City, Iowa 51104 (712-279-5200) Att: Joshua Cobbs <b>email preferred: <a href="mailto:joshua.cobbs@briarcliff.edu">joshua.cobbs@briarcliff.edu</a></b>	0	3
31	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	2
32	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101. <b>paper mail preferred.</b>	0	3
33	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	3
34	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan <b>paper mail preferred.</b>	0	3
35	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)	2	3

36	Wayne State College, Career Services, ATTN: Jason Barelman 1111 Main Street, Wayne, Ne. 68787 (800-228-9972) <a href="mailto:jbarel1@wsc.edu">email preferred jbarel1@wsc.edu</a>	0	3
37	Northwest Iowa Comm. College, ATTN: Pamela Lien, Community Relations 603 West Park Street, Sheldon, Iowa 51201 (712-324-5061) <a href="mailto:jobs@nwicc.edu">jobs@nwicc.edu</a>	0	3
38	Little Priest Tribal College, Minorities Job Placement Dir., ATTN: Bobbi Jo Lindholm 601 East College Drive, po Box 270, Winnebago, Ne. 68071 (402-878-2380) <a href="#">paper mail preferred.</a>	0	3
39	Nebraska Indian Community College, ATTN: Paul Fowler P.O. Box 428 Macy, NE 68039 (402.837.5078) <a href="mailto:pfowler@thenicc.edu">email preferred pfowler@thenicc.edu</a>	0	3
40	Western Iowa Tech Community College, 4647 Stone Avenue Sioux City, Iowa 51106, 712 274-6401 <a href="http://www.meetyournewcareer.com">post jobs on website at www.meetyournewcareer.com</a> <a href="#">go to employer svcs, click &amp; submit.</a>	0	3
41	Western Iowa Tech Corporate and College Learning Center, Paulette Lewis, 940 Lincoln Street S.W., Le Mars, Iowa 51031 (712-546-7338)	0	3
42	Whiting Public Library Community Job Posting Board, ATTN: Meg Polly 407 Whittier Street, Po Box 288, Whiting, Iowa 51063 712-455-2612 <a href="#">paper mail preferred</a>	0	3
43	Onawa Employment %Onawa Chamber of Commerce, ATTN: Jen Collison 707 Iowa Avenue, Onawa, Iowa 51040 712-423-1801 <a href="mailto:chamber@onawa.com">email preferred chamber@onawa.com</a>	0	3
44	Word of Mouth	0	3

*Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by the SEU during the Reporting Period:*

**1. Activity: Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)**

**Date of Station Participation:** March 24, 2021

**Participating Employees:** General Manager Dennis Bullock, Director of Sales Dave Grosenheider, Business Manager Candice Nash, Operations Manager Tony Michaels, Program Director Dave Ruden.

**Host/Sponsor of Activity:** David Oxenford of the Washington DC law firm Wilkinson Barker Knauer.

**Brief Description of Activity and Station Participation:**

This webinar was entitled “Staying on Top of your Broadcast FCC EEO Obligations”. This was a total review of all of the FCC’s obligations and how to meet those obligations even while social distancing. All 5 of Powell Broadcastings Key Personnel took part in this webinar.

**2. Activity: Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)**

**Date of Station Participation:** May 6, 2021

**Participating Employees:** Director of Sales Dave Grosenheider, Sales Manager Ciarra Prather, Sales Manager Monica Stabile, Sales Manager Kelli Erickson

**Host/Sponsor of Activity:** IBroadcast1Source, TLP Law, and Independent Broadcasters Association,

**Brief Description of Activity and Station Participation:**

This webinar was an IBA featured webinar on FCC EEO Training. The Director of Sales and all 3 Sales Managers of Powell Broadcastings participated in this webinar.

**3. Activity: Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)**

**Date of Station Participation:** May 21, 2021

**Participating Employees:** Program Director Dave Ruden

**Host/Sponsor of Activity:** Marcus Meridan Cleghorn Remsen Union Elementary School

**Brief Description of Activity and Station Participation:**

“Test Drive your Future” This event was like speed dating for the kids. Each student at this career day met for FIVE MINUTES before moving on to the next interview. This was to educate the kids on what is available in the course of YOUR CAREER choice! It was a fun twist on a career day.

**4. Activity: Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)**

**Date of Station Participation:** June 17, 2021

**Participating Employees:** General Manager Dennis Bullock, Director of Sales Dave Grosenheider, Business Manager Candice Nash, Operations Manager Tony Michaels

**Host/Sponsor of Activity:** IBA (Iowa Broadcasters Association, )

**Brief Description of Activity and Station Participation:**

Four top personnel participated in this Employment Law Webinar. This webinar covered several HR topics, including non-discrimination laws and practices, best practices for pandemic-related HR issues and the FCC’s EEO rules and expectations.

**5. Activity: Host at least one job fair. (#2)**

**Date of Station Participation:** June 29, 2021

**Participating Employees:** General Manager Dennis Bullock / Director of Sales Dave Grosenheider / from KKMA Eric Bishop / from KSCJ Charlie Stone / from KSUX Josie Cooper / from KKYY Cowboy Bob / from KQNU Bruce Perry

**Host/Sponsor of Activity:** Powell Broadcasting Hosted

**Brief Description of Activity and Station Participation:**

We hosted what we called the Tri State Career Fair. It was held at the Tyson Event Center. We had full cooperation of The Siouxland Initiative (an arm of the chamber of commerce that promotes economic development in the tri state area) and The Siouxland Chamber of Commerce. This was from 11a-6p and we had over 100 employers joined us for this massive one day career fair event that we promoted and hosted.

**6. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)**

**Date of Station Participation:** September 15, 2021

**Participating Employee:** Operations Manager Tony Michaels

**Host/Sponsor of Activity:** Morningside University

**Brief Description of Activity and Station Participation:**

Morningside University hosted a Siouxland Broadcasters Career Fair on campus from 11am-3pm Wednesday 9/15/21. It was held in the Student Center. Each station had its own table/area and students could roam the career fair asking questions and learn about all the different jobs available in broadcasting.