

Reporting Period: October 1, 2018 to September 30, 2019

The purpose of this EEO Public File Report is to comply with Subsection (c)(6) of the FCC's EEO rule set forth in 47 CFR Section 73.2080. This report has been prepared on behalf of the Station Employment Unit (SEU), which is comprised of the following stations: KIWA-FM 105.3, Sheldon, IA., KIWA-AM 1550 with Translator K264CW, Sheldon, IA., and KIWA-FM 100.7 (k264cw), Sheldon, IA., and is required to be placed in the public inspection files of these stations and posted on their websites. Sheldon Broadcasting Company, Inc. is the licensee of the above-mentioned radio stations.

The information contained in the Report covers the time period beginning October 1, 2018 through September 30, 2019.

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 of and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the EEO's Rule during the Reporting Period.

Sections I, II, and III which follow have been designed to provide the required information. Please note that any number listed in Section II under the heading entitled "Full-Time Positions for Which the RS Was Utilized" refers to the full-time position that is listed by that number in Section I.

For the purposes of this report, a vacancy was deemed "filled" not when an offer of employment was extended, but rather when the hiree accepted the employment offer. A person was deemed "interviewed" whether he/she was interviewed in person, over the telephone, or by email.

Section I: Vacancy Information

Reporting Period: October 1, 2018 to September 30, 2019

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
	No vacancies for this reporting period		

Total Number of Persons Interviewed for Full-Time Positions - 0

Total Number of Persons Hired for Full-Time Positions - 0

Section II: Master Recruitment Source List

Reporting Period: October 1, 2018 to September 30, 2019

#	Recruitment Source	Total # if Interviews Referred by RS in Reporting Period (if any)	Full-Time Positions for which RS was Used in reporting Period (if any)
1	Buena Vista University - Storm Lake, IA Emily Gallagher - gallaghere@bvu.edu career@bvu.edu 712-749-2165	0	0
2	Dordt College - Sioux Center, IA Kathy Harmelink HR Kathy.harmelink@Dordt.edu 712-722-6000	0	0
3	Iowa Broadcasters Association Des Moines, IA (Website) iowaiba@dwx.com	0	0
4	Iowa Central Community College - Fort Dodge, IA careerservices@iowacentral.edu 800-362-2793	0	0
5	Iowa Lakes Community College Estherville, IA Melissa Lutat mlutat@iowalakes.edu 712-362-2604	0	0
6	kiwaradio.com - Website of Sheldon Broadcasting Co., Inc. Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0
7	KIWA, KIWA-FM & KIWA-AM Radio - Sheldon, IA Walt Pruiksma walt@kiwaradio.com 712-324-2597	0	0

8	Northwestern College - Orange City, IA Kirsten Brue – Career Counselor kbrue@nwciova.edu 712-707-7225	0	0
9	Northwest Iowa Community College - Sheldon, IA Sheilia Van Engen jobs@nwicc.edu 712-324-0010	0	0
10	Siouxland Press - Hospers, IA PO Box 278 Hospers, IA 712-752-8401	0	0
11	Word of Mouth Referrals	0	0
12	Unsolicited Resumes on File	0	0

Section III: Recruitment Initiatives (2 Required)

Reporting Period: October 1, 2018 to September 30, 2019

Supplemental efforts (Non-Vacancy Specific) utilized to educate the public about job positions and the qualifications necessary to fill those positions during the Reporting Period:

3/5/19

KIWA assists with Middle School Project

Students often wonder if what they learn in school will actually be useful later in life. At St. Pat's Catholic School in Sheldon, Middle School Math teacher Chris Derochie is making sure her students see that it is. She reached out to KIWA asking for a little assistance with a project she was putting together for her 5th grade students. Later this spring the class will be responsible for timing out the passion play they will be presenting. They will need to evaluate the songs and speaking times incorporated in the play and make sure it falls within the allotted time the performance is scheduled to take. To help them get a feel for what it would be like, KIWA representative Rachel McDonald went to speak to the class. The students were each tasked to fill in an hour-long playlist for the radio station with songs from different categories. But they also to take into consideration time for news, weather, and radio ads. Their goal was to get as close to a full hour as they could, with a two-minute cushion on either side of that hour. The students realized that learning about sets and timing is a lot more important that they might have initially thought!

3/23/2018

Job Shadow

A Sheldon High School Senior job shadowed several positions at KIWA. The student asked a lot of questions about operation of the board, music rotation and severe weather reporting. The student did sit through a complete board shift. The student had previously taken radio news broadcasting as part of his high school speech class.

3/19 – 3/20/2019

KIWA Sponsored Job Fair

KIWA Radio co-sponsored and participated in a Job Fair held at Northwest Iowa Community College in Sheldon, Iowa. Most of the people who stopped at the KIWA table during the two-day event were students who were pursuing a wide variety of careers. We handed out information about the many opportunities that were available in the Broadcast Industry.

4/3 – 4/25/2019
KIWA Scholarship

KIWA Radio awarded a \$1500 scholarship to Tanner Dykstra, a graduating senior from Sibley-Ocheyedan High School. The intent of the scholarship presented was to encourage and support the continuation of a student's music education and / or radio broadcasting. KIWA encouraged students who were majoring in radio broadcasting, journalism, communications or music education to apply.

4/12/2019
Adult Residents from Northwest Unlimited visits KIWA

Residents from Village Northwest Unlimited stopped by the KIWA as part of their radio station curriculum. The residents were taken into the recording studio and Justin explained the basics of radio broadcasting.

4/26/2019
O'Brien County Career Day

KIWA Radio participated in the 3rd Annual O'Brien County Career Day held at Northwest Iowa Community College in Sheldon. Hundreds of high school students attended. KIWA staff attended and visited with students about a career in radio broadcasting.

4/27/2019
Sheldon Home & Design Expo

KIWA had a booth at the 2019 Sheldon Home Show at Northwest Iowa Community College. Besides the normal handing out station materials, answering listener's questions and having listeners register for prizes, KIWA personnel also had the opportunity to visit with individuals about a career in radio. A job description of radio positions was distributed to those interested.

7/8/19 – 8/9/2019
KIWA Radio Summer Intern

Tanner Dykstra from Sibley interned at KIWA in July and part of August. Tanner is enrolled in broadcasting at the University of Nebraska. Tanner interned 3 days a week from noon to 4pm. Tanner shadowed the sales team, news team, sports department, and traffic. He learned the basics of production, on air shifts while at the station.

9/20/2019
Station Tours

KIWA Radio staff hosted tours for 3rd graders from Sheldon East Elementary School. The students learned about all the different jobs held by station employees. The students toured the facility and recorded the Pledge of Allegiance. The tour was part of their Social Studies assignment.