

Reporting Period: October 1, 2020 to September 30, 2021

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, 2020 through September 30, 2021.

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

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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	Traffic Director	1 - 9	7

Total Number of Persons Interviewed for Full-Time Positions - 2

Total Number of Persons Hired for Full-Time Positions - 1

Section II: Master Recruitment Source List

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#	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	2	0
7	KIWA, KIWA-FM & KIWA-AM Radio - Sheldon, IA Walt Pruiksma walt@kiwaradio.com 712-324-2597	1	0

8	Northwestern College - Orange City, IA Kirsten Brue – Career Counselor kbrue@nwcsiowa.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)

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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:

1/20/2021

The KIWA staff spent a considerable amount of time with 4 Sheldon high school students who came to our studio to record a "Radio Play". Time was spent polishing the script while also teaching the students How the recording equipment works. After careful preparation the students presented their play in state competition. We heard later the Sheldon students received Top Honors.

4/9/2021

KIWA Radio would like to congratulate Samuel Heyn Senior from Hartley-Melvin-Sanborn High School as he is the winner of the \$1500 KIWA Radio scholarship. The intent of this scholarship is to encourage and support the continuation of a student's music or journalism education or broadcasting career. Samuel will be attending the University of Iowa this fall majoring in journalism and mass communication.

6/24/21

During the Iowa Association of Broadcasters state convention, a management session was held discussing the new EEO requirements. The presenters were Tricia Goodsen and Steven Hastsell. While not at the convention KIWA Management viewed the seminar online.

8/25/21

Taste of Sheldon Event

Northwest Iowa Community College in Sheldon hosted a 'Taste of Sheldon' event to welcome students to the area. KIWA attended, explaining to students the roll of local radio in the community. Job descriptions were discussed with interested students.