

FCC EEO Report - 2014

This report is filed to comply with Federal Communication Commission Rules providing the following information for the period 9/21/ 2013 through 9/20/ 2014

1. Vacancy - Full Time Radio Technician - position filled 12-20-13

2. Recruitment Sources Used to Fill This Vacancy:

Brown College, Mendota Heights, MN

Mike Kronforst

E-Mail: mkronforst@browncollege.edu

Phone: 651-905-3499

Buena Vista University, Storm Lake, IA

Brenda Dodge

E-Mail: careerservice@bvu.edu

Phone: 712-749-2440

Dordt College, Sioux Center, IA

Dennis DeWaard

E-Mail: ddewaard@dordt.edu

Phone: 712-722-0885

Iowa Broadcasters Association, Des Moines, IA (Website)

Sue Toma

E-Mail: iowaiba@dwx.com

Iowa Central Community College, Fort Dodge, IA

E-Mail: careerservices@iowacentral.edu

Phone: 800-362-2793

Iowa Lakes Community College, Estherville, IA

Bob Pritchard

E-Mail: rpritchard@iowalakes.edu

Phone: 712-362-2604

KIWA, KIWA-FM Radio, Sheldon, IA

Walt Pruiksma

E-Mail: walt@kiwaradio.com

Phone: 712-324-2597

Northwestern College, Orange City, IA

Nancy Landhuis

E-Mail: landuis@nwcsiowa.edu

Phone: 712-707-7225

Northwest Iowa Community College, Sheldon, IA

Sheilia Van Engen

E-Mail: jobs@nwiicc.edu

Phone: 712-324-5061

Siouxland Press

P.O. Box 278

Hospers, Iowa 712 752 8401

3. Number of Interviewees:

- 1 - referred by KIWA Radio
- 1 - referred by Brown College
- 1 - referred by Siouxland Press

4. A full time person was hired

****KIWA Radio airs a flight of ads monthly seeking organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. Responses are added to KIWA's employment contact list.**

**FCC EEO REPORT
(2 initiatives required)**

**Supplemental efforts to educate the public about job positions
and the qualifications necessary to fill those positions for the
period September 21, 2013 to September 20, 2014.**

10-24-2013

KIWA and KIWA-FM Radio co-sponsored and participated in a Job Fair held at Northwest Iowa Community College in Sheldon. Most of the people who stopped at the KIWA table 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. We discussed these opportunities with students, many of them who still feel that their only opportunities at radio stations would be as 'disc jockeys'. Several other people visited the table with interest in available positions.

11-9-2013

KIWA's Frank Luepke taught a Boy Scout Business Merit Badge class at Northwest Iowa Community College in Sheldon, Iowa. The presentations included a description of the opportunities for sales people in the broadcast field. Students participating were from eight different communities in the KIWA listening area.

1-13 thru 3-7-14

Informational ads aired for International Broadcasters IdeaBank's SESAC \$10,000 Scholarship given to a person in his or her second or third year of college who will graduate with a degree leading to a career in radio broadcasting.

3-18-14

At 7:15 pm on Tuesday, March 18, 2014, the Tiger Scouts of Cub Scout Troop 154 of Sheldon, Iowa toured the KIWA-AM & FM studios.

6 scouts and 5 adults took the tour, which was conducted by KIWA Program Director Tom Traughber. During the tour, the group recorded the Pledge of Allegiance for use on the air during the morning show. The group was very interested in all of the computer equipment, as well as learning how the music and commercials are broadcast. The tour concluded at approximately 7:45 pm.

3-29-14

Sheldon Home Show

KIWA had a booth at the 2014 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 a number individuals about a career in radio. A job description of radio positions was distributed to those interested.

4-22-14

On April 22, 2014 we were contacted by D.J. Hansen, an instructor at South O'Brien High School in Paullina, Iowa, about a student, Ben Maurer who desired the opportunity to perform a Job Shadow at KIWA Radio. Mr. Hansen's email indicated that Ben has a passion for weather, and was extremely interested in pursuing employment in radio after high school.

The Job Shadow was scheduled for Thursday, May 15, 2014. Ben was scheduled to arrive at the station at 1:00 pm, but arrived at approximately 12:45 because, as he explained, he was very eager to get into the Job Shadow afternoon. Ben was extremely interested in how we operate the broadcast facilities, as well as all of the broadcast equipment and it's function. In addition, since Ben has a passion for weather, we met with KIWA's Frank Luepke, who is also the National Weather Service Official Observer for Sheldon. Mr. Luepke shared with Ben the manner in which weather data is collected and communicated to the National Weather Service, as well as the history of the Sheldon Observer position. In addition, we arranged a telephone conference call with a meteorologist from Weatherology, the service that provides KIWA Radio with our forecast products, in which Ben learned how the forecasters go about compiling the data necessary to compile a weather forecast, as well as answering all of Ben's questions.

Ben left us around 3:30 pm, and subsequent emails indicated that he had not only learned a great deal from the Job Shadow experience, but enjoyed himself tremendously, as well.

