

EEO Public File Report

KZIA, Inc. -- KZIA-FM and KGYM-AM, Cedar Rapids, Iowa

October 1, 2012 - September 30, 2013

I. VACANCY LIST

Section II, the "Section II. Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree	Number of People Interviewed
Advertising Consultant	1-34, 39	39	5
Promotions Director	2-34, 36, 37, 38, 39	39	4
AM Sports Producer	2-34, 37, 39	39	3
Evening Disc Jockey	2-34, 36, 38, 39	36	5
Overnight Disc Jockey/Web Master	2-34, 37, 39	39	5
Advertising Consultant	1-34	1	5
Advertising Consultant	1-34, 40, 41	40	11

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Section II. Master Recruitment Source List

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Corridor Careers	Greg Schaefer	13	N
	The Gazette, PO Box 511, Cedar Rapids, IA 52406	319-368-8960		
2	Afro-American Cultural Center	Carlos Serrato	0	N
	303 Melrose Ave, Iowa City, IA 52246-3306	319-335-8296		
3	American Institute of Commerce	Linda Linn	0	N
	1801 E. Kimberly Rd, Davenport, IA 52807-2095	800-747-1035		
4	Augustana College	Kathy Wolf	0	N
	639 38th Street, Rock Island, IL 61201-2210	800-798-8100		
5	Blackhawk College	Larry Crawford	0	N
	6600 34th Avenue, Moline, IL 61265-5870	309-796-1311		
6	Brown College	Mike Kronforst	0	N
	1440 Northland Drive, Mendota Heights, MN 55120-1004	651-905-3400		
7	Latino Native American Center	Adele Rodriguez	0	N
	308 Melrose Avenue, Iowa City, IA 52246-3305	319-335-8298		
8	Clarke College	Louise Ottavi	0	N
	1550 Clarke Drive, Dubuque, IA 52001-3117	563-588-6321		
9	Coe College	Tish Mealey	0	N
	1220 First Avenue NE, Cedar Rapids, IA 52402-5092	319-399-8009		
10	Broadcast Center	Jim Bland	0	N
	2360 Hampton Avenue, St. Louis, MO 63139	314-646-8181		

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
11	Hamilton Business College	Dennis Turner	0	N
	3165 Edgewood Parkway SW, Cedar Rapids, IA 52404-7826	319-363-0481		
12	Iowa Central Community College	John C. Pemble	0	N
	330 Ave M, Ft. Dodge, IA 50501-5739	515-955-5877		
13	Iowa State University	Jean Jones	0	N
	204 Engineering Annex, Ames, IA 50011-0001	515-294-2542		
14	Iowa Workforce Development	Carlos Vega	0	N
	800 7th Street SE, Cedar Rapids, IA 52401-2115	319-365-9474		
15	Kirkwood Community College	Vanessa Lopez	0	N
	6301 Kirkwood Blvd SW, Cedar Rapids, IA 52404-5260	319-398-5523		
16	Loras College	Kathy Blau	0	N
	1450 Alta Vista/Box 123, Dubuque, IA 52004-0178	563-588-7100		
17	Mount Mercy College	Barb Mussman	0	N
	1330 Elmhurst Drive NE, Cedar Rapids, IA 52402-4797	319-368-6463		
18	NAACP	Kevin Edwards	0	N
	PO Box 1595, Cedar Rapids, IA 52406-1595	319-393-1623		
19	Southern Illinois University	James Scales	0	N
	Carbondale, IL 52901-4703	618-650-3708		
20	University of Dubuque	Laurie Nelson	0	N
	Peters Commons-2nd Floor, Dubuque, IA 52001-5099	563-589-3132		

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
21	University of Iowa-Career Center	Jane Schildroth	0	N
	24 Phillips Hall, Iowa City, IA 52242-1323	319-335-1023		
22	University of Iowa-Student Employment	Cynthia Seyfer	0	N
	213 Calvin Hall, Iowa City, IA 52242-1315	319-335-1460		
23	University of MO/Columbia	Sally Malloy	0	N
	102 Neff Hall, Columbia, MO 65211-1200	573-882-7772		
24	University of Northern Iowa	Muriel Stone	0	N
	Student Service Center #19, Cedar Falls, IA 50614-0001	319-273-6857		
25	University of WI/Platteville	Sandra Stacy	0	N
	1 University Plaza-Ullsvik Center, Platteville, WI 53818-3099	608-342-1183		
26	Winona State University	Vicki Decker	0	N
	PO Box 5838, Winona, MN 55987-0838	507-457-5340		
27	Women's Resource & Action Center	Monique DiCarlo	0	N
	130 N Madison Street, Iowa City, IA 52242-1725	319-335-1486		
28	Cornell College	Jayne Swanson	0	N
	600 First Street West, Mt. Vernon, IA 52314-1006	319-895-4000		
29	Iowa Broadcasters Association	Sue Toma	0	N
	PO Box 71186, Des Moines, IA 50325-1186	515-224-7377		
30	Upper Iowa University	Ed Derr	0	N
	PO Box 1857, Fayette, IA 52142	563-425-5200		

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
31	Wartburg College	Derek Solheim	0	N
	PO Box 1003, Waverly, IA 50677	319-352-8425		
32	Columbia College	Matthew Green	0	N
	600 S Michigan Ave, Chicago, IL 60605-1996	312-344-8920		
33	Broadcast Employment Services	Mark Halloway	0	N
	PO Box 4116, Oceanside, CA 92052-4116	760-754-8177		
34	Radio 1 Broadcast School	Joe Deschler	0	N
	308 Buchner Place, La Crosse, WI 54603-3149	800-899-2221		
35	Radiolnk.com	Ed Ryan	0	N
	1901 S. Congress Ave #118, Boynton Beach, FL 33426	239-247-3833		
36	Allaccess.com	Joel Denver	3	N
	11 Music Circle South, Suite 101, Nashville, TN 37203	615-252-6400		
37	Iowa Broadcaster.com	No Contact	3	N
	PO Box 71186, Des Moines, IA 50325	515-224-7237		
38	RAMP	Kevin Carter	0	N
	25379 Wayne Mills Place #382, Valencia, CA 91355	661-294-9408		

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year**

10/01/12—09/30/13

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	10/01/12 - 09/30/13	Sponsorship of Community Events	Sponsorship of events in the community to inform public of employment opportunities in broadcasting.	Station tours given to K-12 and college level members of the public as well as their teachers on the duties and responsibilities of broadcast positions, how to train for those positions and how to learn about the availability of these positions.	Jamie Burks, Promotions Director, Jayme Hunter, Promotions Director, Loretta Welsh, Director of First Impressions
2	10/01/12 - 9/30/13	Mentorship	Mentor newly hired personnel by veteran employees.	Mentor new hires to answer questions, offer insight and guidance primarily through the learning stage of new position as well as guidance and advice once acclimated.	Julie Hein, General Manager, Glen Gardner, Brand Strategist, Joe Drahozal, General Sales Manager
3	10/01/12 - 9/30/13	Job Bank Outreach	Broadcast announcements urging possible candidates to go to Iowa Broadcasters Association Internet job bank.	Participation in outreach efforts of Iowa Broadcasting Association job bank.	Greg Runyon-Operations Manager, Mo Holland-Creative Services Director, Dorothy Roach-Traffic Director
4	10/01/12 - 09/30/13	College Intern Program	Expose college students to broadcasting environment.	Host interns from area colleges (University of Iowa, and Mt. Mercy) who are majoring in broadcasting for credit hours	Jamie Burks, Promotions Director, Greg Runyon, Operations Manager, Jayme Hunter, Promotions Director
5	10/01/12-09/30/13	Scholarship program	Participation and award of the Eliot A. Keller Scholarship.	Awarding of the Eliot A. Keller Scholarship for students pursuing a broadcasting career.	Rob Norton, President; Julie Hein, General Manager; Nicole Keller; Kellie Lala, Senior Sales Consultant; Dr. Jeff Stein
6	10/01/12-09/30/13	EEO Training	FCC Regulation talk presented by FCC Attorney, David Oxenfeld	How to assure compliance with the FCC's EEO rules and recordkeeping.	Julie Hein, General Manager