

# **2018 EEO PUBLIC FILE REPORT**

## **Reporting Period: September 21, 2017 to September 30, 2018**

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, Sheldon, IA., and KIWA-FM 100.7, 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, 2017 through September 30, 2018.

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, 2017 to September 30, 2018**

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, 2017 to September 30, 2018**

#	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 Brenda Dodge <a href="mailto:career@bvu.edu">career@bvu.edu</a> 712-749-2440	0	0
2	Dordt College - Sioux Center, IA Rich Lodewyk <a href="mailto:Rich.Lodewyk@dordt.edu">Rich.Lodewyk@dordt.edu</a> 712-722-0885	0	0
3	Iowa Broadcasters Association - Des Moines, IA (Website) Sue Toma <a href="mailto:iowaiba@dwx.com">iowaiba@dwx.com</a>	0	0
4	Iowa Central Community College - Fort Dodge, IA <a href="mailto:careerservices@iowacentral.edu">careerservices@iowacentral.edu</a> 800-362-2793	0	0
5	Iowa Lakes Community College - Estherville, IA Melissa Lutat <a href="mailto:mlutat@iowalakes.edu">mlutat@iowalakes.edu</a> 712-362-2604	0	0
6	kiwaradio.com - Website of Sheldon Broadcasting Co., Inc. Walt Pruiksma <a href="mailto:walt@kiwaradio.com">walt@kiwaradio.com</a> 712-324-2597	0	0
7	KIWA, KIWA-FM & KIWA-AM Radio - Sheldon, IA Walt Pruiksma <a href="mailto:walt@kiwaradio.com">walt@kiwaradio.com</a> 712-324-2597	0	0
8	Northwestern College - Orange City, IA Nancy Landhuis	0	0

	<a href="mailto:landhuis@nwciova.edu">landhuis@nwciova.edu</a> 712-707-7225		
9	Northwest Iowa Community College - Sheldon, IA Sheilia Van Engen <a href="mailto:jobs@nwicc.edu">jobs@nwicc.edu</a> 712-324-5061	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, 2017 to September 30, 2018**

*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:*

10/6/2017

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.

10/9/2017

High School Career Day

KIWA's Frank Luepke and Justin Hellinga gave presentations to 25 area high school students as part of Northwest Iowa Community College's Junior Career Day. The presentations dealt with careers in radio, job duties and How a Radio Station operates.

12/20/2017

Job Shadow

A student from Sheldon High School job shadowed our afternoon DJ. He asked what qualifications were needed to work "on air". He also asked what the hardest part of the job was.

12/28/2017

Job Shadow

A Sheldon High School student job shadowed several positions at KIWA. The student was interested in pursuing a career in radio and asked questions as to job descriptions, advertising sales and about station equipment.

2-28 thru 3-15-18

IBIB/SESAC/KIWA Scholarship Ads

Informational ads aired and applications taken for KIWA Radio / 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.

3/23/2018

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.

3-14/15 2018

#### 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. KIWA Radio/IBIB / SESAC Scholarship forms were given out to interested parties.

4/28/2018

#### Sheldon Home Show

KIWA had a booth at the 2018 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.

9/14/2018

#### 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.