

EEO Public File for Carroll Broadcasting Company KCIM-KKRL-KIKD

Full-Time Vacancies 10-16 to 9-17

Marketing Representative

Recruitment Sources

Marketing Representative

KCIM/KKRL/KIKD Radio
1119 East Plaza Drive
Carroll, IA 51401
Deb Lupardus
712-792-4321
deb@carrollbroadcasting.com

Carroll Broadcasting Website
1119 East Plaza Drive
Carroll, IA 51401
Deb Lupardus/Lance Coon
712-792-4321
deb@carrollbroadcasting.com

10TV/CBTV
1119 East Plaza Drive
Carroll, IA 51401
Kelley Derner
712-792-4321
deb@carrollbroadcasting.com

Iowa Broadcasters Association
www.webmaster@iowabroadcasters.com

In-House Carroll Broadcasting
1119 East Plaza Drive
Carroll, IA 51401
712-792-4321
deb@carrollbroadcasting.com
Deb Lupardus

Carroll Daily Times Herald
PO Box 546
Carroll, IA 51401
Allison Sporrer
712-792-3573
a.sporrer@carrollspaper.com

Hiree Referred Source

KCIM/KKRL/KIKD RADIO-1
Networking-0
Radio/Paper-0
In-House-0
Carroll Broadcasting Website-0
IBA Website-0

Total Number of Interviewees-

KCIM/KKRL/KIKD Radio-5
Radio/Newspaper Combo-0
IBA Website-0
Broadcast Center-0
Networking-0
In-House-0
Radio/Word of Mouth-0
Carroll Broadcasting Website-0
Personal Referral-0
Sanford Brown College Ad-0

Outreach Initiatives

Darrell Solberg Sales Training- Establishment of training programs & other programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Darrell is hired on a yearly basis (since 1995) by Carroll Broadcasting to help with new hires and current marketing representatives to help them reach their fullest potential. He visits 4-6 times per year. Kim Hackett- General Manager and Deb Lupardus- Local Sales Manager are involved in the initiative.

Deb Lupardus and Carly Masching participates in events or programs sponsored by DMACC and Kuemper students throughout the year to discuss marketing strategies and explain how what they are currently studying is incorporated into our daily activities as marketing representatives. Answer questions and give different ideas on how to market radio.

Carroll Broadcasting has a high school job shadowing program where we have hosted several area high school students that have expressed an interest in radio. Students were allowed in studios during air shifts to observe and ask questions. We provided all information to students about all aspects of broadcasting including live broadcasts. Sports, news, music responsibilities, production and more. Including future job prospects and opportunities. John Ryan-Operations Manager/Program Director is involved in this initiative.