

Pritchard Broadcasting Corporation Employment Unit

Burlington, Ft. Madison and New London, IA & Dallas City, IL

2015 EEO Public File Report

Outreach Initiative Activity from August 1, 2014 to July 31, 2015

<b>A. Full-time Vacancies Filled During Past Year</b>				
<b>1 Job Title:</b>	Program Director	<b>Date Filled:</b>	10/6/14	
<b>2 Job Title:</b>	Sales Person	<b>Date Filled:</b>	10/13/14	
<b>3 Job Title:</b>	Sales Person	<b>Date Filled:</b>	10/16/14	
<b>4 Job Title:</b>	News Director	<b>Date Filled:</b>	2/16/15	
<b>5 Job Title:</b>	Sales Person	<b>Date Filled:</b>	3/2/15	
<b>6 Job Title:</b>	Sales Person	<b>Date Filled:</b>	6/1/15	
<b>B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy</b>				
<b>1. Job Title:</b> Program Director				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired?</b>
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	No
Hawk Eye Newspaper	Classified Advertising	800 S. Main, Burlington, IA 52601	319-754-8461	No
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	Yes
<b>2. Job Title:</b> Sales Person				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired?</b>
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Hawk Eye Newspaper	Classified Advertising	800 S. Main, Burlington, IA 52601	319-754-8461	No
<b>3. Job Title:</b> Sales Person				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired?</b>
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Hawk Eye Newspaper	Classified Advertising	800 S. Main, Burlington, IA 52601	319-754-8461	No

<b>4. Job Title:</b> News Director				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired ?</b>
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	Yes
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	No
<b>5. Job Title:</b> Sales Person				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired?</b>
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Hawk Eye Newspaper	Classified Advertising	800 S. Main, Burlington, IA 52601	319-754-8461	No
<b>6. Job Title:</b> Sales Person				
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Tel #</b>	<b>Referred Person Hired?</b>
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Hawk Eye Newspaper	Classified Advertising	800 S. Main, Burlington, IA 52601	319-754-8461	No
<b>C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.</b>				31
<b>D. Total Number of Interviews For All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source</b>				
<b>Source:</b>		<b># Interviewed</b>		
Radio Advertising		11		
Hawk Eye Newspaper		12		
AllAccess.com		6		
IBA Jobs.com		2		
Total		31		

In addition to the recruitment sources listed above, Pritchard Broadcasting Corporation also notified each of the following further Recruitment/Referral sources, in writing, of each full-time job vacancy from August 1, 2014 to July 31, 2015. None of the Recruitment/Referral sources have requested notification of job vacancies.

<b>BUSINESS</b>	<b>CONTACT</b>	<b>ADDRESS</b>	<b>CITY/STATE</b>	<b>ZIP CODE</b>	<b>PHONE NUMBER</b>
Augustana College	Lisa Slater	639 38th Street	Rock Island IL	61201	800-798-8100
Blackhawk College	Christina Greene	6600 34th Ave	Moline IL	61265	309-796-5000
Buena Vista University	Carol Lytle	610 W. Fourth St.	Storm Lake IA	50588	717-749-2400
Central College	Pat Joachim Litzman	812 University	Pella IA	50219	877-462-3687
Clarke College	Marsha Intveld	1550 Clarke Dr.	Dubuque IA	52001	563-588-6300
Coe College	Scott Simpson	1220 1st Ave NE	Cedar Rapids IA	52402	319-399-8000
Des Moines Area Community College	Dave Reimers	2006 S. Ankeny Blvd. Bldg #1	Ankeny IA	50021	515-964-6200

Drake University	Debra Setterdahl	2507 University Ave	Des Moines IA	50311	515-271-2011
Grinnell College	Marlys Upah	1127 Park Street	Grinnell, IA	50112	641-269-4000
Hamilton College	Lori Orthaus	4655 121st St.	Urbandale IA	50323	515-727-2101
Hawkeye Community College	Ruben Carrion	1502 E. Orange Road	Waterloo IA	50704	800-670-4769
IA Dept of Human Rights	William I Brand	Lucas State Office Building	Des Moines IA	50319	515-242-5655
Illinois State University	Michael Schermer	185 Student Services Building	Normal IL	61790	309-438-2181
Iowa Broadcasters Association	Sue Toma	PO Box 71186	Des Moines IA	50325	515-224-7237
Iowa Central Community College	David Raedeker	330 Avenue M	Fort Dodge IA	50501	515-576-7201
Iowa Wesleyan College	Joyce Halverson	601 N. Main St.	Mt. Pleasant IA	52641	319-385-8021
Iowa Workforce Development	Tony Dietsch	1000 East Grand	Des Moines IA	50390	515-281-5387
Luther College	Virginia Hanson	700 College Dr.	Decorah IA	52101	563-387-2000
Martin L. King Center	Gloria Stigler	515 Beach St.	Waterloo IA	52001	319-234-7543
University of Iowa	Christine Wells	24 Phillips Hall	Iowa City IA	52242	319-335-3500
University of Missouri	Joseph Johnston	130 Jesse Hall	Columbia MO	65211	573-882-2121
University of Northern Iowa	Kris Peterson	Academic and Career Services Gilchrist 242	Cedar Falls IA	50614	319-273-2311
Wartburg College	Derek Solheim	100 Wartburg Blvd.	Waverly IA	50677	800-772-2085
William Penn University	Marsha Riordan	201 Trueblood Ave	Oskaloosa IA	52577	641-673-1012

**Outreach Category:** Co-sponsoring at least one job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities.

**Date of Initiative:** May 21, 2015

**Initiative Description/Participation:** Co-Sponsored the “2015 Southeast Iowa Regional Job Fair” with Iowa Workforce Development, Iowa Vocational Rehabilitation Services and Iowa National Guard. 51 businesses held a 4 hour job fair. Pritchard Broadcasting Co-Sponsored the event including planning, marketing and implementing day of administration.

**Names & Positions of station personnel involved/in attendance:** Chet Young, Sales Manager

**Outreach Category:** Participation in at least 4 job fairs by station personnel who have substantial responsibility for hiring decisions.

**Date of Initiative:** May 21, 2015

**Initiative Description/Participation:** Pritchard Broadcasting provided a marketing campaign inviting participants to the job fair. Pritchard Broadcasting provided a 4 hour live broadcast from event inviting participants to attend. Pritchard Broadcasting provided Public Address Announcer during event. Pritchard Broadcasting Pritchard Broadcasting manned a booth at the “2015 Southeast Iowa Regional Job Fair”. Pritchard Broadcasting management shared station information and career opportunities in broadcast radio.

**Names & Positions of station personnel involved/in attendance:** Chet Young, Sales Manager

**Outreach Category:** Participation in at least four events or program relating to career opportunities in broadcasting sponsored by educational institutions.

**Date of Initiative:** January 29, 2015

**Initiative Description/Participation:** In conjunction with Burlington High School Pritchard Broadcasting participated in Careers in Radio Marketing For Business Seminar. Pritchard Broadcasting held a 1 hour session for 12 selected students. Focus was on marketing to business. Students entered a national business design competition and won regionals, placed in nationals.

**Names & Positions of station personnel involved/in attendance:** Chet Young, Sales Manager

**Outreach Category:** Participation in at least four events or program relating to career opportunities in broadcasting sponsored by educational institutions.

**Date of Initiative:** May 12, 2015

**Initiative Description/Participation:** In conjunction with Burlington Extended Learning Teacher, Katie Salisbury, Steve Hexom PD KBUR 1490 and Chet Young GSM held seminars on careers in broadcast radio for students from Edward Stone Middle School participating in Media and Communication Class.

**Names & Positions of station personnel involved/in attendance:** Chet Young, Sales Manager and Steve Hexom, programming Director

**Outreach Category:** Participation in activities other than the fifteen options that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Date of Initiative:** March 17, 2014

**Initiative Description/Participation:** In conjunction with Boy Scout Pack #3 Savanna Evans Program Director of KHDK 97.3 FM held radio studio tours on careers in broadcast radio.

**Names & Positions of station personnel involved/in attendance:** Joe Bates, Operations Manager and Savanna Evans, Program Director

**Outreach Category:** Participation in activities other than the fifteen options that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Date of Initiative:** October 17, 2014

**Initiative Description/Participation:** In conjunction with Southeastern Community College Pritchard Broadcasting participated in the 11<sup>th</sup> Grade Career Fair. Pritchard Broadcasting held 4 – 25 minute sessions,

each session attended by 8 to 12 Juniors from Burlington Community School District, West Burlington Community School District, Winfield Mount Union, Danville Community School District and Mediapolis Community School District. Focus was on career opportunities in the broadcast radio industry and the educational paths needed to achieve them.

**Names & Positions of station personnel involved/in attendance:** Chet Young GSM