

KBUR-AM KBKB-AM KDMG-FM KKMI-FM WQKQ-FM KHDK-FM

Pritchard Broadcasting Corporation Employment Unit

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

2016 EEO Public File Report

Outreach Initiative Activity from August 1, 2015 to July 31, 2016

A. Full-time Vacancies Filled During Past Year				
1 Job Title:	Sales Manager	Date Filled:	9/28/15	
2 Job Title:	News Reporter	Date Filled:	8/3/15	
3 Job Title:	Announcer	Date Filled:	11/3/15	
4 Job Title:	Program Director	Date Filled:	2/1/16	
5 Job Title:	Program Director	Date Filled:	4/10/16	
6 Job Title:	Sales Manager	Date Filled:	4/18/16	
7 Job Title:	Sales Executive	Date Filled:	6/6/16	
B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy				
1. Job Title:	Sales Manager			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 th 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
2. Job Title:	News Reporter			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 th 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
3. Job Title:	Announcer			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 th 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
Staff referral	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	Yes

4. Job Title: Program Director				
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired ?</u>
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	No
Staff referral	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Radio Advertising	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	No
5. Job Title: Program Director				
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	No
Radio Advertising	John Pritchard	610 N. 4 th 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
Staff referral	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	Yes
6. Job Title: Sales Manager				
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
All Access	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	No
Radio Advertising	John Pritchard	610 N. 4 th 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
Staff referral	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	No
7. Job Title: Sales Executive				
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	No
Radio Advertising	John Pritchard	610 N. 4 th 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
Staff referral	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	No
C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.				33
D. Total Number of Interviews For All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source				
<u>Source:</u>	<u># Interviewed</u>			
Radio Advertising	12			
Hawk Eye Newspaper	0			
AllAccess.com	17			
IBA Jobs.com	2			
Staff referral	2			
Total	33			

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, 2015 to July 31, 2016. None of the Recruitment/Referral sources have requested notification of job vacancies.

BUSINESS	CONTACT	ADDRESS	CITY/STATE	ZIP CODE	PHONE NUMBER
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: The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of Initiative: February 2016 to May 2016

Initiative Description/Participation: Trevor Cooper was hired as an intern by Pritchard Broadcasting. Trevor learned about radio broadcast operations and website design during his internship.

Names & Positions of station personnel involved/in attendance: Savanna Evans, Program Director

Outreach Category: The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of Initiative: August 25, 2015 to December 15, 2015

Initiative Description/Participation: Cody Wright, a Burlington High School Senior interned with Pritchard Broadcasting and earned 2 credit hours towards his diploma. Brian Mumm, Business Teacher at Burlington High School is the school contact.

Names & Positions of station personnel involved/in attendance: Savanna Evans, Program Director

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

Date of Initiative: October 16, 2015

Initiative Description/Participation: Pritchard Broadcasting participated in the Southeastern Community College Career Fair. Staff talked about careers in radio broadcasting and internship opportunities at Pritchard Broadcasting. Coordinated with Brenda Wilkins, Enrollment Specialist/Counselor from SCC.

Names & Positions of station personnel involved/in attendance: Savanna Evans and Scott Michael, Program Directors

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

Date of Initiative: April 5, 2016

Initiative Description/Participation: John Pritchard participated in the 2016 Career Expo sponsored by Carl Sandburg College in Galesburg, IL.

Names & Positions of station personnel involved/in attendance: John Pritchard, General Manager

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

Date of Initiative: November 11, 2015

Initiative Description/Participation: Presented examples of radio production and talked about the process of creating audio pieces to the Western Illinois Broadcast University Department in Macomb, IL. Answered questions about obtaining a career in the radio broadcasting field. Dr. Roger Sadler, Broadcasting & Journalism Professor instructed the class.

Names & Positions of station personnel involved/in attendance: Savanna Evans, Program director

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

Date of Initiative: September 21, 2015, September 28, 2015, November 30, 2015 and December 1, 2015

Initiative Description/Participation: In conjunction with Burlington Middle Schools Savanna Evans made 4 presentations to about careers in radio broadcasting. Burlington School Program Contact is Cree Gully, At Risk/School Liaison PIECES After School Program Site Coordinator.

Names & Positions of station personnel involved/in attendance: Savanna Evans, Program Director