

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

### 2017 EEO Public File Report

Outreach Initiative Activity from August 1, 2016 to July 31, 2017

<b>A. Full-time Vacancies Filled During Past Year</b>				
<b>1 Job Title:</b>	Sales Person	<b>Date Filled:</b>	8/1/16	
<b>2 Job Title:</b>	News Reporter	<b>Date Filled:</b>	2/20/17	
<b>3 Job Title:</b>	News Reporter	<b>Date Filled:</b>	3/8/17	
<b>B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy</b>				
<b>1. Job Title:</b>	Sales Person			
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
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
AllAccess.com	Joel Denver, President	28955 Pacific Coast HWY, STE 210, Malibu, CA 90265	310-457-6616	No
<b>2. Job Title:</b>	News Reporter			
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
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>3. Job Title:</b>	News Reporter			
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
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>C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.</b>				14
<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		6		
Hawk Eye Newspaper		2		
AllAccess.com		6		
IBA Jobs.com		0		
Total		14		

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, 2016 to July 31, 2017. 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:** Participation in at least 4 events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

**DATE OF INITIATIVE:** December 3, 2016

**INITIATIVE DESCRIPTION/ PARTICIPATION:** A West Burlington High School student curious in sports announcing contacted Pritchard Broadcasting about doing a job shadow. The student then attended a Southeastern Community College Blackhawk Basketball Game with the Pritchard Broadcasting sports announcer. He watched how a pre-game show, game, and a post-game show were put together and how the board operator and announcer interacted to create a successful broadcast.

**CONTACT INFO:**

Cindee Reed  
Workplace Skills Teacher at West Burlington High School  
(319) 754-5538  
[Cindee.Reed@wbschools.us](mailto:Cindee.Reed@wbschools.us)

**NAME & POSITION OF STATION PERSONNEL INVOLVED:**

Michael Broskowski, Sports Announcer

**OUTREACH CATEGORY:** : Participation in at least 4 events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

**DATE OF INITIATIVE:** November 15, 2016

**INITIATIVE DESCRIPTION/ PARTICIPATION:** A West Burlington High School student asked if he could job shadow the KHDK programmer. He was interested in learning about production and audio editing. Zane Hand observed the program director for three hours. She showed him about scheduling music, voicetracking, creating and exporting a commercial and also creating sweepers using Adobe Audition.

**CONTACT INFO:**

Cindee Reed  
Workplace Skills Teacher at West Burlington High School  
(319) 754-5538  
[Cindee.Reed@wbschools.us](mailto:Cindee.Reed@wbschools.us)

**NAME & POSITION OF STATION PERSONNEL INVOLVED:**

Savanna Evans, KHDK Program Director

**OUTREACH CATEGORY:** : Participation in at least 4 events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

**DATE OF INITIATIVE:** October 21, 2016

**INITIATIVE DESCRIPTION/ PARTICIPATION:** Pritchard Broadcasting employees Savanna Evans and Mike Field spoke to two career fair classes held at Southeastern Community College. Each session lasted 25 minutes. They informed students about the different careers in broadcasting and what qualifications you'll need.

**CONTACT INFO:**

Brenda Wilkins  
Enrollment Specialist/Counselor  
319-208-5030  
bwilkins@scciowa.edu

**NAME & POSITION OF STATION PERSONNEL INVOLVED:**

Savanna Evans, KHDK Program Director  
Mike Field, KKMI Program Director

**OUTREACH CATEGORY:** Participation in at least 4 events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

**DATE OF INITIATIVE:** September 8, 2016

**INITIATIVE DESCRIPTION/ PARTICIPATION:** KHDK programmer Savanna Evans was asked to speak to the Aldo Leopold Middle School after school program in Burlington, Iowa about radio broadcasting. She talked about her experience and education in broadcasting and the type of jobs that are available both in radio and television. She also brought prizes and played games with the students.

**CONTACT INFO:**

Cree Gully  
At Risk/School Liason PIECES After School Program Coordinator  
319-752-8390 ext. 3131  
cree.gully.@bcstds.org

**NAME & POSITION OF STATION PERSONNEL INVOLVED:**

Savanna Evans, KHDK 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:** July 5, 2017 to August 31, 2017

**INITIATIVE DESCRIPTION/ PARTICIPATION:**

Nissa Vahle, a junior at Burlington High School began an internship with Pritchard Broadcasting which started on July 5, 2017.

**NAME & POSITION OF STATION PERSONNEL INVOLVED:**

Joe Bates, Operations Manager