

Annual EEO Public File Report Form
[KNIA AM & KRLS FM]
Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [KNIA AM/FM & KRLS FM Knoxville, Iowa and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning October 1, 2019 to and including September 30, 2020 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

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Covering the Period from October 1, 2019 to September 30, 2020

Station(s) Comprising Station Employment Unit: [KNIA AM/FM & KRLS FM]

Selection 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Total Number of Interviewees from all sources for this position
1	Pella Advertising Sales	Personal Contact, Job Fair, kniakrls.com, In Station Posting	1
2	Knoxville/Indianola Advertising Sales	IBA Web, kniakrls.com, tv & radio jobs.com, KNIA/KRLS radio. Indeed.com, In Station Posting,	3
3	Evening / Sports Announcer	Knia/krls.com, IBA.com, In Station Post, KNIA/KRLS Radio, Sports Talent Agency of America	3
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 7

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which this Source Was Utilized
1	KNIA/KRLS Radio On Air Announcements (641) 842-3161 Knoxville & Pella, Iowa	0	Evening / Sports Announcer Knoxville/Indianola Sales
2	www.kniakrls.com	1	Evening / Sports Announcer Pella Advertising Sales Knoxville/Indianola Sales
3	Job Fair	0	Pella Advertising Sales
4	Indeed	4	Knoxville/Indianola Sales
5	Iowa Broadcasters Association www.iowabroadcasters.com	0	Evening / Sports Announcer Knoxville/Indianola Sales
6	In Station Postings	0	Evening / Sports Announcer Pella Advertising Sales Knoxville/Indianola Sales
7	TVRadiojobs.com	0	Knoxville/Indianola Sales
8	Sports Talent Agency of America	1	Evening / Sports Announcer
9	Personal Contact	1	Pella Advertising Sales

Total Number of Persons Interviewed During Applicable Period: **7**

****Indicates sources that have requested notification of job openings. None**

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

[KNIA AM & KRLS FM]

[Description of the activities.]

- At our Monthly End of Month Managers meeting, the owner, designated SEU's and company General Managers we discuss and evaluate our current EEO program and practices. All procedures were scrutinized with no changes deemed needed at this time.
- October 2019 – September 2020: Aired special announcement for area groups and organizations to inquire about being made aware of all job openings. This aired a minimum of 2X per week on KNIA and KRLS. We had no requests.
- October 22, 2019 - Job Shadow set up by Christina Opportunity Center in Indianola. 2 Students with C.O.C. Sam Hatten and Molly Larche job shadowed with Andrew Swadner on Tuesday October 22, 2019 from 3:30 to 4:30 PM. Same learned how to work a news story including who to talk to, how to conduct and interview and how to write a news story. Sam also learned how to make a commercial including adding a music bed, record sports stories and learn about putting together highlights from a sports broadcast. Molly observed, but choose not to participate in any hands on experience.
- November 14, 2019 , Company SEU Jim Butler attended and participated in a Job Fair that was organized by Iowa Works of Southern Iowa, The Iowa National Guard and Mahaska County Agricultural and Rural Development. The event was held at the Penn Central Mall. Approximately 45 businesses took part and approximately 200 people attended the event. During the event, we visited with many individuals and discussed the employment opportunities at all of our stations including KCII in Washington Iowa, KNIA & KRLS Radio in Knoxville and Pella Iowa and the Raccoon Valley Radio group. This information included sales/Marketing, on air, news, sports and administrative positions. Information about all stations was passed out to those how showed an interest in the broadcasting business. We did take 9 applications from those we talked with. The persons organizing the Job Fair included Amy Brink with Iowa Workforce Development amybrink@iwd.iowa.gov and Dean DeGroot ddegroot@oacdg.org
- January 8, 2020 As a part of the Winterim experience, 2 Pella Christina students attended meetings at the KRLS Studio to learn about Radio Broadcasting. PC Each came to learn about different aspects of our company as part of the experience. We had a focus on sports and as part of the project, helped write and produce today's Let's talk Pella which featured the 1990 State Champion High

School team. We also worked on sound editing and helped produce stories about the music department at High School.

- January 25, 2020: Mailed Letters and scholarship application forms to area schools for the KNIA/KRLS Business and Broadcast Scholarship. In May KNIA/KRLS will award 3 - \$300 scholarships to 3 area graduating seniors who are pursuing a career in Broadcasting or Broadcasting/Business. This application is also available on line at kniakrls.com and there are :30 sec messages airing on KNIA and KRLS promoting the scholarship and how area graduating seniors can apply. Schools include, Knoxville, Pella, Pella Christian, Indianola, Melcher Dallas, PCM, Pleasantville, and Twin Cedars.
- Thursday, February 13, Station SEU Jim Butler and RVR General Manager John McGee attended a Career Fair hosted by Drake University and held on the Drake University Campus in the Olmsted Center. Jim & John hosted a booth for all stations in the company (KNIA/KRLS/KCII/KDLS/KKRF & KGRA) The Career Fair was scheduled to run from 3:00 pm – 6:00 pm. During that time Jim & John visited with many Drake Students and passed out information about all of our stations. Topic covered, included positions in Advertising and Marketing, News and On Air, Administrative work including opportunities to advance into management. We also discussed possible Internships with several students for the 2020/2021 school year.
Over 80 different businesses hosted booths and approximately 650 students attended the Career Fair.
The following personnel from Drake Supervised the event and can be contacted the email below
Drake University Professional & Career Development Services
Leah Berte
Chrystal Stanley
Annette Watson Annette.watson@drake.edu
- Awarded 3 - \$300 Broadcasting Scholarships. We received a total of 19 Applications. Checks were mailed to recipients on May 21, 2020
- Tuesday, August 25, 2020 On Tuesday, August 25, 2020...Company SEU Jim Butler, representing all station of M & H Broadcasting Inc., attended a “Business & Community Connection Fair” sponsored by Central College in Pella Iowa for New Students. Along with Jim Butler, Program Director Spencer Dirks and News Director Andrew Schneider also attended. This was an opportunity to visit with incoming students for the year, discuss career opportunities in the broadcast business as they are still deciding their majors. We handed out station t-shirts. We also discussed possible part time announcer positions and internships with students and took several applications. Throughout the event, we visited with and met nearly 105 college Freshman.
- There were no internships this year at KNIA & KRLS Radio