

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, 2020, to and including September 30, 2021 (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, 2020, to September 30, 2021

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/Oskaloosa Advertising Sales	kniakrls.com	5
2	Knoxville/Indianola/Pella Advertising Sales	kniakrls.com,	7
3	Overnight / Sports Announcer	Iowa Broadcasters.com,	5
4	Indianola Market Director	Personal Contact	17
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: **34**

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	None
2	www.kniakrls.com	9	<ul style="list-style-type: none"> • Knoxville/Indianola/Pella Advertising Sales • Pella/Oskaloosa Advertising Sales
3	Job Fair	0	None
4	Zip Recruiter	21	None
5	Iowa Broadcasters Association www.iowabroadcasters.com	3	Overnight Announcer
6	In Station Postings	0	None
7	TVRadiojobs.com	0	None
8	Sports Talent Agency of America	0	None
9	Personal Contact	1	<ul style="list-style-type: none"> • Indianola Market Dir.

Total Number of Persons Interviewed During Applicable Period: **34**

****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 2020 – September 2021: 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.
- Thursday, November 12, 2020, Company SEU Jim Butler and Raccoon Valley Radio General Manager John McGee took part in a virtual career fair sponsored by Drake University in Des Moines Iowa. Students registered to meet either as a group or individually with participants of their choosing. Jim & John met with a total of 5 students and visited about career opportunities at all the locations connected and owned by M & H Broadcasting Inc. These stations include KNIA & KRLS Radio in Knoxville, Pella and Indianola Iowa, KDLS, KKRF & KGRA located in Perry, Stuart and Jefferson, Iowa Respectively and KCII Radio in Washington Iowa. Most of the students still had 2 or more years of schooling remaining so they were more interested in career opportunities for the future. Students inquired about on air, producing of radio shows, advertising, and marketing as well as digital. 1 of the students, is interested in doing some part time work and possibly an internship with our stations close to the Des Moines Area. Information shared with students included all station locations in the M & H Broadcasting Inc group.
- February 1, 2021: 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 online 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.
- March 24, 2021, M & H Broadcasting Inc. SEU Jim Butler attended a Webinar "Staying on Top of Your Broadcast FCC EEO Obligations. This webinar was hosted by David Oxenford with Wilkinson, Barker & Knauer Law, and was provided to stations by several State Broadcasting Organizations, including the Iowa Broadcasters Association.

- Typically, in February, we would attend a Job Fair Sponsored by Drake University in Des Moines. Because of Covid Pandemic, the event was cancelled this year.
- Awarded 3 - \$300 Broadcasting Scholarships. We received a total of 12 Applications. Checks were mailed to recipients on May 27, 2021.
- June 17, 2021, Iowa Broadcasters Virtual Convention 2021
Thursday, June 17, 2021, M & H Broadcaster SEU Jim Butler attended a virtual Management Session of the IBA Annual Convention which as held virtually. The meeting was hosted by a legal team from Brooks Peirce Attorneys. They covered several topics, including a session covering the latest EEO items at the Federal Communications Commission.
- Tuesday, August 24, 2021, ...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 All 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 also discussed possible part time announcer positions and internships with students and took several applications. Throughout the event, we visited with and met nearly 87 college Freshman.
- August 26, 2021...Company SEU Jim Butler, participated in a Webinar presented by “Iowa Workforce Development”. This webinar was focused on Unemployment Rights for Employees and Employers, plus other Employment issues and programs available for Employers and Employees. This Webinar was held from 9:00 – 10:30 AM.
- Thursday, September 2, 2021: Company SEU Jim Butler attended a Job Fair, hosted by Mahaska Chamber, and was held at the Penn Central Mall in Oskaloosa. The event was held from Noon – 6PM at the center Court of Penn Central Mall. The first half of the Job Fair was exclusive for Area High School Students interested in Internships and learning about career opportunities. The rest of the day (3:00 – 6:00PM) was open to the public for Job Seekers. Contact person was D. DeGroot with Mahaska Chamber of Commerce. (ddegroot@mahaskachamber.org).
- There were no internships this year at KNIA & KRLS Radio