

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, 2022, to and including September 30, 2023 (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, 2022, to September 30, 2023

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	Senior Sales Position	Personal Contact	1
2	Knoxville Indianola Sales	Ottumwa Job Fair	1
3	Knoxville Journalism/Sports	Indeed.com	8
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: **10**

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	Knoxville Journalism/Sports
2	www.kniakrls.com	1	Knoxville Journalism/Sports
3	Job Fair	1	Knoxville/Indianola Sales
4	Indeed.com	6	Knoxville/Indianola Sales Knoxville Journalism/Sports
5	Iowa Broadcasters Association www.iowabroadcasters.com	1	Knoxville Journalism/Sports
6	In Station Postings	0	Knoxville Journalism/Sports Evening Announcer
7	TVRadiojobs.com	0	Knoxville Journalism/Sports
8	Sports Talent Agency of America	0	Knoxville Journalism/Sports
9	Personal Contact	1	Senior Sales Position

Total Number of Persons Interviewed During Applicable Period:**10**

****Indicates sources that have requested notification of job openings. None
No request received**

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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 2022 – September 2023: Aired special announcement for area groups and organizations to inquire about being made aware of all job openings. This aired a minimum of 1X per day, Monday – Sunday on KNIA and KRLS. We had no requests.
- February 2, 2023: KNIA Radio in Indianola was invited to speak and present at the Indianola Middle School annual Career Fair in February of 2023, with Indianola News/Sports Director Andrew Swadner and Indianola Market Director Nathan Sage doing presentations on Sports Play-by-Play, Marketing, Writing, and Radio Broadcasting.
Four 20-minute sessions were held in the Chris Street Gymnasium at the Indianola Middle School for approximately 100 8th grade students, and the presentation included preparing for broadcasts, knowledge of sports, the marketing aspect of sports, and how to write preview and recap stories. Students asked questions regarding the starting salary for positions, education and qualifications needed to begin, what subjects in high school and college will help prepare them for a career in any of the positions mentioned. Media classes, journalism, speech, communication, and creative writing were all mentioned as classes that would be beneficial to being in radio.
Nathan Sage explained to the students the importance of building relationships in local communities, how he develops relationships and how relationship building correlates with sales and marketing.
- February 15, 2023: 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, Norwalk, PCM, Pleasantville, and Twin Cedars.
- Tuesday, March 7, 2023: KNIA/KRLS Program Director Spencer Dirks attended a special Career Fair/Intern Fair at William Penn University in Oskaloosa, Iowa.

The intention for this Career Fair/Intern Fair was to visit with students about possible career paths in broadcasting and to visit with students about possible Internships with our stations.

The event was held from 10:30AM – 1:00PM. Spencer met with many students and received several resumes and interest from students regarding possible internships at KNIA/KRLS Radio. Spencer will be reaching out to these students about the possibility of moving forward with these students.

- Wednesday, March 9, 2023: KNIA/KRLS Radio was invited to participate in a Career Day at the Knoxville High School. Career Day was also open to Pleasantville and Melcher Dallas Students as well. Dr. Bob Leonard, Special News Assignment Director from KNIA/KRLS Attended and led 2 sessions with a total of 58 Students attending.

Bob Leonard discussed with the students Career Opportunities in the Broadcast industry, education and classes that would be helpful for a career in broadcasting. They also discussed disciplines needed to be successful in the broadcast industry and the opportunities available to all. The sessions were open for Q & A which many students participated in.

Tyler Pearson was the Knoxville High School Coordinator for this event.

- March 21, 2023 The Pella Christian Middle School “Sharing the Story” exploratory class toured KNIA/KRLS studios in Knoxville on Tuesday, March 21st. Program Director Spencer Dirks showed the class of 20 students the on-air, production, and streaming studios, and Pella News Director Andrew Schneider answered questions about news programming and interviews for podcasts in a brief session that followed the tour.

- March 27, 2023

KNIA/KRLS Radio provided a Kids Experience to the Victory Christian Academy in Indianola. Monday, March 27th 2023 KNIA/KRLS employees gave a presentation to approximately eleven students in Dr Sandra Dop’s class at the Victory Christian Academy regarding Sports Play-by-Play, Marketing, Writing, and Radio Broadcasting. Both KNIA/KRLS employees each took time to speak about their personal history in broadcasting, what brought them to radio and what they love about radio. They also explained what they do each day at KNIA/KRLS.

All Students then were allowed and encouraged to record an advertising script that will be aired later in April 2023.

After all the students were recorded and were shown some of the technology used on a daily basis and how their voices can be used in a variety of ways. Students took time to ask questions and how and why different advertisements are made using different voices.

- KNIA/KRLS Radio is hosting an intern from Central College for the remainder of the school year of 2023 (March – May 2023). This intern is splitting their time between the On Air/Production division, and the News Division. The intern is devoting 8 to 10 hours per week and is receiving class credit for their time.

- April 20, 2023
Company SEU, Jim Butler attended and participated in a Spring Job Fair at the Quincy Place Mall in Ottumwa Iowa and sponsored by Iowa Works.
There were approximately 21 area businesses in attendance. The crowd of potential employees was very sparse. The people who stopped by were given applications and a list of potential career opportunities in the Broadcast Industry.
The event took place from 2:00 – 4:00PM
- May 16, 2023
Awarded 3 - \$300 Broadcasting Scholarships. We received a total of 10 Applications. Checks were mailed to recipients on May 16, 2023.
- On Tuesday, June 20, 2023, Company SEU Jim Butler along with Raccoon Valley Radio General Manager John McGee attended an Iowa Broadcasters Association Seminar held in Altoona Iowa. At this seminar, we attended a workshop that was hosted by Attorney David Oxenford from Washington DC where we discussed the EEO Process and procedures along with other FCC Rule changes to be aware of. We attended to learn about any changes to the EEO policy and procedures and to ask questions regarding any issues. Mr. Oxenford answered all questions and provided more insight as to the requirements by each station.
- Hosting Central College Student for Summer Internship in the Indianola Studio. Will intern with Indianola News Director and Sports Director with Local News and Area High School & College Sports.