

Trending Media, Inc.



ANNUAL EEO REPORT

October 2020
Thru
September 2021

KFJB-AM

KXIA-FM

Advertiser Listing
October 1, 2020– September 30, 2021

Trending
Media, Inc. had
no Internal Job
Vacancies for
2020 - 2021

Career Fair Schedule

Wednesday March 10, 2021- The Greenlee School
Internship & Networking Fair
Iowa State University, Ames Iowa
Staff: Steinkamp

TREACH ACTIVITY DESCRIPTION FORM

Year: 2021	Name of Activity: Greenlee Jump-Start Internship & Networking Fair (Virtual)
Place of Activity: Virtual due to COVID-19	
Staff Attending: Todd Steinkamp	
<p>Description of Initiative: Wednesday, March 10, 2021. Trending Media took part in the Virtual Greenlee School Presents "Jump-Start Internship & Networking Fair at Iowa State University. This was the fourth time we have taken part in the event. This year it was held virtually due to COVID-19. Students attend the journalism program at ISU.</p>	

Todd Steinkamp

From: julip@iastate.edu
Sent: Wednesday, February 10, 2021 9:25 PM
To: todd@trendingm.com
Subject: You Are Invited to the Greenlee Jump-Start Internship and Networking Fair -- Virtual Edition: Registration now open

Follow Up Flag: Follow up
Flag Status: Flagged

Register today for the Greenlee School's March 10 & 11, 2021, Jump-Start Internship and Networking Fair!

Greetings,

Employer registration is now open for the Greenlee School of Journalism and Communication's Virtual **[Jump-Start Internship and Networking Fair](#)** at Iowa State University. This is your opportunity to connect with students majoring in journalism, advertising, public relations and related fields. Mark your calendar for the fair on **March 10 and March 11. Employers may participate one or both days. Please register as soon as possible.**

HOW TO REGISTER

This semester, in collaboration with the College of Liberal Arts and Sciences Career Services, we're pleased to expand the number of employer openings and appointments available by making the event virtual.

Registrations will be accepted through CyHire. Please follow these steps to register:

Log in to your [CyHire](#) account. On your CyHire homepage, find the "Attend Events" section and scroll to click on the "Jump-Start Internship and Networking Fair sponsored by Greenlee School of Journalism and Communication – March 10, 2021 and/or March 11, 2021" and complete the registration form.

Once registered, a schedule will be created for you based on the date(s) and time you are participating in the fair.

More information on your schedule will be sent to you after approval of your registration.

Employer registration will close at 5 p.m. on Feb. 26. There is no fee to participate. It is important to register by the deadline, as once registration has closed for employers, we will open it up for students to begin signing up for meeting times.

For additional information and steps to register for a CyHire account, if you do not currently have one, follow this link – HERE.

4 REASONS WHY EMPLOYERS SHOULD ATTEND:

- 1. Meet students who have the skills you're looking for.**

Connect with dozens of Iowa State students majoring in advertising, journalism and mass communication, public relations, communications and other related fields. The Jump-Start Fair is open to all ISU students. Hear for yourself how their class work, involvement in clubs and student media and previous work experiences have prepared them for internships or full-time positions at your company or organization. You'll walk away with handfuls of resumes from promising candidates.

- 1. Greenlee students value internships.**

All Greenlee majors are required to complete a 400-hour internship as part of their 499A capstone course requirement. They are also strongly encouraged to complete more than one internship before they graduate, so they're eager to learn about and actively searching for potential opportunities.

- 1. Did I mention it's FREE?**

While there is no fee for participation, we appreciate a strong commitment when you register. Registrants will receive a pre-fair instructional email a week prior to the event.

- 1. Get the word out about your company or organization.**

Students will be able to see a complete list of participating employers in CyHire. They will then sign up for 10-minute meeting times with the employers of their choice. They will also be able to upload resumes and cover letter which will be accessible to the designated employers prior to the fair.

We look forward to hosting all of you virtually. More information will be sent to you once you are registered. If you have any questions or are having problems registering feel free to email lascs@iastate.edu or call LAS Career Services at 515-294-8691 and ask for help.

You may also contact me via email at julip@iastate.edu.

I hope to see registrations rolling in soon.

Juli

Juli Probasco-Sowers

Internship Coordinator and

Academic Advisor II

Greenlee School of Journalism

and Communication

Iowa State University

Ames, Iowa 50011-4-010

Phone: 515-294-9957

[Julip@iastate.edu](mailto:julip@iastate.edu)

POWERED BY ■ simplicity

Todd Steinkamp

From: cyhire@iastate.edu
Sent: Wednesday, February 17, 2021 10:32 AM
To: todd@trendingm.com
Subject: Event Registration Received

Feb 17, 2021, 10:32 AM

Dear Todd G. Steinkamp:

Thank you for submitting your registration for the Jump-Start Internship and Networking Fair sponsored by Greenlee School of Journalism and Communication - March 10, 2021. Your registration is currently pending and you will receive a separate email after it has been approved.

Note: If you are making a change to a previously approved registration, your registration will show as pending until our team reviews your changes.

If your event has a fee, please do not submit payment until your registration has been confirmed.

Do not reply to this email. If you have any questions, please contact the appropriate college by the email listed below.

Sincerely,

Iowa State University Career Services Offices

Agriculture and Life Sciences Career Services
515-294-4725

Business Career Services
515-294-2542
bcs@iastate.edu

Design Career Services
515-294-0735
designcareers@iastate.edu

Engineering Career Services
515-294-2540
ecs@iastate.edu

Human Sciences Career Services
515-294-0626
hscareers@iastate.edu

Liberal Arts & Sciences Career Services
515-294-8691
lascs@iastate.edu

Todd Steinkamp

From: lelliott@iastate.edu
Sent: Wednesday, February 17, 2021 10:59 AM
To: todd@trendingm.com
Subject: Registration Confirmation: 2021 Spring Jump-Start Internship and Networking Fair sponsored by Greenlee School of Journalism and Communication
Attachments: invoice.pdf

Feb 17, 2021, 10:59 AM

Dear Trending Media /KXIA/KFJB,

Thank you for registering your participation in the 2021 Spring Jump-Start Internship and Networking Fair sponsored by the Greenlee School of Journalism and Communication at Iowa State University. We appreciate your involvement.

You are officially registered and we are setting up your interview schedule for March 10th.

Once we have your interview schedule set up we will be in touch on how to access your schedule in CyHire, monitor the students that have signed up, and next steps for the internship and networking fair.

Please pay close attention to upcoming emails as there are a items we will need you to complete. This includes providing a WebEx, Zoom, Teams, or GoTo Meetings link for your interviews on March 10th.

Feel free to contact me if you have any questions. In the meantime, we are looking forward to working with you virtually on March 10th.

Lexi Elliott - LAS Career Services

On Behalf of the Greenlee School of Journalism and Mass Communication

2021 Spring Jump-Start Internship and Networking Fair

receipt

Receipt Date: Feb 17, 2021
Receipt Number: 20210217-00002

Receipt For:

Send Payment To:

Trending Media /KXIA/KFJB
Todd G. Steinkamp

PH: 641-753-3361
todd@trendingm.com

Details:

Balance Due:

This invoice has been paid in full.

\$(0.00)

TREACH ACTIVITY DESCRIPTION FORM

Year: Monday, October 19 2020 from 5-6pm	Name of Activity: Marshalltown Community College Broadcasting Advisory committee
Place of Activity: Virtual	
Staff Attending: Todd Steinkamp	
Description of Initiative: Trending Media, Inc. has had staff members serving on the Marshalltown Community College Broadcasting Advisory Committee for numerous years. TMI staff helps advise on the Broadcast curriculum taught at MCC. During the hour long meeting MCC Broadcasting Professor Steve Muntz asks and takes suggestions on what is new in the broadcast industry and what would be relevant for his students to learn in classes.	

RE: Advisory Board invitation

Todd Steinkamp <todd@trendingm.com>

Wed 9/16/2020 4:03 PM

Sent Items

To: Niedermann, Amy <Amy.Niedermann@iavalley.edu>;

Good afternoon Amy,

I should be able to attend the Zoom meeting on the 19th. Thank you!

Todd Steinkamp

Owner/General Manager

KXIA-FM / Iowa's Best Country, KIX 101.1

KFJB-AM / News Talk 1230 KFJB

Trending Media, Inc.

123 West Main St.

Marshalltown, IA 50158

O: 641.753.3361 / M: 641.485.4590

[KIX 101.1 on Facebook](#) / [1230 KFJB on Facebook](#)

[Listen to KIX 101.1 LIVE](#)

www.KIXWEB.com / [www.1230KFJB.com]www.1230KFJB.com

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From: Niedermann, Amy [mailto:Amy.Niedermann@iavalley.edu]

Sent: Tuesday, September 15, 2020 12:41 PM

To: Muntz, Steve <Steve.Muntz@iavalley.edu>; Petersen, Benita <Benita.Petersen@iavalley.edu>

Subject: Advisory Board invitation

Dear Advisory Board members,

Due to Covid-19, our Advisory Board meeting will be held via zoom this year. I have attached all the documents that you will need for your meeting which will be on Monday, October 19th at 5-6 pm. Steve Muntz will send the Zoom link prior to the meeting. Please let me know if you will be able to attend the meeting via zoom. If you have any questions please feel free to email me at Amy.Niedermann@iavalley.edu or call 641-844-5717. Thank you!

Amy Niedermann

AMY NIEDERMANN

Evaluation and Program Effectiveness Office Associate

Marshalltown Community College
3700 S. Center St. • Marshalltown, IA 50158
Ph: 641-844-5717 or F: 641-754-8149



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"Radio and television stations working to promote, protect and enhance free over-the-air broadcasting."

June 24, 2021

Todd Steinkamp
Trending Media, Inc
123 West Main Street
Marshalltown, IA 50158

Re: Participation in IBA Employment Law Webinar on June 17, 2021

Dear Todd:

This letter confirms your station employment unit's participation in the IBA's employment law webinar conducted by the IBA's outside counsel as part of the IBA's virtual convention. The webinar covered several HR topics, including non-discrimination laws and practices, best practices for pandemic-related HR issues (including navigation of return-to-work issues such as fair and equal treatment of employees), and the FCC's EEO rules and expectations. We hope the webinar provided you with useful information.

The FCC's EEO rules state that provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination (outreach activity "menu option" 14, 47 C.F.R. 73.2080(c)(2)(xiv)) qualifies for one credit.

If one or more of the individuals who participated in the webinar (either live as it was conducted or by reviewing the archived webcast after-the-fact) are in a management or supervisory level position at your station employment unit, your employment unit may be able to claim one EEO outreach menu option "credit" for the current FCC EEO reporting period. You may wish to place a copy of this letter in your private EEO file (but *not* in your online public file) as evidence of your participation in the activity, and you may be well-served to consult with your regular FCC counsel regarding the EEO creditworthiness of this activity for your station employment unit.

Thanks again for your participation. As always, please don't hesitate to contact me if the IBA can be of assistance to you in any way.

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth Harris".

Elizabeth Harris
Iowa Broadcasters Association
Association Manager

Iowa Broadcasters Association
102 N. 2nd Avenue E, PMB 1009 • Newton, IA 50208
Phone 515-224-7237 • info@iowabroadcasters.com



II. EEO NARRATIVE STATEMENT

- Trending Media, Inc. (TMI) KFJB-AM/KXIA-FM has made a concerted effort to fulfil our Equal Employment Opportunity Outreach compliance.
- All unit hiring goes through the General Manager and he is solely responsible to ensure the stations are compliant with EEO policies. EEO memos are posted within our building and a copy is given to all new employees. All new positions, with the exception of occasional exigent circumstances are subjected to broad outreach before hiring decisions are made.
- There were no internal job vacancies during the 2020 – 2021 EEO window.
- In accordance with 73.2080 (B) each manager knows our policy from weekly manager meetings to send all the openings we would have to all our recruitment sources including the Iowa Broadcasters Association. We post openings at our stations and on our websites. All organizations that express an interest in notification of new hiring opportunities will be provided with notice as soon as possible. TMI periodically evaluates the effectiveness of our outreach contacts. Based on leads generated for new employment opportunities we will delete unresponsive contacts and add new outreach organizations and institutions from our area including Iowa and Central Iowa.
- As there were no job vacancies we did not need to disseminate any positions. However, when we do advertise for positions we utilize the following sources for our Outreach.
 - Letters & emails to thirty-two (32) colleges and universities
 - Iowa Broadcasters Association
 - Iowa Workforce Development
 - KXIA and KFJB websites
 - TMI in-house job posting
 - Work in Iowa
 - Central Iowa Help Wanted.com
 - All Access.com
 - National Alliance of State Broadcasters
 - Des Moines Area Community College

Trending Media, Inc.



Exhibit # 3
Page 2 of 2

- Hawkeye Community College
 - Iowa Valley Continuing Education
 - Iowa State University
 - Eastern Iowa Community College
 - Northeast Iowa Community College
 - Kirkwood Community College
 - TV & Radio jobs.com
 - University of Iowa
 - University of Northern Iowa
 - University of Wisconsin-Platteville
 - Wartburg College
- Further Outreach activity has included:
 - Trending Media, Inc. continues efforts to participate in a variety of Iowa Job Fairs. One (1) was scheduled in 2020 – 2021. This included Greenlee School of Journalism and Communications at Iowa State University. In accordance with 73.2080 (C) (4) TMI analyzes pay benefits and seniority practices, promotions and selection techniques every time we hire a full time employee based on our broadcast associations continual training through webinars and emails or annual seminars.
 - TMI has no union agreement. During TMI's annual budgeting process, the company reviews employee salaries to ensure there is no discrimination based on sex, religion or race in regards to the job assigned and the pay received. Employee pay is based on performance and merit. All benefits (health insurance, vacation, sick leave, etc.) afforded by TMI are the same for everyone and based entirely on length of service (vacation) and at the sole discretion of each full time employee as to whether or not they avail themselves to the offered benefits. It is the ongoing policy of TMI to ensure that all decisions made concerning employees are made based on job performance and not discriminatory.

Respectfully,

Todd Steinkamp
General Manager
September 27, 2021