

Trending Media, Inc.



ANNUAL EEO REPORT

October 2023
Thru
September 2024

KFJB-AM

KXIA-FM



I. 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 job vacancies during the 2023 – 2024 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.
- These sources are utilized for our Outreach but are not limited to the following:
 - 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
 - National Alliance of State Broadcasters
 - Des Moines Area Community College

Trending Media, Inc.



Exhibit # 3
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- 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
 - Indeed.com
- 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 18, 2024

EEO Advertiser Listing

Des Moines Area Comm. College

Iowa Broadcasters Association

Iowa Valley Continuing Education

Iowa State University

Handshake

Includes the following schools:

- Dordt University
- Drake University
- Luther College
- St. Ambrose University
- University of Dubuque
- University of Iowa
- University of Northern Iowa
- Wartburg College

Radio and TV jobs.com

Recruit Iowa Grads.com

Includes the following schools:

- Allen College – Waterloo
- Briar Cliff University – Sioux City
- Buena Vista University – Storm Lake
- Central College – Pella
- Clarke University – Dubuque
- Coe College – Cedar Rapids
- Cornell College – Mount Vernon
- Dordt College – Sioux Center
- Graceland University – Lamoni
- Grand View University – Des Moines
- Grinnell College – Grinnell
- Iowa Wesleyan College – Mt. Pleasant
- Loras College – Dubuque
- Luther College – Decorah
- Mercy College of Health Sciences – Des Moines
- Morningside College – Sioux City
- Mount Mercy University – Cedar Rapids
- Northwestern College – Orange City
- St. Ambrose University – Davenport
- St. Luke's College – Sioux City
- Simpson College – Indianola
- University of Dubuque – Dubuque
- Wartburg College – Waverly
- William Penn University - Oskaloosa

KFJB Website

KXIA Website

TMI Bulletin Board

OUTREACH ACTIVITY DESCRIPTION FORM

Year: October 30th, 2024	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 meeting the MCC Broadcasting Professor Jocelyn Frohwein asks and takes suggestions on what is new in the broadcast industry and what would be relevant for her students to learn in classes.	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2023-2024	Name of Activity: Iowa Broadcasters Association Board Member
Place of Activity: Trending Media / Prairie Meadows, Washington DCV	
Staff Attending: Todd Steinkamp	
Description of Initiative: Todd Steinkamp joined the Board of the Iowa Broadcasters Association on 2023 and continues to be a board member. Todd participates in quarterly meetings with the board to help grow, encourages involvement and participation among its members, offering a wide range of services and providing extensive legislative and legal representation including career opportunities within the broadcasting space. Todd took part in the National Association of Broadcasters meeting in Washington DC for the State Leadership Conference.	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2024	Name of Activity: Trending Media Internship
Place of Activity: Trending Media	
Staff Attending: Todd Steinkamp	
Description of Initiative: A student from BCLUW High School was brought on this year for an internship which included learning more about radio broadcasts, sports, news, social media and inner office workings. We work with the Work Based Learning Coordinator and inform them on the progress of the student and what have have learned during their time here at the radio station.	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2023	Name of Activity: KIX 101.1 DJ for a Day
Place of Activity: Trending Media	
Staff Attending: Todd Steinkamp / Doris Day	
Description of Initiative: As part of a fall fundraiser for Saint Francis Catholic School, KIX 101.1 donated an in person experience called DJ for a Day. Parents were able to bid at the Harvest Ball event in November. A winning student was then able to come into the radio station and be on the air with Doris Day during the noon hour, cut a radio commercial and receive radio station merchandise. This opportunity gave the student the chance to learn more about radio and what is available to them as a career.	

Career Fair Attended

Wednesday October 4, 2024-

Career Expo & Job Fair
Marshalltown Community College
3700 S Center Street,
Marshalltown IA
Staff: Todd Steinkamp