

ANNUAL EEO REPORT

October 2024
Through
September 2025

KFJB-AM KXIA-FM







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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 was one job vacancies during the 2024 2025 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 lowa 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 lowa and Central lowa.
- 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.





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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 lowa
- > 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 22, 2025

www.kixweb.com • www.1230kfjb.com

EEO PUBLIC FILE REPORT

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

A. Full-Time Vacancy Filled During Past Year

- 1. Job Title: KXIA Morning Show Host Date Filled: 8/15/25
- 2. Job Title: Date Filled:
- 3. Job Title: Date Filled:
- 4. Job Title: Date Filled:

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: Morning Show Host			Date Filled	: 8/15/25
Source		Address / Website Address		Referred Person Hired?
lowa Broadcasters Association		https://iowabroadcasters.com		No
Country Air Check		https://www.countryaircheck.com/job-board/job-listings/		No
Trending Media Bulletin Board		123 West Main St. Marshalltown, IA 50158		Yes
LinkedIn		https://www.linkedin.com/jobs/	_	No

EEO Advertiser Listing Morning Show Host – June 2025

Iowa Broadcasters Association Posting Dates: 6/20/25 - 7/11/25

KFJB Website: KXIA Website:

Iowa Valley Continuing Education – 6/20/25

KFJB Radio: /30s KXIA Radio: /30s

Posting Dates: 6/20/25 - 7/11/25

TMI Bulletin Board: 6/20/25-7/11/25

Handshake - 6/20/25

Posting Dates: 6/20/25-7/11/25

- University of Iowa,
- Iowa State University
- University of Northern Iowa
- Kirkwood Community College
- Hawkeye Community College
- Iowa Central Community College
- Simpson College
- Coe College
- Northwestern College

Radio and TV jobs.com - 6/20/25 Posting Dates: 6/20/25-7/11/25

Country Air Check

Posting Dates: 6/20/25 - 7/11/25

Year: October 30 th , 2024	Name of Activity: Marshalltown Community College Broadcasting Advisory committee				
Place of Activity: Virtu					
Place of Activity.	Place of Activity: Virtual				
Staff Attending: Todd Steinkam	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.					

Year: 2024-2025	Name of Activity: Iowa Broadcasters Association Board Member			
Place of Activity: Tre	nding Media / Fort Des Moines, Washington DC			
Staff Attending: Todd Steinkamp				
Description of Initiative: Todd Steinkamp joined the Board of the Iowa Broadcasters Association in 2023 and continues to be a board member. Todd is now Secretary. 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.				

Year: 2024-2025	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 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 learned during their time here at the radio station. This intern has since taken a part time job with our stations within the KFJB-TV video				

Year: 2024	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 2, 2024-

Career Expo & Job Fair

Marshalltown Community College

3700 S Center Street,

Marshalltown IA

Staff: Todd Steinkamp