

Trending Media, Inc.



ANNUAL EEO REPORT

October 2024
Through
September 2025

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 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 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



- 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
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- 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

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?
Iowa 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

6/20/2025

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

KFJB Website:
KXIA Website:

Iowa Valley Continuing Education –
6/20/25
Posting Dates: 6/20/25 - 7/11/25

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

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

OUTREACH ACTIVITY DESCRIPTION FORM

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OUTREACH ACTIVITY DESCRIPTION FORM

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OUTREACH ACTIVITY DESCRIPTION FORM

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Career Fair Attended

Wednesday October 2, 2024-

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