

Advertiser Listing
October 1, 2017– September 30, 2018

KFJB Website –

KXIA Website –

KFJB Radio –

KXIA Radio –

MBI Bulletin Board –

Marshalltown.org-

KFJB Facebook Page-

KXIA Facebook Page-

KFJB & KXIA

Career Fair Schedule

- Thursday October 5, 2017-** Wartburg College
Career Expo
Wartburg College, Waverly Iowa
11:30a – 2:00pm
Steinkamp & Martin
- Thursday February 15, 2018-** The Greenlee School
Internship & Networking Fair
Iowa State University, Ames Iowa
12:00pm – 4:00pm
Steinkamp
- Thursday February 8, 2018 -** Drake University Career Fair
Drake University, Des Moines Iowa
3:00pm – 6:00pm
Steinkamp & Martin
- Tuesday February 13, 2018 -** Highway 30 Corridor Career Fair
Iowa Valley Community Collage
DeJardin Hall
Marshalltown, IA
10:00am – 1:00pm
Steinkamp & Martin

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: Wartburg College Career Expo
Place of Activity: Wartburg College, Waverly Iowa	
Staff Attending: Todd Steinkamp, Marshalltown Broadcasting, Inc. General Manager / Kyle Martin KFJB Program Director.	
<p>Description of Initiative: Thursday, October 5, 2018 11:30a-2:00p . The The Wartburg College Career Expo is one of the better that we take part in. Wartburg has a strong Journalism program so it benefits us to talk to students that are interested in a broadcasting career. We have found both Interns and full time candidates in the past career fairs.</p>	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 10/23/2017	Name of Activity: Marshalltown Community College Broadcasting Advisory committee
Place of Activity: Marshalltown Community College	
Staff Attending: Kyle Martin KFJB Program Director.	
<p>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.</p>	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: Drake University Career Fair
Place of Activity: Drake University, Des Moines, Iowa	
Staff Attending: Todd Steinkamp, Marshalltown Broadcasting, Inc. General Manager / Kyle Martin KFJB Program Director.	
<p>Description of Initiative: February 8th 2018; 3:00pm - 6:00pm. The Drake University Career Fair is one of the best that we take part in. Drake has an outstanding and respected Journalism program. We have found both Interns and full time candidates in the past career fairs. This year we had thirteen candidates that we spoke to about positions within our company including Sales, News Broadcasting and Internships.</p>	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: Highway 30 Corridor Career Fair
Place of Activity:	DeJardin Hall, Iowa Valley Continuing Education 3702 S. Center St. Marshalltown, IA
Staff Attending: Todd Steinkamp Marshalltown Broadcasting, Inc. General manager. Kyle Martin KFJB Program Director	
Description of Initiative: February 13, 2018. Trending Media, Inc. is proud to co-sponsor this career fair in our city of license, Marshalltown. There is always a large group of participating Employers with good attendance from not just students at IVC but also the general public.	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: Greenlee Internship & Networking Fair
Place of Activity: Iowa State University, Ames Iowa	
Staff Attending: Todd Steinkamp, General Manager	
<p>Description of Initiative: Thursday, February 15, 2018 12p - 4p. Trending Media took part in the Greenlee School Presents "Jump-Start Internship & Networking Fair at Iowa State University. This was the second time we have taken part in the event and were able to speak with students attending the journalism program at ISU. We were able to speak to the students about internships and full time positions if they were graduating from the program at ISU.</p>	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: KXIA Internship Program
Place of Activity: Trending Media, Inc.	
Staff Attending: N/A	
<p>Description of Initiative: Each year KXIA looks for and employs two individuals to be a part of the KXIA internship program. The program typically runs May through August and is a paid internship. This year our two candidates included East Marshall High School graduate and current Iowa State University student Megan Pansegrau and UNI Freshman Lane Larson. Both Megan and Lane helped the KXIA staff with remote broadcasts throughout our listening area including broadcasts from Iowa Speedway and the Iowa State Fair. We will continue our Internship Program.</p>	

OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2018	Name of Activity: Marshalltown Community College Foundations Scholarship Program
Place of Activity: Marshalltown Community College	
Staff Attending: N/A	
<p>Description of Initiative: Trending Media, Inc. stations; KXIA-FM & KFJB-AM have been participating in the MCC Foundation Scholarship Program since 2005. Each year TMI provides two scholarships for the ongoing school year. This year in honor of KFJB's 95th anniversary we did one large \$950 scholarship. We will continue being a part of this program as we believe that helping upcoming students of broadcast can only benefit us and other broadcast companies.</p>	

II. EEO NARRATIVE STATEMENT

- Trending Media, Inc. (MBI) 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.
- Since October 2017, we have recruited one (1) position and made one (1) full-time hire. Included in the hire was one (1) female for a Continuity Director position.
- 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. 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.
- Outreach activity has included these contacts:
(October 2017 – September 2018)
 - KXIA and KFJB websites
 - On-Air announcements on KXIA and KFJB
 - MBI in-house job posting
 - Marshalltown.org
 - Iowa Valley Continuing Education
 - Iowa State University
 - Drake University
 - Wartburg College
 - Marshalltown Community College

- Further Outreach activity has included:
 - Trending Media, Inc. continues efforts to participate in a variety of Iowa Job Fairs. Three (3) in 2017-2018. This included Three (3) colleges in Iowa. In accordance with 73.2080 (C) (4) Trending Media, Inc. 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 19, 2018