

2018 EEO PUBLIC FILE REPORT

For October 1, 2017 to September 30, 2018

The purpose of this EEO Public File Report (“**Report**”) is to comply with Subsection (c)(6) of the FCC’s EEO rule set forth in 47 CFR Section 73.2080 (the “**FCC’s EEO Rule**”). This Report has been prepared on behalf of the Station Employment Unit (“**SEU**”) which is comprised of the following radio stations (the “**Stations**”):

KKMA, licensed to Le Mars, IA;	Facility Id #35055
KLEM, licensed to Le Mars, IA;	Facility Id #32998
KSCJ, licensed to Sioux City, IA;	Facility Id #21691
KKYY, licensed to Whiting, IA;	Facility Id #63940
KQNU, licensed to Onawa, IA;	Facility Id #3971
KSUX, licensed to Winnebago, NE.	Facility Id #21692

Powell Broadcasting Company, L.L.C. (“**Powell Broadcasting**”) is the licensee of FM radio station KKMA, AM radio station KLEM, FM radio station KKYY and FM radio station KQNU. KSUX/KSCJ Radio Broadcasting Company, L.L.C. (“**KSUX/KSCJ RBC**”) is the licensee of FM radio station KSUX and AM radio station KSCJ. KSUX/KSCJ RBC is a wholly-owned subsidiary of Powell Broadcasting. The Stations operate in the same market and share one or more employees.

The information contained in this Report covers the time period beginning on October 1, 2017 and ending on September 30, 2018 (the “**Reporting Period**”).

The FCC’s EEO Rule requires this Report to contain the following information:

1. A list of all full-time vacancies filled by the SEU at the Stations during the Reporting Period;
2. For each such vacancy, the recruitment sources used to fill the vacancy identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy filled during the Reporting Period;
4. Data reflecting the total number of people interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source used in connection with those vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the FCC’s EEO Rule during the Reporting Period.

Sections I, II and III which follow provide that required information. A number listed in Section II under the column entitled “Full-Time Positions for which RS was Used in Reporting Period” refers to the full-time job listed by that number in Section I.

For purposes of this Report, a vacancy was deemed “filled” when the hiree accepted the job offer, rather than when the offer was extended.

Section I: Vacancy Information
For October 1, 2017 to September 30, 2018

Full-time Positions filled during the Reporting Period by Job Title, Recruitment Source (“RS”) of Hiree:

Job Title	RS Used to Fill Vacancy	RS of Hiree
1 Sales Executive (Nick Gengler)	1-13, 19-46	4
2 Sales Executive (Kelli Erickson)	1-13, 19-46	3
3 Sales Executive (Shelby Small)	1-13, 19-46	0

Total Number of Persons Interviewed for Full-Time Position - 5

Total Number of Persons Hired for Full-Time Position - 3

Section II: Master Recruitment Source List
For October 1, 2017 to September 30, 2018

	Recruitment Sources (by name, address, contact person, full mailing address and telephone number)	Total Number of Interviewees Referred by RS in Reporting Period (if any)	Full-Time Positions for which RS was Used in Reporting Period (if any)
1	KKMA ON AIR 99.5 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	All 3
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	All 3
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	1	All 3
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	1	All 3
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	All 3
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	All 3
7	KKMA Website, www.kool995.com	0	All 3
8	KSUX Website, www.ksux.com	0	All 3
9	KSCJ Website, www.kscj.com	0	All 3
10	KLEM Website, www.klem1410.com	0	All 3

11	KKYY Website, www.y1013.net	0	All 3
12	KQNU Website, www.jack1023.com	0	All 3
13	IBA, Web site, www.iowabroadcaster.com	0	All 3
14	All Access , Website, www.allaccess.com	0	0
15	RAB Website, www.rab.com	0	0
16	Inside Radio, Gene, Emailads@inside radio.com, 800-640-8852	0	0
17	NAB Website, www.nab.org	0	0
18	Radio World Magazine , email ads www.sbe.org	0	0
19	Job Training Partners, Marcia Pauling, 4647 Stone Avenue, Sioux City, Iowa 51102 , (712-274-8733 ext. 1249)	0	All 3
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	All 3
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) prefers paper mail	0	All 3
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	All 3
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	All 3
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	All 3
25	Carreer Services for Minorities, Morningside College, 1501 Morningside Avenue, Sioux City , Iowa 51106 (712-274-5000) Att: Stacie Hays email preferred: hays@morningside.com	0	All 3
26	Office of Indian Education, Four Directions Attn: Frank LaMere 613 Water, Sioux City, IA 51103 (712-252-0811) paper mail preferred.	0	All 3
27	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) paper mail preferred.	0	All 3
28	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) email preferred: womenaware@siouxlan.net	0	All 3
	Mary Treglia Community House, Wes Bell, 900 Jennings Street, Sioux City, Iowa 51105 (712-258-5137) either email at wes@marytreglia.org or paper mail	0	All 3
30	American Association of University Women, Sioux City Branch, Pam Hoadley, 4705 Old Lakeport Road, Sioux City, Iowa 51106 (712-271-1876) email headly@morningside.edu	0	All 3
31	Carreer Development Center, Briar Cliff University, 3303 Rebecca Street, Sioux City, Iowa 51104 (712-279-5200) Att: Joshua Cobbs email preferred: joshua.cobbs@briarcliff.edu	0	All 3
32	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	All 3
33	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101. paper mail preferred.	0	All 3
34	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	All 3
35	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan paper mail preferred.	0	All 3
36	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)	0	All 3

37	Wayne State College, Career Services, ATTN: Jason Barelman 1111 Main Street, Wayne, Ne. 68787 (800-228-9972) email preferred jbarel1@wsc.edu	0	All 3
38	Northwest Iowa Comm. College, ATTN: Pamela Lien, Community Relations 603 West Park Street, Sheldon, Iowa 51201 (712-324-5061) jobs@nwicc.edu	0	All 3
39	Little Priest Tribal College, Minorities Job Placement Dir., ATTN: Bobbi Jo Lindholm 601 East College Drive, po Box 270, Winnebago, Ne. 68071 (402-878-2380) paper mail preferred.	0	All 3
40	Nebraska Indian Community College, ATTN: Paul Fowler P.O. Box 428 Macy, NE 68039 (402.837.5078) email preferred pfowler@thenicc.edu	0	All 3
41	Western Iowa Tech Community College, 4647 Stone Avenue Sioux City, Iowa 51106, 712 274-6401 post jobs on website at www.meetyournewcareer.com go to employer svcs, click & submit.	0	All 3
42	Western Iowa Tech Corporate and College Learning Center, Paulette Lewis, 940 Lincoln Street S.W., Le Mars, Iowa 51031 (712-546-7338)	0	All 3
43	Whiting Public Library Community Job Posting Board, ATTN: Meg Polly 407 Whittier Street, Po Box 288, Whiting, Iowa 51063 712-455-2612 paper mail preferred	0	All 3
44	Onawa Employment %Onawa Chamber of Commerce, ATTN: Jen Collison 707 Iowa Avenue, Onawa, Iowa 51040 712-423-1801 email preferred chamber@onawa.com	0	All 3
45	Buena Vista University, Le Mars Campus, Graduate Professional Studies, ATTN: Kaylyn Pick. 940 Lincoln Street, S.W. LeMars, IA 51031 712-546-9459 paper mail preferre	0	All 3
46	Word of Mouth	1	All 3

Section III: Recruitment Initiatives

For October 1, 2017 to September 30, 2018

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by the SEU during the Reporting Period:

1. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 10/18/17

Participating Employees: Program Director Tony Michaels

Host/Sponsor of Activity: Cardinal Elementary School.

Brief Description of Activity and Station Participation:

Tony Michaels “adopted” Mrs Gerkins 5th grade class at Cardinal Elementary in order to open their minds to the idea of whats available for jobs in the media. Tony went to the classroom, and alos the classroom was brought to the Broadcasting studio and offices on other occasions. There were 20 total students-13 of which were minorities. (October 2017 thru November 2017)

2. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 10/05/17

Participating Employees: Dennis Bullock, General Manager

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: General Manager, Dennis Bullock, spoke to the Media Management Class at Morningside College. (7 students). Topics included: General organizational charts for media outlets, Human resource information, financial operations at a media outlet, payola, programming, and what an employer is looking to hire in a new employee.

3. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 2/21/18

Participating Employee: Program Director , Tony Michaels

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Spoke to the Upper Classmen of Mass Communications Class at Morningside College regarding careers in the Broadcasting field. 7 students in total, 4 female/3 males(2 minorities). This took place at the studios and offices, where a walk thru was done and there was a question and answer period of approximately 1 ½ hours. These students were exploring different employment opportunities that they could enter into with their Mass Comm degrees.

4. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation 11/13-11/14/2017

Participating Employee: Program Director, Tony Michaels.

Host/Sponsors of Activity: Powell Broadcasting and Morningside College.

Brief Description of Activity and Station Participation: Powell Broadcasting implemented a Job Shadow program under the direction of Tony Michaels, by which a High School Senior (at the request of his guidance Counselor) came for 4 hours each day to Job Shadow Tony to see what happens in a radio station and what different jobs are available. This young man, Justin Fahrenhotlz from Allen, Nebraska was thinking of going to college and being a Mass Comm Major. Tony made sure he had a good mix of opportunities in order to help him make a decision about going into mass communications as a field of choice.

5. **Activity:** Establish a Mentoring Program (#9)

Date of Station Participation: October 2017 and in place currently

Participating Employee: Director of Sales Dave Grosenheider.

Host/Sponsors of Activity: Powell Broadcasting Director of Sales established a Mentoring Program within his Sales Department..

Brief Description of Activity and Station Participation: Powell Broadcasting Director of Sales, Dave Grosenheider, established , and continued thru the period, a Mentoring Program within his Sales Department where each of his Sales Managers is teamed with a Jr Sales Executive with the idea that the Mentor is to guide them and counsel them in acquiring skills that could qualify them for a higher-level position within the sales department.

6. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution.(#10)

Date of Station Participation: 9/12/18

Participating Employee: Sales Director, Dave Grosenheider

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Sales Director, Dave Grosenheider, went to Morningside College and spoke with the Media Class in the Mass Communications field about career opportunities in broadcasting. 8 total students (3 females/5 males).

7. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 4/21/18

Participating Employee: Program Director/Opps Manager, Scott McKenzie

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Program Director/ Opps Manager, Scott McKenzie, spent time with the radio staff at Morningside College for their “VinylThon” event, joining the on the air playing LP records and talking about careers in broadcasting. Discussion included how technology has changed the way radio has come along with the career opportunities those changes present. Engineering and Computer technology while using the “old school” ways of music delivery. There were four students present (3males, 1 female) .

8. Activity: Participated in job fairs by station personnel who have substantial responsibility for hiring decisions. (#1)

Date of Station Participation: 9/17/18

Participating Employee: On Air Talent, Chopper Scott

Host/Sponsor of Activity: Western Iowa Tech Community College.

Brief Description of Activity and Station Participation: participated with a booth at this Broadcast Career Expo speaking with students on the job opportunities in the broadcast field. Interviewed/spoke with 20 students, (out of that 20 3 were females, 10 minorities) took 9 applications.

9. Activity: Participate in other activities than the ones listed that the licensee has designed to further the goal disseminating information about employment opportunities. (#16.)

Date of Station Participation: October and November of 2017

Participating Employee: Program Director/Tony Michaels & On air talent/Business Mng, Candice Nash

Host/Sponsor of Activity: Hinton Community School.

Brief Description of Activity and Station Participation: At the request of the Teacher of the media class at Hinton Community School, Chad Sussex, We teamed with their class of 9 students to have class discussion on jobs related to radio and other media. Class projects were developed where students “produced” radio commercials. Each step was critiqued by Tony and Candice with suggestions of improvements. From conception, writing, voicing, sound effects, and total production ready for air. This occurred over 2 months with public service announcements being the final project. This was the first time a class partnership was attempted by Powell Broadcasting in order to help students get a better understanding of job opportunities in the field.

10. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 8/29/18

Participating Employee: Program Director Justin Barker

Host/Sponsor of Activity: Briar Cliff University.

Brief Description of Activity and Station Participation: Spoke to the Mass Communications Class at Briar Cliff University regarding careers in the Broadcasting field., employment in media, opportunities and how to best show off their talents and what are the best ways to break into the world of media. (8 males, 5 females, a variety of races.)

11. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10)

Date of Station Participation: 11/27/17

Participating Employee: Program Director Tony Michaels

Host/Sponsor of Activity: Sioux City Career Academy (Sioux City West Community School / Sioux City North community School / Sioux City East Community School).

Brief Description of Activity and Station Participation: this was a collaboration between the three Public Schools in Sioux City. 65 total students attended this joint event to discuss jobs in media, how to write a resume for media, schooling opportunities after high school, internship opportunities, as well as a general question and answer period for students to explore different career paths in mass communications.