

FCC EEO REPORT-2007

1- **Vacancy** – Full Time advertising sales position – vacancy filled 10-10- 2006

2 - **Recruitment** sources used to fill this vacancy:

Brown College, Mendota Heights, MN 55120

Contact person- Karol Baumeister, 651-905-3499, karol@browncollege.edu

Northwestern College, Orange City, IA 51041

Contact Person- Nancy Landhuis, 712-707-7225, landhuis@nwcIowa.Edu

Buena Vista University, Storm Lake, IA 50588, careerservices@byu.edu

Contact person, Carol Lytle or Brenda Dodge, 712-722-0885

Dordt College, Sioux Center, IA 51250 kdcr@dordt.edu

Contact Person, Dennis DeWaard 712-722-0885

Iowa Lakes Community College, Estherville, IA 51334

Contact person, Bob Pritchard, 712-362-2604, rpritchard.iowalakes.edu

Northwest Iowa Community College, Sheldon IA 51201

Contact Person, Sheilia Van Engen 324-5061, jobs@nwicc.edu

Western Iowa Tech, Sioux City, IA 712-274-8733

Contact person, Marcia Pauling, pauling@iowa.gov

KIWA, KIWA-fm Radio, Sheldon, Iowa 51201

Contact person, Walt Pruiksma, 7122-324-2597, walt@kiwaradio.com

Iowa Broadcasters Assn, Des Moines, IA (Website)

Contact Person, Sue Toma, www.iowabroadcasters.com

Iowa Central Community College, Fort Dodge, IA, 800-362-2793

Contact person, Sara Condon, striton.iccc.cc.ia.us

Sheldon Mail-Sun, Sheldon, IA 51201

Contact person, Denise Rust 712-324-5347 #130

Golden Shopper, Sheldon, IA 51201

Contact Person, Denise Rust 712-324-5347 #130

Broadcast Center, St. Louis, Mo 63139

Contact Person, John Carroll 314-647-8181

Radio 1 Broadcast School, La Crosse, Wisconsin 54603

Contact Person, Joe Deschler, 800-889-2221

Radio1school@charterinternet.net

3- Number of interviewees....Four (4)

One interviewee was referred by the Golden Shopper

One interviewee was referred by a friend.

One interviewee was referred by the KIWA website

One interviewee was referred by KIWA Job Call

4- The person hired was referred by the KIWA Job Call

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1- Vacancy – Traffic Director, Vacancy filled 2-8-07

2- Recruitment sources used to fill this vacancy-

Northwestern College, Orange City, Iowa

Contact Person, Nancy Landhuis - landhuis@nwcsiowa.edu

Northwest Iowa Community College, Sheldon, Iowa

Contact Person, Shelia Van Engen 712-324-5061 jobs@nwicc.edu

Kiwa Radio, Sheldon, IA

Contact Person Walt Pruiksma 712-324-2597

Sheldon Mail-Sun, Sheldon, Iowa

Contact Person, Kristin Haakinson , 712-324-5347

Golden Shopper, Sheldon, Iowa

Contact Person, Kristin Haakinson, 712-324-5347

KIWA website

Contact Person, Frank Luepke, 712-324-2597

Sheldon Chamber and Development Corporation

Contact Person, Mark Gaul, 712-324-2813

3- Number of Interviewees.....Eight (8)

Three interviewees were referred by KIWA Radio

One interviewee was referred by the Sheldon Mail-Sun

One from parents

One from SCDC website

One from Northwest Iowa Review

One from friend

4- Person hired as Traffic Director was referred by KIWA Radio

Supplemental efforts to educate the public about job positions and the qualifications necessary to fill those positions for the period September 21, 2006 to September 30, 2007.

Participated in a Job Fair sponsored by Iowa Workforce Development and held at Northwest Iowa Community College in Sheldon. At this Job Fair several items of printed material were distributed. This included a list of the positions at our Radio Stations with a brief work description of each position, and a notice of the current opening for a sales person and the qualifications expected of someone filling this position. Many questions were asked by those attending. Job applications were also available to those interested.

The General Manager spoke to the yearbook staff at Sheldon High School concerning advertising sales. Those in the class were Juniors and Seniors from Sheldon High School about to undertake the project of selling yearbook ads to area businesses. The importance of ad sales was discussed in length with the yearbook staff. Sales opportunities in broadcasting were described to the students with a description of the duties involved.

A local high school senior with intentions of going into sports broadcasting shadowed KIWA Radio's Sports Director much of the 2006 - 07 basketball season. The student was instructed on equipment setup and maintenance. She was also encouraged to be part of the broadcast with stats.

The General Manager was questioned via email by a local student about working at a radio station. Questions ranged from what education was required to work in radio to what is your least favorite thing in radio to do.

One high school student worked 5 hours a day for one week as part of a school project. She answered the telephone, greeted people who came in the office and helped with various other duties consistent with the operation of the radio stations.

Several Groups of young people, as well as their teachers and parents toured the studios. This included school classes and boy scouts. During the tour the many duties handled by our staff were described so that they realized the many career possibilities that existed at radio stations. We learned that many young people only thought of announcers when they thought of employment at a radio station.

A flight of :30 radio ads was aired February 22, 2007 till March 18, 2007 with an objective to reach Iowa students interested in pursuing a broadcast career. Scholarships worth up to \$4000 per year were being offered.

Each time a job opening occurred, a memo was distributed to all employees to make them aware of it and the qualifications needed for that position.

