

FCC EEO Report – 2011

This report is filed to comply with Federal Communication Commission Rules providing the following information for the period October 1, 2010 through September 30, 2011

1. Vacancy – Full Time Radio Ad Sales Person

2. Recruitment Sources Used to Fill This Vacancy:

Brown College, Mendota Heights, MN

Karol Baumeister

E-Mail: karolb@browncollege.edu

Phone: 651-905-3499

Buena Vista University, Storm Lake, IA

Brenda Dodge

E-Mail: careerservice@bvu.edu

Phone: 712-749-2440

Dordt College, Sioux Center, IA

Dennis DeWaard

E-Mail: ddewaard@dordt.edu

Phone: 712-722-0885

Golden Shopper, Sheldon, IA

Denise Rust

E-Mail: azoet@iowainformation.com

Phone: 712-324-5347 #130

Iowa Broadcasters Association, Des Moines, IA (Website)

Sue Toma

E-Mail: iowaiba@dwx.com

Iowa Central Community College, Fort Dodge, IA

Sara Condon

E-Mail: condon_s@iowacentral.edu

Phone: 800-362-2793

Iowa Lakes Community College, Estherville, IA

Bob Pritchard

E-Mail: rpritchard@iowalakes.edu

Phone: 712-362-2604

KIWA, KIWA-FM Radio, Sheldon, IA

Walt Pruiksma

E-Mail: walt@kiwaradio.com

Phone: 712-324-2597

Northwestern College, Orange City, IA

Nancy Landhuis

E-Mail: landhuis@nwcsiowa.edu

Phone: 712-707-7225

Northwest Iowa Community College, Sheldon, IA

Sheilia Van Engen

E-Mail: jobs@nwicc.edu

Phone: 712-324-5061

Sheldon Mail-Sun, Sheldon, IA

Denise Rust

E-Mail: ads@iowainformation.com

Phone: 712-324-5347 #130

Western Iowa Tech, Sioux City, IA

Lori Knight

E-Mail: lori.knight@iwd.ia.gov

Phone: 712-274-8733

3. Number of Interviewees:

- 2 – referred by KIWA Radio
- 1 – referred by Sheldon Mail-Sun
- 1 – referred by Golden Shopper

4. A full time person was hired

**KIWA Radio airs a flight of ads monthly seeking organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. Responses are added to KIWA's employment contact list.

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Supplemental efforts to educate the public about job positions and the qualifications necessary to fill those positions for the period October 1, 2010 to September 30, 2011.

1-17 thru 2-18-11

Informational ads aired for International Broadcasters IdeaBank's SESAC Scholarship given to a person in his or her second or third year in college who will graduate with a degree leading to a career in radio broadcasting.

2-17-11

KIWA Management Consultant attended the Job Summit at Buena Vista University in Storm Lake, Iowa from 11 am till 2:00 pm. He talked with college students about a career in radio broadcasting. Job descriptions of radio positions were distributed to interested students.

2-24-11

KIWA General Manager answered the questions of a Sheldon 5th grader via letter as to the services radio provided, what education is required and what radio stations look for in employees.

3-5-11

Sheldon Home Show

KIWA had a booth at the 2011 Sheldon Home Show. Besides the normal handing out station materials, answering listener's questions and having listeners register for prizes, KIWA personnel also had the opportunity to visit with individuals about a career in radio. A job description of radio positions was distributed to those interested.

3-22-11

Northwest Iowa Community College, in conjunction with Iowa Workforce Development hosted a Career / Job Fair on March 22, 2011 on their Sheldon campus. The joint venture was planned to introduce prospective employees to their businesses and to make area residents aware of the types of job opportunities in the area. KIWA's Management Consultant attended the Career / Job Fair telling interested people of the opportunities in radio. A job description of radio positions was distributed.

5-17-11

Sheldon High School student job shadowed a KIWA on air announcer. The announcer went over the different aspects of Radio along with the training necessary to obtain employment in the broadcast field.

6-30-11

KIWA Management Consultant at the Iowa Broadcasters Convention attended "Navigating EEO" presented by David Oxenford.

7-20 thru 8-24-11

Sheldon High School Senior student worked at KIWA. She worked in public relations besides helping with various other duties consistent with the operation of the radio station. The student will be a music major at the University of Northern Iowa.

9-15-11

Tour of KIWA by Sheldon Elementary School students. Various KIWA department heads talked to students as to what it takes to run a successful radio station.