

## **Annual EEO Public File Report Form**

KLSS/KRIB/KGLO/KYTC/KIAI

### **Annual EEO Public File Report Oct 1, 2008-Sept 30, 2009**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KLSS/KRIB/KGLO/KYTC/KIAI, of Mason City and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning October 1, 2008 to and including September 30, 2009.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

**FULL-TIME JOB VACANCIES FILLED BY  
STATION DURING ANNUAL REPORTING PERIOD**

	<b>Job Title</b>	<b>Date Position Opened</b>	<b>Date Position Filled</b>	<b>Total Number of People Interviewed</b>	<b>Recruitment Source that Referred Hiree</b>
1	Account Executive	10/1/08	10/3/08	1	Friend/Acquaintance
2	Director Of Sales	10/1/08	10/10/08	Corporate-Gary	Advertisement
3	Account Executive	12/10/08	12/16/08	3	Fried/Acquaintance
4	Account Executive	1/31/09	2/2/09	3	Friend/Acquaintance
5	Admin. Assistant	3/9/09	3/16/09	1	Employee Referral
6	Program Director	10/2/08	3/16/09	11	Advertisement/All Access
7	Account Executive	Ongoing	8/24/09	4	Employee Referral
8	Account Executive	9/21/09	9/21/09	1	Advertisement
9					
10					
11					
12					
13					

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2008 to September 30, 2009

Station(s) Comprising Station Employment Unit: KLSS/KRIB/KGLO/KYTTC/KIAI

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided this Period (if any)	Full-time Positions for which this Source Was Utilized
1	IBA/ <a href="mailto:webmaster@iowabroadcasters.com">webmaster@iowabroadcasters.com</a>	0	0
2	Globe Gazette 300 N Washington Mason City, IA 50401 641-421-0500	0	0
3	Iowa Work Force Development Center 600 N Pierce Mason City, IA 50401 641-422-1543	12	0
4	Kaplan University 100 1 <sup>st</sup> St NW Mason City, IA 641-423-2540	0	0
5	NIACC 500 College Drive Mason City, IA 50401 641-422-4370	8	0
6	Our station websites And on air Ads	35	5
7	Iowa Broadcasters Association Online Job Postings	2	0
8	All Access Online Job Postings	3	0

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2008 to September 30, 2009

Station(s) Comprising Station Employment Unit: KLSS/KRIB/KGLO/KYTC/KIAI

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
KLSS/KRIB/KGLO/KYTC/KIAI

**Participated in Job Fair**

We were at 2 local Job Fairs. One at Kaplan University and one at North Iowa Area Community College. Spoke with interested prospects for the broadcast industry and in sales.

**Open House**

Sponsored an Open House at our station to invite prospects in sales and broadcast fields to come out and tour our facility, ask questions, and for us to see what prospects might be out there.

**Provide Training Program For Sales Staff**

We provide the opportunity for our sales staff to earn certification through the RAB. The company is paying for the training through the RAB. All sellers have earned the RMP (Radio Marketing Professional Certification). All sellers are currently working to obtain their CRMC and Digital Degree. Sellers are also involved in Chris Lytle training that is ongoing through the year.

**Job Shadow**

The on air staff worked with high school students on the Job Shadow. Students come to the station to observe on air staff.

**Scholarship Ads**

In partnership with the Iowa Broadcasters, we advertised scholarship opportunities available for youth interested in broadcast sales.

**OUTLINE FOR EEO NARATIVE:**

(to be sent with License Renewals & 2 years of EEO Annual Reports)

In order for us to write a short paragraph about your community, employees, and EEO efforts, we need to have you complete some background information.....just fill in your answers and return via email to me.

**STATIONS: KLSS/KRIB/KGLO/KYTC/KIAI**

**COMMUNITY INFO:** Centrally located along I-35 in north central Iowa, midway between Des Moines and Minneapolis, Mason City serves as the regional hub of North Iowa for shopping, recreation and healthcare. Mason City has a population of 29,172 and a sister city Clear Lake, Iowa has 8,161 and the County area has a population of 46,447

**#of FULL-TIME EMPLOYEES:** We have 25 full time employees and 4 part time employees

**MOST OUTREACH DONE BY:** By the management team, Bob Sweet, Jared Allen, and Tim Flemming.

**ADDITIONAL EEO ACCOMPLISHMENTS:** This year we added more sales positions, which allow us to employ a larger number of people. We also created additional sales management levels, to offer on the job training in management. We created different skill levels in our sales department and continue to offer growth assistance to all sellers. We continue an ongoing campaign to recruit sellers. We have incorporated an in-house sales effort to further enhance sales department.

**AREAS OF CONCERN WITH EEO COMPLIANCE IN MY COMMUNITY ARE:**  
(low employee turnover, quality applicants, no local colleges, etc.)

Concerns include loss of population of the younger demographic group in North Central Iowa. Also finding and retaining quality sales applicants. Our turnover in sales department has slowed down. On air staff has very little turnover.

**IDEAS TO ENHANCE MY EEO EFFORTS IN THE FUTURE:**

Continue participation in job fairs and host more career day activities. Host open house at station, continue out reach to local colleges.