

Annual EEO Public File Report Form
[KNIA AM & KRLS FM]
Annual EEO Public File Report

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): [Station Call Sign(s) and Communities of License] 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, 2023, to and including September 30, 2024 (the “Applicable Period”).

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 hire 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 follows 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 the 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 hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

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Covering the Period from October 1, 2023 to September 30, 2024

Station(s) Comprising Station Employment Unit: [KNIA AM & KRLS FM]

Selection 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Total Number of Interviewees from all sources for this position
1	Advertising Account Exec	Kniakrls.com web ad	2
2	Evening Announcer	Kniakrls.com web ad	3
3			
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 5

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which this Source Was Utilized
1	KNIA/KRLS Radio On Air Announcements (641) 842-3161 Knoxville & Pella, Iowa	1	All Positions
2	www.kniakrls.com	3	All positions
3	Indeed .com	1	Advertising sales
4	Iowa Broadcasters Association web page www.iowabroadcasters.com	0	All Positions
5	College Central	0	All Positions
6	TVRadiojobs.com	0	
7	In station posting	0	All positions
8	STAA	0	Announcer
9	Personal Contact	0	
10	Journalism Jobs.com	0	

Total 5

Indicates sources that have requested notification of job openings.

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by [KNIA AM & KRLS FM]

[Description of the activities.]

- October 25, 2023 Jim Butler (Company SEU) participated in a Job Fair at the Iowa Events Center/Wells Fargo Arena in Des Moines. The Job Fair was sponsored by the Iowa Wild Hockey Organization. There were approximately 25 different businesses recruiting for new Hires. Our booth was recruiting for all stations in our company (KNIA/KRLS, KCII, KDLS, KKRF & KGRA). We visited several possible applicants and explained the different opportunities at each station. Applications were handed out to those who wanted one as well as information regarding our company and stations. This event ran from 2:30 – 4:30 PM and all stations we represented. (See Photo)
- October 25, 2023. Indianola News/Sports Director Andrew Swadner and KNIA/KRLS Program Director Spencer Dirks with KNIA Radio was present at the Southeast Warren Career Day, presenting information about jobs in radio to 7th-12th grade students for four hours. Students were presented with a setup similar to how we broadcast sporting events and other remotes, and were allowed to read a :30 second promotion with background music, and also learned how to help set up the audio equipment, learned what the operating system for a radio station looks like, and how we can connect via cell phone to go live on the air from anywhere in the world. Students interested in radio broadcasting, news reporting, and sports play-by-play and daily coverage asked a range of questions including salary, work hours, benefits, work environment, and what a typical day looks like working in radio. Students also asked what continuing education opportunities were available for post-high school graduation, including communications, marketing, public relations degrees, and more.
- November 2023: On Air announcements minimum of twice per month encouraging groups to be added to our list of employment contacts.
- January 2024: A high school senior at Pella Christian High School in Pella, IA, who participated in their school's Winterim semester program. A student chose KNIA/KRLS Radio -- we have partnered with the school multiple times in the life of the program to have interns/job shadows for a week-long experience. The dates of contact were January 3rd, 4th, 5th, 8th, 9th, and 10th -- The Student Intern was introduced to the basics of how we function as a radio station, mainly in our news and sports departments. Depending on the day. They worked with the Director of Content and/or Regional News/Sports Reporter. As part of the process, the intern completed two on-air features, including a profile on Eagles basketball team and a Let's Get to Know interview with a girls' basketball player. Also voiced, edited, and recorded news and sports stories.

Additionally, they conducted the related interviews needed for the feature, including preparation work.

The Intern ultimately was at our office in Pella or at the interviews needed for approximately six hours a day for the dates school was in session. The intern also performed color commentary during a broadcast featuring two local High School girls basketball teams on January 11th.

- January 2024: KNIA/KRLS Radio hosted an Intern from Central College in Pella, Iowa. The intern shadowed and worked with our News/Sports & Sales Team out of our Pella office. They invested approximately 14 hours each week from January 22, 2024 – May 15, 2024. Involvement included News Gathering and Writing, Coverage of City Council meetings, Sports Broadcasts and gathering and writing Local Sports stories and showing Advertising/Marketing Staff. All hours and activities were pre-approved through Central College.
- February 2, 2024: At our EOM Managers meeting today, management discussed the upcoming EEO Audits that will be happening with several Iowa Radio Stations. We also discussed our current EEO System that includes, Recruitment, Record Keeping and Reporting. After talking through our current plan, it was decided that our current system is working and has helped with our recruiting and hiring of staff. It has also helped with wide dissemination of jobs openings. It was also discussed how we can take part in more job fairs to improve our outreach. Company SEU's will further look into upcoming job fairs to help increase participations. December, 2011 On Air announcements twice per month inviting and encouraging groups to be added to our list of employment contacts.
- April 16, 2024: SEU Jim Butler participated in a Job Fair in Fairfield Iowa. This event was sponsored by Iowa Workforce Development and was held at the Fairfield Arts and Convention Center. Over 35 businesses attended. Our search includes candidates for Advertising/Marketing Account Executives and On-Air personalities both experienced and entry level. Several attendees asked for applications for the On-Air positions. 2 resumes were collected.
- April 17, 2024: SEU Jim Butler along with General Manager John McGee participated in a Carrer Fair at the Iowa Events Center/Wells Fargo Arena in Des Moines, Iowa. This event was sponsored by the Iowa Wild. Over 30 businesses participated with a booth. Our search includes candidates for Advertising/Marketing Account Executives and On-Air personalities both experienced and entry level. Several attendees asked for applications for the On-Air positions. And several showed interest in learning more about the Advertising Marketing Account Executive positions at all locations. 1 resume was collected.
- On Air announcements twice per month encouraging groups to be added to our list of employment contacts
- May 2024 Awarded 3 Business and Broadcasting Scholarships. Applications were mailed to 7 area high schools in February and applications were also available on line at kniakrls.com with on air promotional announcements aired 1X per hour March 1 – April 30, 2024

- The week of May 13,2024 a student from Simpson College job shadowed several of our on-air and News/Sports Staff. This student worked with our Indianola News/Sports announcer, our Knoxville News Sports Announcer and our Program Director over a 5-day period
- Attended Iowa Broadcasters Summer convention and attended the special EEO session conducted by Washington DC Attorney David Oxenford. The seminar was held in Des Moines on Thursday, June 4, 2024, Those attending were Owner Mel Suhr and Designated SEU's Jim Butler