

2016 EEO PUBLIC FILE REPORT

For October 1, 2015 to September 30, 2016

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 LeMars, IA;
KLEM, licensed to LeMars, IA;
KSCJ, licensed to Sioux City, IA;
KKYY, licensed to Whiting, IA;
KQNU, licensed to Onawa, IA; and
KSUX, licensed to Winnebago, NE.

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, 2015 and ending on September 30, 2016 (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 1.

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, 2015 to September 30, 2016

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 (Darci Athens)	1-13, 19-46	4
2 Sales Executive (Kim Milledge)	1-13, 19-46	2
3 Sales Executive (Brian Westra)	1-13, 19-46	4

Total Number of Persons Interviewed for Full-Time Position - 7

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

Section II: Master Recruitment Source List

For October 1, 2015 to September 30, 2016

	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	1, 2, 3
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	2	1, 2, 3
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2, 3
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	3	1, 2, 3
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2, 3
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2, 3
7	KKMA Website, www.kool995.com	0	1, 2, 3
8	KSUX Website, www.ksux.com	0	1, 2, 3
9	KSCJ Website, www.kscj.com	0	1, 2, 3
10	KLEM Website, www.klem1410.com	0	1, 2, 3
11	KKYY Website, www.y1013.net	0	1, 2, 3
12	KQNU Website, www.jack1023.com	0	1, 2, 3
13	IBA, Web site, www.iowabroadcaster.com	0	1, 2, 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	1, 2, 3
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	1, 2, 3
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) prefers paper mail	0	1, 2, 3
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	1, 2, 3
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	1, 2, 3
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	1, 2, 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	1, 2, 3
26	Office of Indian Education, Four Directions Attn: Frank LaMere 613 Water, Sioux City, IA 51103 (712-252-0811) paper mail preferred.	0	1, 2, 3
27	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) paper mail preferred.	0	1, 2, 3
28	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) email preferred: womenaware@siouxlan.net	0	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 3
32	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	1, 2, 3
33	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101. paper mail preferred.	0	1, 2, 3
34	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	1, 2, 3
35	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan paper mail preferred.	0	1, 2, 3
36	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)	0	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 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	1, 2, 3
46	Word of Mouth	2	1, 2, 3

* Indicates sources that have requested notification of job openings.

Section III: Recruitment Initiatives For October 1, 2015 to September 30, 2016

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.

Date of Station Participation: 9/14/16

Participating Employees: Program Director/Co-Ops Manager Scott McKenzie

Host/Sponsor of Activity: Morningside College

Brief Description of Activity and Station Participation:

Spoke with 5 students discussing Radio and Job Opportunities in the Broadcasting field. Handed out three Job Applications.

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

Date of Station Participation: 3/22/16

Participating Employees: Dave Grosendheider, Director of Sales

Host/Sponsor of Activity: Le Mars Community Middle School.

Brief Description of Activity and Station Participation: Director of Sales, Dave Grosenheider spoke at the National Honor Society Induction to 26 High School Students, approximately half female/half male. Title of speech: "Your Future. Rules to Live By."

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

Date of Station Participation: 6/29/2016

Participating Employees: Program Director/Sports Director, Justin Barker

Host/Sponsor of Activity: Western Iowa Tech Community College

Brief Description of Activity and Station Participation: Program Director/Sports Director, Justin Barker attended this job fair for Upward Bound Students. He spoke to 85 kids in attendance regarding Job Opportunities in the Broadcast field and tips on how to get hired and be successful in Broadcasting.

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

Date of Station Participation: 2/10/16

Participating Employee: Program Director/Co-Ops Manager Tony Michaels

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: 2/10/16 Program Director and Co-Ops Manager Tony Michaels spoke to a Morningside College Mass Communications Class regarding careers in the Broadcasting field. 5 students in total, 1 female/4 males.

5. **Activity:** Established an Internship Program

Date of Station Participation: 9/2/16- 9/28/16

Participating Employee: Chief Engineer, Brian Ross.

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

Brief Description of Activity and Station Participation: Powell Broadcasting implemented an internship program under the direction of Chief Engineer Brian Ross by which a Mass Communications major, Zach Schoenecker, College Student at Morningside College in Sioux City, Iowa, was selected and participated as an intern at the Stations on the dates stated above which assisted him in acquiring skills needed for broadcast employment. He spent his required hours interning in the engineering department at the stations and learning Voice Tracking. He also took advantage of “job shadow” opportunities in the production departments and on-air studios.

6. **Activity:** Establish a Mentoring Program

Date of Station Participation: October 2015 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 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.

7. **Activity:** Provide Training to Management-level Personnel on ensuring EEO Compliance

Date of Station Participation: 10/15/15

Participating Employee: All six Program Directors, Director of Sales Dave Grosenheider, Office Manager Candice Nash, General Manager Dennis J. Bullock.

Host/Sponsors of Activity: IBA 2015 EEO Webinar

Brief Description of Activity and Station Participation: Powell Broadcasting Management Personnel participated in the Iowa Broadcasters Associations 2015 EEO Webinar entitled “NAVIGATING THE FCC’S EQUAL EMPLOYMENT OPPORTUNITY RULES AND PUBLIC FILE REQUIREMENTS. This was presented by David Oxenford, Wilkinson Barker Knauer LLP on Wednesday, October 14th, 2015 from 1:00 pm to 3:00 pm.

8. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution.

Date of Station Participation: 10/9/2015

Participating Employee: General Manager Dennis J. Bullock & Office Manager Candice Nash

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: General Manager Dennis J. Bullock & Office Manager Candice Nash spoke to the Mass Communications Class at Morningside College regarding career opportunities in the broadcast field and how to be a successful employee in broadcasting.

9. **Activity:** Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution.

Date of Station Participation: 11/23/2015

Participating Employee: Program Director/ Co-Operations Manager Tony Michaels

Host/Sponsor of Activity: Kingsley Pierson High School.

Brief Description of Activity and Station Participation: Program Director/ Co-Operations Manager Tony Michaels spoke to High School Students making career choices about the opportunities in Mass Communications and the Broadcasting Field.

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

Date of Station Participation: 10/13/2015

Participating Employee: Program Director/ Sports Director Justin Barker.

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

Brief Description of Activity and Station Participation: Program Director/ Sports Director, Justin Barker, invited the Mass Comm Class of 13 total students (5 female/8 male) to the Powell Broadcasting location for a tour and talk on the broadcasting field. The Students toured the facilities, including the studios, news room, production rooms and sales/business offices. Students garnered information on different opportunities of employment in the Broadcasting Field.

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

Date of Station Participation: 9/19/2016 11am-1pm

Participating Employee: Program Director/ Co-Operations Manager Scott McKenzie

Host/Sponsor of Activity: Briar Cliff University.

Brief Description of Activity and Station Participation: Program Director/ Co-Operations Manager Scott McKenzie, participated in a job fair at Briar Cliff University speaking with college students on the job opportunities in the broadcast field.