

EEO Public File Report

KZIA, Inc -- KZIA-FM and KGYM-AM

October 1, 2008 - September 30, 2009

Full-Time Positions Filled

Sales Consultant

| Full-Time Position | Position Title | Date Open | Date Filled | Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)* | Number Interviewed | Number Hired |
|--------------------|------------------|-----------|---------------|--|--------------------|--------------|
| 1 | Sales Consultant | 04/16/08 | 05/14/08—NF** | Corridor Careers | 3 | 0 |
| | Refreshed | 05/21/08 | 06/26/08—NF** | Afro-American Cultural Center | 0 | 0 |
| | Refreshed | 11/03/08 | 12/04/08—NF** | American Institute of Commerce | 0 | 0 |
| | Refreshed | 02/06/09 | 02/18/09 | Augustana College | 0 | 0 |
| | | | | Blackhawk College | 0 | 0 |
| | | | | Brown College | 0 | 0 |
| | | | | Latino Native American Center | 0 | 0 |
| | | | | Clarke College | 0 | 0 |
| | | | | Coe College | 0 | 0 |
| | | | | Broadcast Center | 0 | 0 |
| | | | | Hamilton Business College | 0 | 0 |
| | | | | Iowa Central Community College | 0 | 0 |
| | | | | Iowa State University | 0 | 0 |
| | | | | Iowa Workforce Development | 0 | 0 |
| | | | | Kirkwood Community College | 0 | 0 |
| | | | | Loras College | 0 | 0 |
| | | | | Mount Mercy College | 0 | 0 |
| | | | | NAACP | 0 | 0 |

*See attached list of recruitment sources for contact information

**NF = Position Not Filled

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|--------------------|----------------|-----------|-------------|--|--------------------|--------------|
| | | | | Southern Illinois University | 0 | 0 |
| | | | | University of Dubuque | 0 | 0 |
| | | | | University of Iowa-Career Center | 0 | 0 |
| | | | | University of Iowa-Student Employment | 0 | 0 |
| | | | | University of Missouri/Columbia | 0 | 0 |
| | | | | University of Northern Iowa | 0 | 0 |
| | | | | University of Wisconsin/Platteville | 0 | 0 |
| | | | | Winona State University | 0 | 0 |
| | | | | Womens Resource & Action Center | 0 | 0 |
| | | | | Cornell College | 0 | 0 |
| | | | | Iowa Broadcasters Association | 0 | 0 |
| | | | | Upper Iowa University | 0 | 0 |
| | | | | Wartburg College | 0 | 0 |
| | | | | Columbia College | 0 | 0 |
| | | | | Broadcast Employment Services | 0 | 0 |
| | | | | Radio 1 Broadcast School | 0 | 0 |
| | | | | KZIA Broadcast | 0 | 0 |
| | | | | Advertising Federation of Cedar Rapids | 0 | 0 |

*See attached list of recruitment sources for contact information

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Position - Sales Consultant

| No. | Recruitment Source | Contact | Total Interviewed | Entitled to Notification |
|-----|--|-----------------|-------------------|--------------------------|
| 1 | Corridor Careers | Greg Schaefer | 3 | N |
| | The Gazette, PO Box 511, Cedar Rapids, IA 52406 | 319-368-8960 | | |
| 2 | Afro-American Cultural Center | Carlos Serrato | 0 | N |
| | 303 Melrose Ave, Iowa City, IA 52246-3306 | 319-335-8296 | | |
| 3 | American Institute of Commerce | Linda Linn | 0 | N |
| | 1801 E. Kimberly Rd, Davenport, IA 52807-2095 | 800-747-1035 | | |
| 4 | Augustana College | Kathy Wolf | 0 | N |
| | 639 38th Street, Rock Island, IL 61201-2210 | 800-798-8100 | | |
| 5 | Blackhawk College | Larry Crawford | 0 | N |
| | 6600 34th Avenue, Moline, IL 61265-5870 | 309-796-1311 | | |
| 6 | Brown College | Mike Kronforst | 0 | N |
| | 1440 Northland Drive, Mendota Heights, MN 55120-1004 | 651-905-3400 | | |
| 7 | Latino Native American Center | Adele Rodriguez | 0 | N |
| | 308 Melrose Avenue, Iowa City, IA 52246-3305 | 319-335-8298 | | |
| 8 | Clarke College | Louise Ottavi | 0 | N |
| | 1550 Clarke Drive, Dubuque, IA 52001-3117 | 563-588-6321 | | |
| 9 | Coe College | Tish Mealey | 0 | N |
| | 1220 First Avenue NE, Cedar Rapids, IA 52402-5092 | 319-399-8009 | | |
| 10 | Broadcast Center | Jim Bland | 0 | N |
| | 2360 Hampton Avenue, St. Louis, MO 63139 | 314-646-8181 | | |

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|-----|---|----------------|-------------------|--------------------------|
| 11 | Hamilton Business College | Dennis Turner | 0 | N |
| | 3165 Edgewood Parkway SW, Cedar Rapids, IA 52404-7826 | 319-363-0481 | | |
| 12 | Iowa Central Community College | John C. Pemble | 0 | N |
| | 330 Ave M, Ft. Dodge, IA 50501-5739 | 515-955-5877 | | |
| 13 | Iowa State University | Jean Jones | 0 | N |
| | 204 Engineering Annex, Ames, IA 50011-0001 | 515-294-2542 | | |
| 14 | Iowa Workforce Development | Carlos Vega | 0 | N |
| | 800 7th Street SE, Cedar Rapids, IA 52401-2115 | 319-365-9474 | | |
| 15 | Kirkwood Community College | Vanessa Lopez | 0 | N |
| | 6301 Kirkwood Blvd SW, Cedar Rapids, IA 52404-5260 | 319-398-5523 | | |
| 16 | Loras College | Kathy Blau | 0 | N |
| | 1450 Alta Vista/Box 123, Dubuque, IA 52004-0178 | 563-588-7100 | | |
| 17 | Mount Mercy College | Barb Mussman | 0 | N |
| | 1330 Elmhurst Drive NE, Cedar Rapids, IA 52402-4797 | 319-368-6463 | | |
| 18 | NAACP | Kevin Edwards | 0 | N |
| | PO Box 1595, Cedar Rapids, IA 52406-1595 | 319-393-1623 | | |
| 19 | Southern Illinois University | James Scales | 0 | N |
| | Carbondale, IL 52901-4703 | 618-650-3708 | | |
| 20 | University of Dubuque | Laurie Nelson | 0 | N |
| | Peters Commons-2nd Floor, Dubuque, IA 52001-5099 | 563-589-3132 | | |

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|-----|---|-----------------|-------------------|--------------------------|
| 21 | University of Iowa-Career Center | Jane Schildroth | 0 | N |
| | 24 Phillips Hall, Iowa City, IA 52242-1323 | 319-335-1023 | | |
| 22 | University of Iowa-Student Employment | Cynthia Seyfer | 0 | N |
| | 213 Calvin Hall, Iowa City, IA 52242-1315 | 319-335-1460 | | |
| 23 | University of MO/Columbia | Sally Malloy | 0 | N |
| | 102 Neff Hall, Columbia, MO 65211-1200 | 573-882-7772 | | |
| 24 | University of Northern Iowa | Muriel Stone | 0 | N |
| | Student Service Center #19, Cedar Falls, IA 50614-0001 | 319-273-6857 | | |
| 25 | University of WI/Platteville | Sandra Stacy | 0 | N |
| | 1 University Plaza-Ullsvik Center, Platteville, WI 53818-3099 | 608-342-1183 | | |
| 26 | Winona State University | Vicki Decker | 0 | N |
| | PO Box 5838, Winona, MN 55987-0838 | 507-457-5340 | | |
| 27 | Women's Resource & Action Center | Monique DiCarlo | 0 | N |
| | 130 N Madison Street, Iowa City, IA 52242-1725 | 319-335-1486 | | |
| 28 | Cornell College | Jayne Swanson | 0 | N |
| | 600 First Street West, Mt. Vernon, IA 52314-1006 | 319-895-4000 | | |
| 29 | Iowa Broadcasters Association | Sue Toma | 0 | N |
| | PO Box 71186, Des Moines, IA 50325-1186 | 515-224-7377 | | |
| 30 | Upper Iowa University | Ed Derr | 0 | N |
| | PO Box 1857, Fayette, IA 52142 | 563-425-5200 | | |

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|-----|--|--------------------|-------------------|--------------------------|
| 31 | Wartburg College | Derek Solheim | 0 | N |
| | PO Box 1003, Waverly, IA 50677 | 319-352-8425 | | |
| 32 | Columbia College | Matthew Green | 0 | N |
| | 600 S Michigan Ave, Chicago, IL 60605-1996 | 312-344-8920 | | |
| 33 | Broadcast Employment Services | Mark Halloway | 0 | N |
| | PO Box 4116, Oceanside, CA 92052-4116 | 760-754-8177 | | |
| 34 | Radio 1 Broadcast School | Joe Deschler | 0 | N |
| | 308 Buchner Place, La Crosse, WI 54603-3149 | 800-899-2221 | | |
| 35 | KZIA Broadcast | Julie Hein | 0 | N |
| | 1110 26th Avenue SW, Cedar Rapids, IA 52404-3430 | 319-363-2061 | | |
| 36 | Advertising Federation of Cedar Rapids | Executive Director | 0 | N |
| | PO Box 10343, Cedar Rapids, IA 52410 | 319-399-5995 | | |
| 37 | Kellie Lala, General Sales Manager | | 2 | N |
| | 1110 26th Avenue SW, Cedar Rapids, IA 52404-3430 | 319-363-2061 | | |
| 38 | Eliot Keller, KZIA General Manager | | 1 | N |
| | 1110 26th Avenue SW, Cedar Rapids, IA 52404-3430 | 319-363-2061 | | |
| 39 | KGYM Broadcast | Julie Hein | 0 | N |
| | 1110 26th Avenue SW, Cedar Rapids, IA 52404-3430 | 319-363-2061 | | |
| | | | | |
| | | | | |

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year**

10/01/08—09/30/09

| No. | Date | Initiative | Description | Scope of Involvement | Personnel Involved |
|-----------------------|---------------------|---------------------------------|--|---|--|
| 1 | 10/01/08 - 09/30/09 | Sponsorship of Community Events | Sponsorship of events in the community to inform public of employment opportunities in broadcasting. | Station tours given to K-12 and college level members of the public as well as their teachers on the duties and responsibilities of broadcast positions, how to train for those positions and how to learn about the availability of these positions. | Jamie Burgin, Promotions Director, Greg Runyon, Program Director, Loretta Welsh, Director of First Impressions |
| 2 | 10/01/08 - 9/30/09 | Mentorship | Mentor newly hired personnel by veteran employees. | Mentor new hires to answer questions, offer insight and guidance primarily through the learning stage of new position as well as guidance and advice once acclimated. | Julie Hein, Assistant General Manager/Director of Sales, Kellie Lala, Sales Manager |
| 3 | 10/01/08 - 9/30/09 | Job Bank Outreach | Broadcast announcements urging possible candidates to go to Iowa Broadcasters Association Internet job bank. | Participation in outreach efforts of Iowa Broadcasting Association job bank. | Greg Runyon-Program Director, Mo Holland-Creative Services Director, Dorothy Roach-Traffic Director |
| 4 | 10/01/08 - 09/30/09 | College Intern Program | Expose college students to broadcasting environment. | Host interns from area colleges (University of Iowa, Luther College, University of Northern Iowa, University of Missouri and Kirkwood Community College) who are majoring in broadcasting for credit hours | Jamie Burgin, Promotions Director, Greg Runyon, Program Director. |
| 5 | 10/01/08 - 09/30/09 | EEO Training | Managing the workplace through Difficult Times. | Internet, Blogs, and Social Media - The Employer's Rights. A look at social media in the workplace and the rights of an employer along with focusing on current topics of importance for our business, labor and employment practices. | Julie Hein, Assistant General Manager/Director of Sales. |
| Prepared: 09/14/09 | | | | | |