

**EEO Public File Report**

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

**October 1, 2010 - September 30, 2011**

**I. VACANCY LIST**

**Section II, the "Section II. Master Recruitment Source List" ("MRSL") for recruitment source data**

| <b>Job Title</b>                        | <b>Recruitment Sources ("RS")<br/>Used to Fill Vacancy</b> | <b>RS Referring Hiree</b> |
|---|--|---------------------------|
| General Sales Manager                   | 1-36, 40   | 40                        |
| Advertising Consultant                  | 1-36   | 1                         |
| Advertising Consultant                  | 1-36   | 1                         |
| Advertising Consultant/Sales<br>Trainer | 1-40   | 1                         |
| General Sales Manager                   | 1-40   | 40                        |

## Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

### Section II. Master Recruitment Source List

| No. | Recruitment Source                                   | Contact         | Total Interviewed | Entitled to Notification |
|-----|--|-----------------|-------------------|--------------------------|
| 1   | Corridor Careers                                     | Greg Schaefer   | 13                | 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  | Radiolnk.com   | Ed Ryan       | 1                 | N                        |
|     | 1901 S. Congress Ave #118, Boynton Beach, FL 33426       | 239-247-3833  |                   |                          |
| 36  | Craigslist.com   | No Contact    | 1                 | N                        |
|     | 1381 9th Avenue, San Francisco, CA 94122                 | 415-566-6394  |                   |                          |
| 37  | Mediarecruiter.com                                       | Art Scott     | 3                 | N                        |
|     | 9457 S. University Blvd. #303, Highlands Ranch, CO 80126 | 303-400-5150  |                   |                          |
| 38  | Linkedin.com   | No Contact    | 1                 | N                        |
|     | 2029 Stierlin Court #200, Mountain View, CA 94043        | 650-687-3600  |                   |                          |
| 39  | Dirk Keller  |               | 1                 | N                        |
|     | 9 Rowland Court, Iowa City, IA 52246                     | 319-337-4119  |                   |                          |
| 40  | Julie Hein, General Manager                              |               | 2                 | N                        |
|     | 1110 26th Avenue SW, Cedar Rapids, IA 52404              | 319-363-2061  |                   |                          |

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

10/01/10—09/30/11

| No. | Date                | Initiative                      | Description  | Scope of Involvement  | Personnel Involved   |
|-----|---------------------|---------------------------------|--|---|--|
| 1   | 10/01/10 - 09/30/11 | 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, Operations Manager, Loretta Welsh, Director of First Impressions               |
| 2   | 10/01/10 - 9/30/11  | 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, General Manager, Glen Gardner, Brand Strategist  |
| 3   | 10/01/10 - 9/30/11  | 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-Operations Manager, Mo Holland-Creative Services Director, Dorothy Roach-Traffic Director                          |
| 4   | 10/01/10 - 09/30/11 | College Intern Program          | Expose college students to broadcasting environment.   | Host interns from area colleges (University of Iowa, and Mt. Mercy) who are majoring in broadcasting for credit hours   | Jamie Burgin, Promotions Director, Greg Runyon, Operations Manager.  |
| 5   | 10/01/10-09/30/11   | Job Fair                        | Hosting of drive-thru job fair.  | Hosting and distribution of employment materials from various area employers listing open positions and requirements for those positions to members of the public as they drove up.   | Julie Hein, General Manager, Greg Runyon, Operations Manager, Jamie Burgin, Promotions Director, various on-air personalities. |
| 6   | 10/01/10-09/30/11   | Scholarship program             | Implementation and award of the Eliot A. Keller Scholarship.   | Implementation and awarding of the Eliot A. Keller Scholarship for students pursuing a broadcasting career.   | Rob Norton, President; Julie Hein, General Manager; Nicole Keller; Kellie Lala, Senior Sales Consultant; Jeff Stein.           |
| 7   | 10/01/10-09/30/11   | EEO Training                    | Health Care Reform/Cyber Crime/Finding and Keeping Sales Superstars/Preparing for FCC Inspection.            | Participation in seminars about new health care reform, update regarding cyber crime, keys to recruiting and keeping great sales people, and how to prepare your station for an FCC inspection.   | Julie Hein, General Manager  |