

EEO Public File Report

KZIA, Inc. -- KZIA-FM and KGYM-AM, Cedar Rapids, Iowa

October 1, 2016- September 30, 2017

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree	Number of People Interviewed
Sales Consultant	1-29	1	5
Program Director	1-29, 30, 32-33	9	6
Morning Show Producer	1-29, 33	9	5
AM Sports Producer	1-29, 33	9	4
Sales Consultant	1-29, 31, 33-34	31	15
Overnight Jock	1-29, 33	9	4
Broadcast Engineer	1-29, 32-33, 37	1	9

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	Darlene Hughes	8	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	Augustana College	Jeremy Reed	0	N
	639 38th Street, Rock Island, IL 61201-2210	800-798-8100		
4	Blackhawk College	Larry Crawford	0	N
	6600 34th Avenue, Moline, IL 61265-5870	309-796-1311		
5	Brown College	Mike Kronforst	0	N
	1440 Northland Drive, Mendota Heights, MN 55120-1004	651-905-3400		
6	Latino Native American Center	Adele Rodriguez	0	N
	308 Melrose Avenue, Iowa City, IA 52246-3305	319-335-8298		
7	Clarke College	Mary Russell	0	N
	1550 Clarke Drive, Dubuque, IA 52001-3117	563-588-6321		
8	Coe College	J. Dirks	0	N
	1220 First Avenue NE, Cedar Rapids, IA 52402-5092	319-399-8009		
9	Broadcast Center	Jim Bland	0	N
	2360 Hampton Avenue, St. Louis, MO 63139	314-646-8181		

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
10	Iowa Central Community College	John C. Pemble	0	N
	330 Ave M, Ft. Dodge, IA 50501-5739	515-955-5877		
11	Iowa Workforce Development	Carlos Vega	0	N
	800 7th Street SE, Cedar Rapids, IA 52401-2115	319-365-9474		
12	Kirkwood Community College	Vanessa Lopez	0	N
	6301 Kirkwood Blvd SW, Cedar Rapids, IA 52404-5260	319-398-5523		
13	Loras College	Jeff Roberts	0	N
	1450 Alta Vista/Box 123, Dubuque, IA 52004-0178	563-588-7100		
14	Mount Mercy University	Barb Mussman	0	N
	1330 Elmhurst Drive NE, Cedar Rapids, IA 52402-4797	319-368-6463		
15	NAACP	Kevin Edwards	0	N
	PO Box 1595, Cedar Rapids, IA 52406-1595	319-393-1623		
16	Southern Illinois University	James Scales	0	N
	Carbondale, IL 52901-4703	618-650-3708		
17	University of Dubuque	Laurie Nelson	0	N
	Peters Commons-2nd Floor, Dubuque, IA 52001-5099	563-589-3132		
18	University of Iowa-Career Center	Jane Schildroth	0	N
	24 Phillips Hall, Iowa City, IA 52242-1323	319-335-1023		
19	University of MO/Columbia	Sally Malloy	0	N
	102 Neff Hall, Columbia, MO 65211-1200	573-882-7772		

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
20	University of Northern Iowa	Muriel Stone	0	N
	Student Service Center #19, Cedar Falls, IA 50614-0001	319-273-6857		
21	Winona State University	Vicki Decker	0	N
	PO Box 5838, Winona, MN 55987-0838	507-457-5340		
22	Women's Resource & Action Center	Monique DiCarlo	0	N
	130 N Madison Street, Iowa City, IA 52242-1725	319-335-1486		
23	Cornell College	Jayne Swanson	0	N
	600 First Street West, Mt. Vernon, IA 52314-1006	319-895-4000		
24	Iowa Broadcasters Association	Sue Toma	2	N
	PO Box 71186, Des Moines, IA 50325-1186	515-224-7377		
25	Upper Iowa University	Darren Noble	0	N
	PO Box 1857, Fayette, IA 52142	563-425-5200		
26	Wartburg College	Derek Solheim	0	N
	PO Box 1003, Waverly, IA 50677	319-352-8425		
27	Columbia College	Matthew Green	0	N
	600 S Michigan Ave, Chicago, IL 60605-1996	312-344-8920		
28	Broadcast Employment Services	Mark Halloway	0	N
	PO Box 4116, Oceanside, CA 92052-4116	760-754-8177		

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
29	Radio 1 Broadcast School	Joe Deschler	0	N
	308 Buchner Place, La Crosse, WI 54603-3149	800-899-2221		
30	Allaccess.com	Joel Denver	3	N
	11 Music Circle South, Suite 101, Nashville, TN 37203	615-252-6400		
31	LinkedIn	Self-entered online posting	5	N
	Linkedin.com			
32	Employee Referrals		9	N
	1110 26th Avenue SW, Cedar Rapids, Iowa 52404	319-363-2061		
33	Internal Candidate		13	N
	1110 26th Avenue SW, Cedar Rapids, Iowa 52404	319-363-2061		
34	Indeed	Self-entered online posting	6	N
	Indeed.com			
35	Illinois Center for Broadcasting	Don Clark	0	N
	455 Eisenhower Lane S #, 200, Lombard, IL 60148	630-620-5700		
36	RAMP	Kevin Carter	0	N
	2537 Wayne Mills Place #382, Valencia, CA 91355	661-294-9408		
37	SBE	Self-entered online posting	2	N
	SBE.org			

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

10/01/16—09/30/17

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	10/01/16 - 09/30/17 (Oct. 12, Dec. 7, March 20, April 28, May 8)	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.	Karol Shepherd, Promotions Director
2	10/01/16 - 9/30/17	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, Steve Kane, General Sales Manager
3	10/01/16-09/30/17	Scholarship program	Participation and award of the Eliot A. Keller Scholarship.	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; Dr. Jeff Stein
4	10/01/16-09/30/17	EEO Training	Social Media In The Workplace	Review of social media policies, uses and abuses in the workplace. Examining the position of federal agencies on social media policies as well as employer rights and remedies when employees Snap, Post, and Tweet inappropriately.	Julie Hein, General Manager
5	10/01/16-09/30/17 (Oct. 11, Nov. 8, Jan 19, March 23, April 21)	Job Shadow	Exposure to the workplace occupation area of interest by a student.	On the job learning experience conducted by station employee to teach aspects of related job(s).	Scott Unash, KGYM Sports Program Director, John Wiebel, On -Air Personality