

2013 EEO PUBLIC FILE REPORT

For October 1, 2012 to September 30, 2013

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, 2012 and ending on September 30, 2013 (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, 2012 to September 30, 2013

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 OnAir Talent / Engineer	7-11, 13-14, 16, 19-45	14
2 Sales Executive	1-13, 19-45	46
3 Sales Executive	1-13, 19-45	46
4 Sales Executive	1-13, 19-45	2
5 Sales Executive	1-13, 19-45	46
6 OnAir Talent / Sales Executive	1-13, 19-45	46
7 OnAir Talent / Sales Executive	1-13, 19-45	0

Total Number of Persons Interviewed for Full-Time Position - 30
Total Number of Persons Hired for Full-Time Position - 6

Section II: Master Recruitment Source List

For October 1, 2012 to September 30, 2013

	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	3	6
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	5	6
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100		6
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	1	6

5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100		6
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104,712-239-2100		6
7	KKMA Website, www.kool995.com		7
8	KSUX Website, www.ksux.com		7
9	KSCJ Website, wwwkscj.com		7
10	KLEM Website, wwwklem1410.com		7
11	KKYY Website, www.y1013.net		7
12	KQNU Website, www.jack1023.com		6
13	IBA, Web site, www.iowabroadcaster.com	2	7
14	All Access , Website, www.allaccess.com	9	1
15	RAB Website, www.rab.com		0
16	Inside Radio, Gene, Emailads@inside radio.com, 800-640-8852		1
17	NAB Website, www.nab.org		1
18	Radio World Magazine , email ads www.sbe.org		1
19	Job Training Partners, Marcia Pauling, 4647 Stone Avenue, Sioux City, Iowa 51102 , (712-274-8733 ext. 1249)		7
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)		7
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581)		7
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)		7
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)		7
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)		7
25	Career Services for Minorities, Morningside College, Att: Stacie Hays, 1501 Morningside Avenue, Sioux City , Iowa 51106 (712-274-5000)		7
26	Office of Indian Education, Miss Judy Yellowbank, PO Box 1113, Sioux City, Iowa 51102 (712-252-0811)		7
27	Indian Youth of America, Patty Trudell, 625 Jackson, Sioux City, Iowa 51101 (712-252-3230)		7
28	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174)		7
	Mary Treglia Community House, Jeremy Foster, 900 Jennings Street, Sioux City, Iowa 51105 (712-258-5137)		7
30	American Association of University Women, Sioux City Branch, Pam Hoadley, 4705 Old Lakeport Road, Sioux City, Iowa 51106 (712-271-1876)		7
31	Career Development Center for Minorities, Briar Cliff University, Att: Nancy McGuire, 3303 Rebecca Street, Sioux City, Iowa 51104 (712-279-5200)		7
32	Siouxland Family Center, Att: Minorities Job Placement Director, Susana Curiel, 1401 Pine Street, PO Box 484, Dakota City, NE 68731 (402-494-3259)		7

33	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101 (712-222-6363 x:6363)		7
34	Briar Cliff University, Joanne Peterson, 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)		7
35	Buena Vista University, Att: Job Placement Dir, Carol Lytle, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600)		7
36	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)		7
37	Wayne State College, Job Placement, Jay Collier, 1111 Main Street, Wayne, NE 68787 (800-228-9972)		7
38	Northwest Iowa Comm. College, Pamela Lien, 603 West Park Street, Sheldon, Iowa (712-324-5061)		7
39	Little Priest Tribal College, Minorities Job Placement Dir., Abul Shaifullah, 601 East College Tribe, PO Box 270, Winnebago, Ne. 68071 (402-878-2380)		7
40	Nebraska Indian Community College, Att: Job Placement, Mark Gordon, P.O. Box 428, Macy, NE 68039 (402-837-5078)		7
41	Western Iowa Tech Community College, Sara Ruby, 4647 Stone Avenue Sioux City, Iowa 51106 (712.274.6400)		7
42	Western Iowa Tech Corporate and College Learning Center, Paulette Lewis, 940 Lincoln Street S.W., Le Mars, Iowa 51031 (712-546-7338)		7
43	Whiting Public Library Community Job Posting Board, Meg Polly, 407 Whittier Street, Po Box 288, Whiting, Iowa 51063 (712-455-2612)		7
44	Onawa Employment Office, %Onawa Chamber of Commerce, Jen Collison, 707 Iowa Avenue, Onawa, Iowa 51040 (712-423-1801)		7
45	Buena Vista University, Le Mars Campus, Learning Center, Alicia Russ, 940 Lincoln Street, S.W., LeMars, IA (712-546-9459)		7
46	Word of Mouth	5	

* Indicates sources that have requested notification of job openings.

Section III: Recruitment Initiatives For October 1, 2012 to September 30, 2013

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: 10/01/2012

Participating Employees: G. M. Dennis Bullock

Host/Sponsor of Activity: Morningside College (Dave Madsen, Chair, Department of MassCommunications)

Brief Description of Activity and Station Participation: General Manager Dennis Bullock served as guest lecturer to a Mass Communications class of Morningside College students regarding career opportunities in the field of broadcasting. Class title: Media Management Class. Approximately 15 college students participated ranging in age from traditional college age students to continuing education college students.

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

Date of Station Participation: 1/22/2013

Participating Employees: Office Manager Candice Nash & Program Director/Assistant Operations Manager Tony Michaels.

Host/Sponsor of Activity: Hinton Community School and 9 participating/competing schools in Iowa.

Brief Description of Activity and Station Participation: Office Manager Candice Nash & Program Director/Assistant Operations Manager Tony Michaels served as District Judges for the High School Deca District finals. "Career Pathway" and "Careers in Marketing" were the areas these employees judged. During the Awards presentations these Powell Employees presented the group of 40-50 High School students and 12 adult supervisors with information regarding career opportunities in the field of broadcasting and broadcast marketing.

3. **Activity:** Conducted Activities Designed to Further the Goal of Disseminating Information About Employment Opportunities in Broadcasting.

Date of Station Participation: 2/4/2013

Participating Employee: Operations Manager/Program Director Dave Ruden

Host/Sponsor of Activity: Powell Broadcasting _____

Brief Description of Activity and Station Participation: Operations Manager Dave Ruden hosted an on-site field trip for a Boy Scout troop that included touring the Stations' facilities and discussing job descriptions and employment opportunities in broadcasting. Approximately 10 young men and 3 adult advisors participated.

4. **Activity:** Conducted Activities Designed to Further the Goal of Disseminating Information About Employment Opportunities in Broadcasting.

Date of Station Participation: 8/6/2013

Participating Employee: Operations Manager/Program Director Dave Ruden

Host/Sponsor of Activity: Powell Broadcasting _____

Brief Description of Activity and Station Participation: Operations Manager Dave Ruden hosted an on-site field trip for a Boy Scout troop that included touring the Stations' facilities and discussing job descriptions and employment opportunities in broadcasting. Approximately 14 young men and 6 adult advisors participated.

5. **Activity:** Conducted Activities Designed to Further the Goal of Disseminating Information About Employment Opportunities in Broadcasting.

Date of Station Participation: 10/10/2013

Participating Employee: Operations Manager/Program Director Dave Ruden

Host/Sponsor of Activity: Powell Broadcasting _____

Brief Description of Activity and Station Participation: Operations Manager Dave Ruden hosted an on-site field trip for 2 special needs individuals interested in a possible career in broadcasting that included touring the Stations' facilities and discussing job descriptions and employment opportunities in broadcasting. 2 special needs individuals and 1 adult advisors participated.

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

Date of Station Participation: 4/8/2013

Participating Employee: Operations Manager/Program Director Dave Ruden

Host/Sponsor of Activity: Powell Broadcasting.

Brief Description of Activity and Station Participation: Operations Manager/Program Director Dave Ruden participated in Career Day at Le Mars High School discussing job descriptions and employment opportunities in broadcasting. 60 young men and women, many parents and teachers participated.

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

Date of Station Participation: January 2013 through May 2013

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

Host/Sponsors of Activity: Powell Broadcasting and Briar Cliff University.

Brief Description of Activity and Station Participation: Powell Broadcasting implemented an internship program under the direction of Office Manager Candice Nash, by which Michael Rascovius, a Mass Communications major at Briar Cliff University, 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. Needed and achieved 250 hours of internship duties.

8. **Activity:** Participate in Job Fairs

Date of Station Participation: 9/04/13 11:30am- 1 pm

Participating Employees: Operations Manager/Program Director Scott McKenzie, Program Director/Assistant Operations Manager Tony Michaels

Host/Sponsor of Activity: Powell Broadcasting & Morningside College.

Brief Description of Activity and Station Participation: Powell Broadcasting participated in the 2013 Broadcast Career & Internship Fair which invited all interested persons to meet with seasoned broadcast professionals and discuss the many opportunities available in the broadcast field. Resumes were collected at the event and follow-up interviews were scheduled. Ages ranged from newly graduated college students to individuals later in years who were looking for a possible career change.

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

Date of Station Participation: 9/27/13 8am – 9:05am

Participating Employees: G. M. Dennis Bullock and OnAir Talent/Business Manager Candice Nash

Host/Sponsor of Activity: Morningside College (Dave Madsen, Chair, Department of MassCommunications)

Brief Description of Activity and Station Participation: General Manager Dennis Bullock and OnAir Talent / Business Manager served as guest lecturer to a Mass Communications class of Morningside College students regarding career opportunities in the field of broadcasting. Approximately 14 college students participated ranging in age from traditional college age students to continuing education college students.

17. **Activity:** Host Job Fair

Date of Station Participation: 9/26/13 11am- 2 pm

Participating Employees: Operations Manager/Program Director Scott McKenzie,
Program Director/Assistant Operations Manager Tony Michaels

Host/Sponsor of Activity: Powell Broadcasting .

Brief Description of Activity and Station Participation: Powell Broadcasting hosted a career fair at a local college which invited all interested persons to meet with seasoned broadcast professionals and discuss the many opportunities available in the broadcast field. Public Service Announcements were run on all six of our radio stations inviting interested parties to attend. Resumes were collected at the event and follow-up interviews were scheduled. Ages ranged from current college students, newly graduated college students to individuals later in years who were looking for a possible career change

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

Date of Station Participation: November 2012 through January 2013

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

Host/Sponsors of Activity: Powell Broadcasting and Iowa Vocational Rehabilitation Services.

Brief Description of Activity and Station Participation: Powell Broadcasting implemented an internship program under the direction of Office Manager Candice Nash, by which Devin Jauer, a Vocational Student , 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.