

# 2020 EEO PUBLIC FILE REPORT

**For October 1, 2019 to September 30, 2020**

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 Le Mars, IA;** Facility Id #35055  
**KLEM, licensed to Le Mars, IA;** Facility Id #32998  
**KSCJ, licensed to Sioux City, IA;** Facility Id #21691  
**KKYY, licensed to Whiting, IA;** Facility Id #63940  
**KQNU, licensed to Onawa, IA;** Facility Id #3971  
**KSUX, licensed to Winnebago, NE.** Facility Id #21692

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, 2019 and ending on September 30, 2020 (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, 2019 to September 30, 2020**

Full-time Positions filled during the Reporting Period by Job Title, Recruitment Source (“RS”) of Hiree:

<b>Job Title</b>	<b>RS Used to Fill Vacancy</b>	<b>RS of Hiree</b>
1 Sales Executive	1-6, 8, 13-15, 17, 19-46	10
2 On Air Announcer	1/13, 19-46	46

**Total Number of Persons Interviewed for Full-Time Positions-8**  
**Total Number of Persons Hired for Full-Time Positions- 2**

**Section II: Master Recruitment Source List**  
**For October 1, 2019 to September 30, 2020**

	<b>Recruitment Sources</b> (by name, address, contact person, full mailing address and telephone number)	<b>Total Number of Interviewees Referred by RS in Reporting Period (if any)</b>	<b>Full-Time Positions for which RS was Used in Reporting Period (if any)</b>
1	KKMA ON AIR 99.5 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	3	2
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	2	2
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	0	2
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	2
7	KKMA Website, www.kool995.com	0	1
8	KSUX Website, www.ksux.com	1	1
9	KSCJ Website, www.kscj.com	0	1

10	KLEM Website, <a href="http://www.klem1410.com">www.klem1410.com</a>	1	1
11	KKYY Website, <a href="http://www.y1013.net">www.y1013.net</a>	0	1
12	KQNU Website, <a href="http://www.q102siouxcity.com">www.q102siouxcity.com</a>	0	1
13	IBA, Web site, <a href="http://www.iowabroadcaster.com">www.iowabroadcaster.com</a>	0	2
14	All Access , Website, <a href="http://www.allaccess.com">www.allaccess.com</a>	0	2
15	RAB Website, <a href="http://www.rab.com">www.rab.com</a>	0	2
16	Inside Radio, Gene, Emailads@inside radio.com, 800-640-8852	0	1
17	NAB Website, <a href="http://www.nab.org">www.nab.org</a>	0	2
18	Radio World Magazine , email ads <a href="http://www.sbe.org">www.sbe.org</a>	0	1
19	Job Training Partners, Marcia Pauling, 4647 Stone Avenue, Sioux City, Iowa 51102 , (712-274-8733 ext. 1249)	0	2
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	2
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) <b>prefers paper mail</b>	0	2
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	2
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	2
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	2
25	Carreer Services for Minorities, Morningside College, 1501 Morningside Avenue, Sioux City , Iowa 51106 (712-274-5000) Att: Stacie Hays <b>email preferred: <a href="mailto:hays@morningside.com">hays@morningside.com</a></b>	0	2
26	Office of Indian Education, Four Directions Attn: Frank LaMere 613 Water, Sioux City, IA 51103 (712-252-0811) <b>paper mail preferred.</b>	0	2
27	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) <b>paper mail preferred.</b>	0	2
28	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) <b>email preferred: <a href="mailto:womenaware@siouxlan.net">womenaware@siouxlan.net</a></b>	0	2
	Mary Treglia Community House, Wes Bell, 900 Jennings Street, Sioux City, Iowa 51105 (712-258-5137) <b>either email at <a href="mailto:wes@marytreglia.org">wes@marytreglia.org</a> or paper mail</b>	0	2
30	American Association of University Women, Sioux City Branch, Pam Hoadley, 4705 Old Lakeport Road, Sioux City, Iowa 51106 (712-271-1876) <b>email headly@morningside.edu</b>	0	2
31	Carreer Development Center, Briar Cliff University, 3303 Rebecca Street, Sioux City, Iowa 51104 (712-279-5200) Att: Joshua Cobbs <b>email preferred: <a href="mailto:joshua.cobbs@briarcliff.edu">joshua.cobbs@briarcliff.edu</a></b>	0	2
32	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	2
33	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101. <b>paper mail preferred.</b>	0	2
34	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	2
35	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan <b>paper mail preferred.</b>	0	2

36	Morningside College, Job Placement, Stacie Hays, 1501 Morningside Av, Sioux City, Iowa, 51106 (800-831-0806)	0	2
37	Wayne State College, Career Services, ATTN: Jason Barelman 1111 Main Street, Wayne, Ne. 68787 (800-228-9972) <a href="mailto:jbarel1@wsc.edu">email preferred jbarel1@wsc.edu</a>	0	2
38	Northwest Iowa Comm. College, ATTN: Pamela Lien, Community Relations 603 West Park Street, Sheldon, Iowa 51201 (712-324-5061) <a href="mailto:jobs@nwicc.edu">jobs@nwicc.edu</a>	0	2
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) <a href="#">paper mail preferred.</a>	0	2
40	Nebraska Indian Community College, ATTN: Paul Fowler P.O. Box 428 Macy, NE 68039 (402.837.5078) <a href="mailto:pfowler@thenicc.edu">email preferred pfowler@thenicc.edu</a>	0	2
41	Western Iowa Tech Community College, 4647 Stone Avenue Sioux City, Iowa 51106, 712 274-6401 <a href="http://www.meetyournewcareer.com">post jobs on website at www.meetyournewcareer.com go to employer svcs, click &amp; submit.</a>	0	2
42	Western Iowa Tech Corporate and College Learning Center, Paulette Lewis, 940 Lincoln Street S.W., Le Mars, Iowa 51031 (712-546-7338)	0	2
43	Whiting Public Library Community Job Posting Board, ATTN: Meg Polly 407 Whittier Street, Po Box 288, Whiting, Iowa 51063 712-455-2612 <a href="#">paper mail preferred</a>	0	2
44	Onawa Employment %Onawa Chamber of Commerce, ATTN: Jen Collison 707 Iowa Avenue, Onawa, Iowa 51040 712-423-1801 <a href="mailto:chamber@onawa.com">email preferred chamber@onawa.com</a>	0	2
45	Buena Vista University, Le Mars Campus, Graduate Professional Studies, ATTN: Kaylyn Pick. 940 Lincoln Street, S.W. LeMars, IA 51031 712-546-9459 <a href="#">paper mail preferre</a>	0	2
46	Word of Mouth	1	2

**Section III: Recruitment Initiatives**  
**For October 1, 2019 to September 30, 2020**

*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. (#10)**

**Date of Station Participation:** October 14, 2019

**Participating Employees:** [General Manager Dennis Bullock](#)

**Host/Sponsor of Activity:** [Morningside College.](#)

**Brief Description of Activity and Station Participation:**

Spoke to the [Mass Communications Management Class at Morningside College.](#)

Gave overview regarding careers in the Broadcasting field. 1

- 12 students in total, including one minority.

- Spent majority of time fielding questions about Broadcast Management and Broadcast Sales
- Also answered general questions regarding employment opportunities in the broadcasting field as a whole.

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

**Date of Station Participation:** February 11, 2020

**Participating Employee:** [News Director Woody Gottburg](#)

**Host/Sponsor of Activity:** [Sioux City West Middle School](#)

**Brief Description of Activity and Station Participation:** Spoke to around 50 7<sup>th</sup> graders from [Sioux City West Middle School](#) at the “MY LIFE, MY CHOICES” event. Topics ranged from Job Opportunities to life choices, fake vs. real news, real – time decisions for their futures.

- 50 students
- Multiple ethnicities
- Both young women and men
- Ended with a Q & A session where they could ask questions regarding job opportunities, how the choice was made to go into broadcasting, the different jobs held, what is actually done in the current job title.

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

**Date of Station Participation:** February 20, 2020

**Participating Employee:** [Program Director Justin Barker](#)

**Host/Sponsor of Activity:** [Briar Cliff University](#)

**Brief Description of Activity and Station Participation:** Spoke to the [Mass Communications Radio 2 Class at Briar Cliff University](#) regarding careers in the Broadcasting field.

- 9 students in total
- 3 female/6 males (1 minority).
- Spoke for a full class period regarding employment opportunities in radio.
- These students were exploring different employment opportunities that they could enter into with their Mass Comm degrees.

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

**Date of Station Participation:** [September 2, 2020](#)

**Participating Employees:** [Dennis Bullock General Manager](#)

**Host/Sponsor of Activity:** [Morningside College](#)

**Brief Description of Activity and Station Participation:** [General Manager Dennis Bullock spoke via ZOOM to the Media Management Class at Morningside College.](#)

- 14 students in the class.
- 5 females, 9 males
- Makeup of class: 13 Caucasian; 2 Black. FYI, of the Caucasian students, two are from Germany, one from Austria.
- 11 students are Mass Communication majors, 1 is a Business major, 1 is Graphic Design, 1 is Psychology
- Organizational flow charts of various media companies: radio, TV, newspapers...realizing there’s not one org chart that fits every business.
- Managing “creative” types is different than “regular” workers

- Many managers are thrown into that job because they were good at doing another job (reporters become news directors) but without any training in how to manage people
- Political advertising Lowest Unit Rate rules
- EEO rules, for which your presentation will give you points
- How COVID-19 has affected your business
- The importance of media sales, and what you look for in a sales person. I used to teach a separate optional course in Media Sales, but I've now rolled those discussions into this Media Management course, which is a requirement for all Mass Comm majors

### **5. Activity: Host at Least One Job Fair. (#2)**

**Date of Station Participation:** Produced, Posted, Shared with College Classes Aug 2020-Sept 2020 (and is still live and viewable currently.)

**Participating Employees:** [Operations Mngr Tony Michaels](#), [Business Mngr Candice Nash](#), [Program Dir. Justin Barker](#)

**Host/Sponsor of Activity:** [live links](#) on all our Radio Stations websites / Shared with Broadcasting Classes at [Briar Cliff University](#), [Morningside College](#), and [Western Iowa Tech Community College](#).

#### **Brief Description of Activity and Station Participation**

- Due to Covid 19, the Job Fair we planned on hosting got postponed, then cancelled.
- We contacted the local colleges with the idea to produce a “Powell Broadcasting Virtual Job Fair”.
- The colleges agreed to show it to their current Mass Communications Classes!
- We also posted it on YouTube with links on all of our radio stations websites. (The video was too large to post directly.)
- We found this was a great solution due to not being able to have a live face-to-face job fair because of the Covid 19 Pandemic.
- In fact, we found we actually were MORE successful in our outreach and were able to disseminate the information of opportunities in the broadcasting industry to more individuals.
- This creative approach to meeting this need is possibly one we will continue in the future. We are able to leave the video up and reach more people than if we just had it one day in one location.