

2017 EEO PUBLIC FILE REPORT

For October 1, 2016 to September 30, 2017

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, 2016 and ending on September 30, 2017 (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, 2016 to September 30, 2017

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 Sales Executive (Megan Brown)	1-13, 19-46	4
2 Sales Executive (Michael Lewis)	1-13, 19-46	2

Total Number of Persons Interviewed for Full-Time Position 4
Total Number of Persons Hired for Full-Time Position - 2

Section II: Master Recruitment Source List
For October 1, 2016 to September 30, 2017

	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	0	1, 2,
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	2	1, 2,
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2,
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	1	1, 2,
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2,
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1, 2,
7	KKMA Website, www.kool995.com	0	1, 2,
8	KSUX Website, www.ksux.com	0	1, 2,
9	KSCJ Website, www.kscj.com	0	1, 2,
10	KLEM Website, www.klem1410.com	0	1, 2,
11	KKYY Website, www.y1013.net	0	1, 2,
12	KQNU Website, www.jack1023.com	0	1, 2,
13	IBA, Web site, www.iowabroadcaster.com	0	1, 2,

14	All Access , Website, www.allaccess.com	0	0
15	RAB Website, www.rab.com	0	0
16	Inside Radio, Gene, Emailads@inside radio.com, 800-640-8852	0	0
17	NAB Website, www.nab.org	0	0
18	Radio World Magazine , email ads www.sbe.org	0	0
19	Job Training Partners, Marcia Pauling, 4647 Stone Avenue, Sioux City, Iowa 51102 , (712-274-8733 ext. 1249)	0	1, 2,
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	1, 2,
21	Sanford Center, Mr. Boykin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) prefers paper mail	0	1, 2,
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	1, 2,
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	1, 2,
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	1, 2,
25	Carreer Services for Minorities, Morningside College, 1501 Morningside Avenue, Sioux City , Iowa 51106 (712-274-5000) Att: Stacie Hays email preferred: hays@morningside.com	0	1, 2,
26	Office of Indian Education, Four Directions Attn: Frank LaMere 613 Water, Sioux City, IA 51103 (712-252-0811) paper mail preferred.	0	1, 2,
27	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) paper mail preferred.	0	1, 2,
28	Women Aware of Siouxland, Katie Colling, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) email preferred: womenaware@siouxlan.net	0	1, 2,
	Mary Treglia Community House, Wes Bell, 900 Jennings Street, Sioux City, Iowa 51105 (712-258-5137) either email at wes@marytreglia.org or paper mail	0	1, 2,
30	American Association of University Women, Sioux City Branch, Pam Hoadley, 4705 Old Lakeport Road, Sioux City, Iowa 51106 (712-271-1876) email headly@morningside.edu	0	1, 2,
31	Carreer Development Center, Briar Cliff University, 3303 Rebecca Street, Sioux City, Iowa 51104 (712-279-5200) Att: Joshua Cobbs email preferred: joshua.cobbs@briarcliff.edu	0	1, 2,
32	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	1, 2,
33	NAACP, Flora Lee, PO Box 82, Sioux City, Iowa 51101. paper mail preferred.	0	1, 2,
34	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	1, 2,
35	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan paper mail preferred.	0	1, 2,
36	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)	0	1, 2,
37	Wayne State College, Career Services, ATTN: Jason Barelman1111 Main Street, Wayne, Ne. 68787 (800-228-9972) email preferred jbarel1@wsc.edu	0	1, 2,
38	Northwest Iowa Comm. College, ATTN: Pamela Lien, Community Relations 603 West Park Street, Sheldon, Iowa 51201 (712-324-5061) jobs@nwicc.edu	0	1, 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) paper mail preferred.	0	1, 2,
40	Nebraska Indian Community College, ATTN: Paul Fowler P.O. Box 428 Macy, NE 68039 (402.837.5078) email preferred pfowler@thenicc.edu	0	1, 2,
41	Western Iowa Tech Community College, 4647 Stone Avenue Sioux City, Iowa 51106, 712 274-6401 post jobs on website at www.meetyournewcareer.com go to employer svcs, click & submit.	0	1, 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	1, 2,
43	Whiting Public Library Community Job Posting Board, ATTN: Meg Polly 407 Whittier Street, Po Box 288, Whiting, Iowa 51063 712-455-2612 paper mail preferred	0	1, 2,
44	Onawa Employment %Onawa Chamber of Commerce, ATTN: Jen Collison 707 Iowa Avenue, Onawa, Iowa 51040 712-423-1801 email preferred chamber@onawa.com	0	1, 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 paper mail preferre	0	1, 2,
46	Word of Mouth	1	1, 2,

Section III: Recruitment Initiatives
For October 1, 2016 to September 30, 2017

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: 6/19/17

Participating Employees: Program Director Dave Ruden

Host/Sponsor of Activity: Building Blocks School

Brief Description of Activity and Station Participation:

Gave a tour of the radio facilities and spoke with 15 students discussing Radio and Job Opportunities in the Broadcasting field.

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

Date of Station Participation: 5/03/2017

Participating Employees: Dennis Bullock, General Manager

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: General Manager, Dennis Bullock, spoke to two graduating Mass Comm majors about the current job market in Sioux City, and answered questions they had about the businesses we represent, and job opportunities at those businesses.

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

Date of Station Participation: 2/23/17

Participating Employees: Program Director Dave Ruden

Host/Sponsor of Activity: Gehlen Catholic School

Brief Description of Activity and Station Participation: Gave a tour of the radio facilities and spoke with 23 students discussing Radio and Job Opportunities in the Broadcasting field.

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

Date of Station Participation: 10/7/2016

Participating Employee: General Manager Dennis Bullock and Sales Manager Ciarra Prather

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Spoke to the Mass Communications Class at Morningside College regarding careers in the Broadcasting field. 8 students in total, 5 female/3 males.

5. Activity: Established an Internship Program (#5)

Date of Station Participation: 9/9/16- 12/01/16

Participating Employee: Chief Engineer, Brian Ross.

Host/Sponsors of Activity: Powell Broadcasting and Morningside College.

Brief Description of Activity and Station Participation: Powell Broadcasting implemented an internship program under the direction of Chief Engineer Brian Ross and KKYY Program director Bob Rounds, by which a Mass Communications major, Zach Schoenecker, College Student at Morningside College in Sioux City, Iowa, 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. He spent his required hours interning in the engineering department at the stations and learning Voice Tracking. He also took advantage of "job shadow" opportunities in the production departments and on-air studios.

6. Activity: Establish a Mentoring Program (#9)

Date of Station Participation: October 2016 and in place currently

Participating Employee: Director of Sales Dave Grosenheider.

Host/Sponsors of Activity: Powell Broadcasting Director of Sales established a Mentoring Program within his Sales Department..

Brief Description of Activity and Station Participation: Powell Broadcasting Director of Sales, Dave Grosenheider, established , and continued thru the period, a Mentoring Program within his Sales Department where each of his Sales Managers is teamed with a Jr Sales Executive with the idea that the Mentor is to guide them and counsel them in acquiring skills that could qualify them for a higher-level position within the sales department.

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

Date of Station Participation: 10/13/2016

Participating Employee: Program/Sports Director, Justin Barker

Host/Sponsor of Activity: Western Iowa Tech College.

Brief Description of Activity and Station Participation: Gave a tour of the radio facilities and spoke with students discussing Radio and Job Opportunities in the Broadcasting field. 10 total students: 8 male, 2 female, 5 minorities in the group of 10.

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

Date of Station Participation: 10/18/2016

Participating Employee: Program/Sports Director, Justin Barker

Host/Sponsor of Activity: Western Iowa Tech College.

Brief Description of Activity and Station Participation: Gave a tour of the radio facilities and spoke with students discussing Radio and Job Opportunities in the Broadcasting field. 10 total students: 7 male, 3 female, 4 minorities in the group of 10.

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

Date of Station Participation: 5/9/2017

Participating Employee: Program Director/Opps Manager, Tony Michaels

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Program Director/ Opps Manager Tony Michaels went to Morningside College and spoke with the Sophomores in the Mass Communications field about career opportunities in broadcasting. 7 total students.

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

Date of Station Participation: 5/11/2017

Participating Employee: Program Director/Opps Manager, Tony Michaels

Host/Sponsor of Activity: Sioux City Community School District.

Brief Description of Activity and Station Participation: Program Director/ Opps Manager Tony Michaels went to the Sioux City Community School districts Academy day to speak with students on the job opportunities in the broadcast field. He worked with the 29 students involved in a radio psa campaign they were tasked with completing.

11. **Activity:** Participated in job fairs by station personnel who have substantial responsibility for hiring decisions. (#1)

Date of Station Participation: 10/4/2016

Participating Employee: Program Director/Sports Director, Justin Barker

Host/Sponsor of Activity: Western Iowa Tech Community College.

Brief Description of Activity and Station Participation: Program Director/Sports Director, Justin Barker participated with a booth at this Career Expo speaking with students on the job opportunities in the broadcast field.

11. **Activity:** Participated in job fairs by station personnel who have substantial responsibility for hiring decisions. (#1)

Date of Station Participation: 9/13/2017

Participating Employee: Program Director/Scott McKenzie

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Program Director, Scott McKenzie participated with a booth at this College Job Fair speaking with students on the job opportunities in the broadcast field.

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

Date of Station Participation: 4/21/17

Participating Employee: Program Director Bruce Perry

Host/Sponsor of Activity: Morningside College.

Brief Description of Activity and Station Participation: Spoke to the Mass Communications Class at Morningside College regarding careers in the Broadcasting field.