

2023 EEO PUBLIC FILE REPORT

For October 1, 2022 to September 30, 2023

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, 2022 and ending on September 30, 2023 (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, 2022 to September 30, 2023

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
Traffic Director	1-12, 19-45	45

Total Number of Persons Interviewed for Full-Time Positions – 22

Total Number of Persons Hired for Full-Time Positions - 1

Section II: Master Recruitment Source List
For October 1, 2022 to September 30, 2023

	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	1	1
2	KSUX ON AIR 105.7 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	3	1
3	KSCJ ON AIR 1360 AM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1
4	KLEM ON AIR 1410 AM, Dennis Bullock, 37 2nd Ave. NE, Le Mars, Iowa, 51031, 712-546-4121	0	1
5	KKYY ON AIR 101.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	0	1
6	KQNU ON AIR 102.3 FM, Dennis Bullock, 2000 Indian Hills Drive, Sioux City, Iowa 51104, 712-239-2100	2	1
7	KKMA Website, www.classicrock995.com	0	1
8	KSUX Website, www.ksux.com	2	1
9	KSCJ Website, www.kscj.com	0	1
10	KLEM Website, www.klem1410.com	0	1
11	KKYY Website, www.y1013.com	0	1
12	KQNU Website, www.q102siouxcity.com	2	1
13	IBA, Web site, www.iowabroadcaster.com	0	0

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
20	American Indian Council, Scott Barta, 2508 4th Street , Sioux City, Iowa 51101 (712-277-8458)	0	1
21	Sanford Center, Laurie Arvin, 1700 Geneva Street, Sioux City, Iowa 51103 (712-252-0581) prefers paper mail	0	1
22	Native Family Resource Center, Edith Cassidy, 804 West 7th Street, Sioux City, Iowa 51103 (712-252-5905)	0	1
23	La Casa Latina, Christy Nicolaisen, 206 6th Street, Sioux City, Iowa 51101 (712-252-4259)	0	1
24	Siouxland Professional Women's Network, Pam Hoadley, PO Box 1656, Sioux City, Iowa 51105 (712-271-1876)	0	1
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
26	Indian Youth of America, Pat Gordon 623 Jackson, Sioux City, Iowa 51101 (712-252-3230) paper mail preferred.	0	1
27	Women Aware of Siouxland, Att: Delancy, 520 Nebraska Street, Sioux City, Iowa 51101 (712-258-4174) email preferred: womenaware@siouxlan.net	0	1
28	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
29	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
30	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
31	Siouxland Family Center, 1401 Pine Street, PO Box 484, Dakota City, Ne 68731 (402-494-3259) Att: Minorities Job Placement Director	0	1
32	NAACP, Ike Rayford, PO Box 82, Sioux City, Iowa 51101. paper mail preferred.	0	1
33	Briar Cliff University, Attn: Beau 3303 Rebecca Street, Sioux City, Iowa 51104 (800-662-3303)	0	1
34	Buena Vista University, 610 West 4th Str, Storm Lake, Iowa 50588 (800-383-9600) Att: Megan paper mail preferred.	0	1
35	Morninside College, Job Placement, Stacie Hays, 1501 Morninside Av, Sioux City, Iowa, 51106 (800-831-0806)	0	1
36	Wayne State College, Career Services, ATTN: Jason Barelman1111 Main Street, Wayne, Ne. 68787 (800-228-9972) email preferred jbarel1@wsc.edu	0	1
37	Northwest Iowa Comm. College, ATTN: Pamela Lien, Community Relations 603 West Park Street, Sheldon, Iowa 51201 (712-324-5061) jobs@nwicc.edu	0	1

38	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
39	Nebraska Indian Community College, ATTN: Paul Fowler P.O. Box 428 Macy, NE 68039 (402.837.5078) email preferred pfowler@thenicc.edu	0	1
40	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.	3	1
41	Western Iowa Tech Corporate and College Learning Center, Paulette Lewis, 940 Lincoln Street S.W., Le Mars, Iowa 51031 (712-546-7338)	0	1
42	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
43	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
44	Word of Mouth	4	
45	OTHER	5	

Section III: Recruitment Initiatives

For October 1, 2022 to September 30, 2023

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by the SEU during the Reporting Period:

1. Activity: Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 1 OF 8)

Date of Station Participation: 10/05/22

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

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

Brief Description of Activity and Station Participation:

*SPOKE AT MEDIA MANAGEMENT CLASS.

*SPOKE ON MANAGING SEVERAL STATIONS, DIFFERENT TYPES OF PEOPLE TO MANAGE, UNDERSTANDING FINANCIALS, HR AND INTERVIEWING FOR JOBS IN BROADCASTING.

7 total in attendance / 5 Female 2 MaleS / 1 Minority

2. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 2 OF 8)

Date of Station Participation: 1/06/23

Participating Employee: [Operations Manager Tony Michaels](#)

Host/Sponsor of Activity: [Western Iowa Tech Community College](#)

Brief Description of Activity and Station Participation:

WITCC Career Services Center Scheduled Program Specific Career Fairs. This included Mass Communications as a specific category. This provided opportunities for both College Students and visiting High School students to participate and make connections with employers. Each booth allowed for one on one interaction between the Employer and the student to ask and answer questions specific to their fields of study and to the work environment and job opportunities with in Mass Communications.

47 total in attendance / 22 Minorities.

3. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 3 OF 8)

Date of Station Participation: 3/23/23

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

Host/Sponsor of Activity: [Western Iowa Tech Community College](#)

Brief Description of Activity and Station Participation:

Mike Jones of Western Iowa Tech's Mass Comm Department brought a tour of 9 students to our studios. Woody spoke on various aspects of radio broadcasting, news reporting and engineering. Woody conducted a tour and question / answer session on broadcasting and jobs/careers available.

9 total in attendance / 4 Minorities

4. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 4 OF 8)

Date of Station Participation: 4/01/23

Participating Employee: [Operations Manager Tony Michaels](#)

Host/Sponsor of Activity: [Storm Lake High School](#)

Brief Description of Activity and Station Participation:

Students from Storm Lake High School came to the studios for a tour and to sit down and talk about the broadcast industry and jobs associated with radio in particular..

8 total in attendance / 8 Minorities

5. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 5 OF 8)

Date of Station Participation: 4/12/23

Participating Employee: [Operations Manager Tony Michaels](#)

Host/Sponsor of Activity: [Dakota Valley High School](#)

Brief Description of Activity and Station Participation:

Students from Dakota Valley High School came to the studios for a tour and to sit down and talk about the broadcast industry and jobs associated with radio in particular..

14 students & 3 admin. total in attendance / 1 Minorities

6. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 6 OF 8)

Date of Station Participation: 4/20/23

Participating Employee: Program/Sports Director: Justin Barker

Host/Sponsor of Activity: Briar Cliff University

Brief Description of Activity and Station Participation:

Justin spoke to the Marketing Class at Briar Cliff University regarding Sales and Marketing Jobs in broadcasting, specifically in radio. He invited class discussions and questions at the end of the session. 12 students total in attendance / 7 Males / 5 Females

7. Activity: Participated in Program Relating to Career Opportunities in Broadcasting Sponsored by Educational Institution. (#10 – 7 OF 8)

Date of Station Participation: 4/25/23

Participating Employee: Operations Manager Tony Michaels

Host/Sponsor of Activity: Sioux City East Middle School

Brief Description of Activity and Station Participation:

Tony went to East Middle School in Sioux city and spoke to their 6th and 7th grade Career Class about jobs available in the broadcast industry and jobs associated with radio in particular.. 30 students total in attendance / 16 males / 14 females / 8 Minorities

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

Date of Station Participation: 4/26/23

Participating Employee: Program/Sports Director: Justin Barker

Host/Sponsor of Activity: Briar Cliff University

Brief Description of Activity and Station Participation:

Students from Briar Cliff University came to the studios for a tour and to sit down and talk about the broadcast industry and jobs associated with radio in particular.. 16 students total in attendance / 12 Males / 4 Females

9. Activity: Participated in at least four job fairs by station personnel who have substantial responsibilities for hiring decisions. (#1 – 1 OF 4)

Date of Station Participation: 10/12/22

Participating Employee: Director of Sales: Dave Grosenheider

Host/Sponsor of Activity: Western Iowa Tech Community College

Brief Description of Activity and Station Participation:

Powell Broadcasting attended the WITCC Career Fair on the Western Iowa Tech Campus. Hours were from 10 a.m. – 1 p.m. Director of Sales, Dave Grosenheider manned the booth. An estimated 300 attended the event, most were 17-24 years old, evenly distributed between male and female. Approximately 85% Caucasian, 7% Hispanic, 6% African American, and 2% Asian.

10. Activity: Participated in at least four job fairs by station personnel who have substantial responsibilities for hiring decisions. (#1 – 2 OF 4)

Date of Station Participation: 10/21/22

Participating Employee: [Station Engineer & Morning Show Host: Zach Carson](#)

Host/Sponsor of Activity: [Sioux City Vocational Educational Center](#)

Brief Description of Activity and Station Participation:

Powell Broadcasting attended the High School Collective Fall Career Fair. 5 High Schools were represented bringing a total or more than 100 High School students to do question and answer sessions as well as Mock Interviews.

11. Activity: Participated in at least four job fairs by station personnel who have substantial responsibilities for hiring decisions. (#1 – 3 OF 4)

Date of Station Participation: 9/21/23

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

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

Brief Description of Activity and Station Participation:

Powell Broadcasting attended the Broadcast Career Fair at Briar Cliff University on their Campus. Hours were from 11 a.m. – 1 p.m. There were a total of 9 Students who engaged fully with Justin regarding career opportunities in Broadcasting. 1 male / 8 Females.

12. Activity: Participated in at least four job fairs by station personnel who have substantial responsibilities for hiring decisions. (#1 – 4 OF 4)

Date of Station Participation: 2/13-2/17/23

Participating Employee: [This was a Virtual Career Fair.](#)

Host/Sponsor of Activity: [The Iowa Broadcasters Association Hosted this IBA Careers in Broadcasting Virtual Career Fair.](#)

Brief Description of Activity and Station Participation:

Powell Broadcasting participated in the new feature on the IBA website that was to assist member stations, like ourselves, in identifying ideal job candidates. We posted two Job openings to this Virtual Career Fair that were then posted for us on the national broadcast jobs board. We posted a Job opening for a Sales Person/Marketing Specialist, and also a posting for announcers/board ops.

This was a new avenue for our employment outreach program. This Virtual Job Fair served as an additional outreach effort to educate the public about careers in broadcasting, in general, as well as to highlight positions available at our specific stations.