

Pritchard Broadcasting Corporation Employment Unit
 Burlington, Ft. Madison and New London, IA & Carthage, IL

2008 EEO Public File Report

Outreach Initiative Activity from August 1, 2007 to July 31, 2008

A. Full-time Vacancies Filled During Past Year				
1 Job Title:	Program Director	Date Filled:	03/13/2008	
2 Job Title:	Program Director	Date Filled:	07/28/2008	
B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy				
1. Job Title:	Program Director			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	71186, Des Moines, IA 50325	515-224-7237	No
All Access.com				No
Radio Advertising	John Pritchard	2850 Mt. Pleasant St., Burlington, IA 52601	513-271-6060	No
Hawk Eye	Classified	800 S. Main, Burlington, IA 52601	319-754-8461	No
Staff	John Pritchard	2850 Mt. Pleasant St., Burlington, IA 52601	319-754-5402	Yes
2. Job Title:	Program Director			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	71186, Des Moines, IA 50325	515-224-7237	No
All Access.com				Yes
Radio Advertising	John Pritchard	2850 Mt. Pleasant St., Burlington, IA 52601	513-271-6060	No
Hawk Eye	Classified	800 S. Main, Burlington, IA 52601	319-754-8461	No
Staff	John Pritchard	2850 Mt. Pleasant St., Burlington, IA 52601	319-754-5402	No
C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.				28
D. Total Number of Interviews For All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source				
Source:		# Interviewed		
IBA Jobs.com		7		
Newspaper Ads		0		
Radio Spots		0		
Staff		1		
All Access.com		20		
Job Fairs		0		
Total		28		

Pritchard Broadcasting Corporation Recruitment/Referral Sources notified of each full-time job vacancy from August 1, 2007 to July 31, 2008. None of the Recruitment/Referral sources have requested notification of job vacancies.

Company Name	Address	City	State
American Women in Radio & Television	8405 Greensboro Dr. Ste. 800	McLean	VA
Augustana College	639 38th St.	Davenport	IA
Blackhawk College	6600 34th Ave	Moline	IL
Buena Vista University	610 W. Fourth St.	Storm Lake	IA
Central College	812 University	Pella	IA
Clarke College	1550 Clarke Dr.	Dubuque	IA
Coe College	1220 1st Ave NE	Cedar Rapids	IA
Des Moines Area Community College	2006 S. Ankeny Blvd. Bldg #1	Ankeny	IA
Drake University	2507 University Ave	Des Moines	IA
Grand View College	1200 Grandview Ave	Des Moines	IA
Grinnell College	1127 Park St.	Grinnell	IA
Hamilton College	4655 121st St.	Urbandale	IA
Hawkeye Community College	1502 E. Orange Road	Waterloo	IA
IA Dept of Human Rights	Lucas State Office Building	Des Moines	IA
Illinois Broadcasters Association	300 W. Pershing St. Suite B	Energy	IL
Illinois Center for Broadcasting	55 W. 22nd St.	Lombard	IL
Illinois State University	185 Student Services Building	Normal	IL
Iowa Broadcasters Association	PO Box 71186	Des Moines	IA
Iowa Central Community College	330 Avenue M	Fort Dodge	IA
Iowa Wesleyan College	601 N. Main St.	Mt. Pleasant	IA
Iowa Workforce Development	100 East Grand	Des Moines	IA
Luther College	700 College Dr.	Decorah	IA
Martin L. King Center	515 Beach St.	Waterloo	IA
NAACP & Community Resource Center	1134 9th Street SE	Cedar Rapids	IA
Ohio Center for Broadcasting	6703 Madison Rd.	Cincinnati	OH
Step Employment Services	815 Avenue H	Fort Madison	IA
Truman State University	100 E. Normal	Kirksville	MO
University of Iowa	24 Phillips Hall	Iowa City	IA
University of Missouri	130 Jesse Hall	Columbia	MO
University of Northern Iowa	Services Gilchrist 242	Cedar Falls	IA
Wartburg College	100 Wartburg Blvd.	Waverly	IA
William Penn University	201 Trueblood Ave	Oskaloosa	IA

Outreach category:

(1) Participation in at least four job fairs by station personnel who have substantial responsibility for hiring decisions.

Date of Initiative: Match 6, 2008

Initiative Description /Participation: Attended Job Fair at Monmouth College from 11PM to 1PM

Names & Positions of station personnel involved/in attendance: John Pritchard, General Manager

Date of Initiative: April 3, 2008

Initiative Description /Participation: Attended the Iowa Workforce Job Fair, from 2 to 7PM at Burlington Memorial Auditorium

Names & Positions of station personnel involved/in attendance: John Pritchard, General Manager and Chet Young, Sales Manager

Date of Initiative: May 6, 2008

Initiative Description /Participation: Attended the SCC Career Fair

Names & Positions of station personnel involved/in attendance: Chet Young, Sales Manager.

Outreach category:

(3) Co-sponsoring at least one job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities.

Date of Initiative: April 2, 2008

Initiative Description /Participation: Participated in planning and promoting the Iowa Workforce Job Fair, April 2, 2008 from 2 to 7PM held at Burlington Memorial Auditorium.

Names & Positions of station personnel involved/in attendance: John Pritchard, General Manager and Chet Young, Sales Manager

Outreach category:

(4) Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.

Date of Initiative: October 24, 2008

Initiative Description /Participation: Station tour by Cub Scout Den #456

Names & Positions of station personnel involved/in attendance: Chet Young, Sales Manager and Joe Bates, Operations Manager conducted tour and talked about career opportunities in broadcasting.

Date of Initiative: December 5, 2007

Initiative Description /Participation: Station tour by Cub Scout Den #454

Names & Positions of station personnel involved/in attendance: Chet Young, Sales Manager and Joe Bates, Operations Manager conducted tour and talked about career opportunities in broadcasting.

Date of Initiative: April 18, 2008

Initiative Description /Participation: Station provided speakers to talk about career opportunities in the broadcasting field at the SCC Annual High School Career Day. About 500 area high school students attended.

Names & Positions of station personnel involved/in attendance: Larry LeBlanc, Director of Programming and Chet Young, Sales Manager

Outreach category:

(5) The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of Initiative: June, July & August 2008

Initiative Description /Participation: Alex Zaprudsky, a high school student from Central Lee High School, interned from June 8, 2008 to August 15, 2008. Alex worked with news, programming and production departments during the summer

Names & Positions of station personnel involved/in attendance: Joe Bates, Operation Manager and Sherry Porterfield, Creative Director and John Pritchard, General Manager

Outreach category:

(10) Participation in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

Date of Initiative: March 18, 2008

Initiative Description /Participation: Project CAPE – 8th Grade Career Fair – Tuesday, March 18, 2008 from 9-12 at Southeastern Community College – Larry LeBlanc presented in room 506.

Names & Positions of station personnel involved/in attendance: Larry LeBlanc, Program Director

Date of Initiative: March 25, 2008

Initiative Description /Participation: At Western Illinois University on March 25, 2008 Bryan Nichols, News Director, talked to 2 different communications classes about career opportunities in broadcasting.

Names & Positions of station personnel involved/in attendance: Bryan Nichols, News Director

Date of Initiative: March 25, 2008

Initiative Description /Participation: Tour of the stations and offices for 5th graders Career Studies class from Sunny Side School on at 10 AM. Scott Michael talked about career opportunities in Broadcasting

Names & Positions of station personnel involved/in attendance: Scott Michael, Program Director

Date of Initiative: April 2, 2008

Initiative Description /Participation: Brian Nichols, News Director – Talked to students at Central Lee School in Donnellson, IA on April 2, 2008 about career opportunities in broadcasting.

Names & Positions of station personnel involved/in attendance: Bryan Nichols, News Director

Date of Initiative: April 2, 2008

Initiative Description /Participation: Matthew Brown, a sophomore from West Burlington High School, spent Wednesday April 2, 2008 job shadowing with Joe Bates, Operations Manager at the Studios.

Names & Positions of station personnel involved/in attendance: Joe Bates, Operations Manager