

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

2011 EEO Public File Report

Outreach Initiative Activity from August 1, 2010 to July 31, 2011

A. Full-time Vacancies Filled During Past Year				
1 Job Title:	Marketing Rep.	Date Filled:	7/11/11	
B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy				
1. Job Title:	Marketing Rep.			
Source	Contact Person	Address	Tel #	Referred Person Hired?
IBA Jobs.com	Sue Toma	PO Box 71186, Des Moines, IA 50325	515-224-7237	No
Radio Advertising	John Pritchard	610 N. 4 th St, STE 300, Burlington, IA 52601	319-752-5402	Yes
Hawk Eye Newspaper	Classified	800 S. Main, Burlington, IA 52601	319-754-8461	No
Staff Referral	John Pritchard	610 N 4 th St., Suite 300, Burlington, IA 52601	319-754-5402	No
C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.				19
D. Total Number of Interviews For All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source				
Source:		# Interviewed		
IBA Jobs.com		1		
Newspaper Ads		5		
Radio Spots		13		
Staff referrals		0		
Iowa Workforce		0		
Total		19		

Pritchard Broadcasting Corporation Recruitment/Referral Sources notified of each full-time job vacancy from August 1, 2010 to July 31, 2011. None of the Recruitment/Referral sources have requested notification of job vacancies.

Company Name	Address	City	State
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 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
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: 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: October 9, 2010

Initiative Description/Participation: Co-Sponsored the “Align Your Stars Career Fair” with the Girls Scouts of Southeast Iowa. 10 businesses held 3 – 1 hour sessions which allowed the girls the opportunity to take control of choosing their career path in categories of interest. Pritchard Broadcasting Co-sponsored the event including event planning and marketing for the Career Fair.

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

Outreach Category: 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 9, 2010

Initiative Description/Participation: Station Staff made presentations regarding career opportunities in radio broadcasting to the “Align Your Stars Career Fair” with the Girls Scouts of Southeast Iowa. Sessions were held showing the operation of an on-air studio, writing and voicing a commercial.

Names & Positions of station personnel involved/in attendance: Sherry Porterfield, Creative Director, Mike Savage, Program Director of WQKQ and Chet Young, Sales Manager

Date of Initiative: March 1, 2011

Initiative Description/Participation: Cub Scout Troop #33 from Donnellson, IA toured the Pritchard Broadcasting station facilities. Tim Bayless talked about career opportunities in radio broadcasting.

Names & Positions of station personnel involved/in attendance: Tim Bayless, Program Director of KHDK

Date of Initiative: March 15, 2011

Initiative Description/Participation: Future Workforce Development & Greater Burlington Workforce, CAPE 8th Grade Career Day was held at Southeast Community College. Chet Young, Sales Manager, made 5 – 20 minute presentations regarding career opportunities in radio broadcasting to the students.

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

Date of Initiative: April 26, 2011

Initiative Description/Participation: Future Workforce Development & Greater Burlington Workforce, CAPE 8th Grade Career Day group toured the Pritchard Broadcasting facility. Chet Young, Sales Manager talked about career opportunities in radio broadcasting.

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

Outreach Category: The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of Initiative: July 5, 2011 on going until August 15, 2011.

Initiative Description/Participation: Intern – Tyler Hackenmiller, 2011 Graduate of Danville High School, began his internship on July 5, 2011. Tyler has worked with the sports and programming departments at the direction of Joe Bates. He will continue his internship until mid-August when he leaves for college.

Intern – Taylor Roberson, 2011 Graduate of West Burlington High School, began her internship with WQKQ June 1, 2011. Taylor interned with Michael Savage, Program Director of WQKQ, on station programming and promotions. She will end her internship in August 12, 2011 when she leaves to attend Iowa State University.

Names & Positions of station personnel involved/in attendance: Job Bates, Operations Manager, Michael Savage, Program Director WQKQ

Outreach Category: Participation in at least **four events** or programs relating to career opportunities in broadcasting sponsored by educational institutions.

Date of Initiative: December 16, 2010

Initiative Description/Participation: Scott Michael, Tim Bayless presented information about career opportunities in radio broadcasting to the 23rd annual Southeastern Community College Career Day for about 700 high school juniors from southeast Iowa area.

Names & Positions of station personnel involved/in attendance: Scott Michael, Program director of KKMI and Tim Bayless, Program Director of KHDK

Date of Initiative: April 26, 2011

Initiative Description/Participation: Chet Young made a presentation to the James Madison Advanced Literature Class taught by Dawn Snyder regarding career opportunities in radio broadcasting.

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