

KBKB-FM KGRS-FM

Titan Broadcasting LLC Employment Unit

Burlington and Ft. Madison, IA

## 2024 EEO Public File Report

Outreach Initiative Activity from October 1, 2023 to September 30, 2024

### A. Full-time Vacancies Filled During Past Year

1 Job Title: On-Air Personality Date Filled: 3/25/2024

### B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

#### 1. Job Title: On-Air Personality

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Person Hired?</u>
Radio Advertising	John Pritchard	610 N. 4 <sup>th</sup> St. Suite 310, Burlington, IA 52601	319-752-2701	Yes
Radioinsight.com	Lance Venta	14 Orchid Court, Sayreville, NJ, 08872	609-468-2623	No
Titan Broadcasting Website	John Pritchard	610 N. 4 <sup>th</sup> St. Suite 310, Burlington, IA 52601	319-752-6365	No
Staff	John Pritchard	610 N. 4 <sup>th</sup> St. Suite 310, Burlington, IA 52601	319-752-2701	No

No organizations have asked to be notified of full-time vacancies in the employment unit.

C. Total Number of Persons Interviewed for All Full-time Vacancies Filled During the Past Year: 5

D. Total Number of Interviews for All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source:

<u>Source:</u>	<u># Interviewed</u>
Radio Advertising	1
Radioinsight.com	4
Titan Broadcasting Website	0
Staff	0
Total:	5

No organizations have asked to be notified of full-time vacancies in the employment unit.

## **EEO Outreach Initiatives:**

**(iv) 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:** 11/15/23

**Initiative Description /Participation:** Station Tour and employment presentation given to a group of 18 adults participating in the Grater Burlington Leadership Programs put on by the Burlington Area Chamber of Commerce. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Hayden Holford, On-Air Personality, L.J. Pritchard, General Manager, Mercedes Ponce, Operations Director

**Date of Initiative:** 11/30/23

**Initiative Description /Participation:** Presentation at the Burlington Art Center to a group of students exploring careers in radio. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Hayden Holford, On-Air Personality, L.J. Pritchard, General Manager

**Date of Initiative:** 1/16/24

**Initiative Description /Participation:** Station Tour and employment presentation given to the West Burlington Highschool Speech Team. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Mercedes Ponce, Operations Director, L.J. Pritchard, General Manager

**Date of Initiative:** 2/4/24

**Initiative Description /Participation:** Station Tour and employment presentation given to Girl Scout Troop #1311 lead by Brooke Hawe. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Mercedes Ponce, Operations Director, L.J. Pritchard, General Manager

**Date of Initiative:** 3/28/24

**Initiative Description /Participation:** Day long Job Shadow for Kaden Brobston, a Highschool Student at West Burlington Highschool. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Mercedes Ponce, Operations Director, Darrin Wright, Program Director

**Date of Initiative:** 6/27/24

**Initiative Description /Participation:** Day long Job Shadow for Katelyn Wischmeier, a college student at Southeastern Community College. Topics covered included day to day activities, broadcast employment topics, observation of on-air show, contesting, marketing strategies, programming, etc.

**Names & Positions of station personnel involved/in attendance:** Mercedes Ponce, Operations Director, Darrin Wright, Program Director, Eric Hanson, Production Director, Christy Bauer, Marketing Consultant.

**(v) establishing an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

**Date of Initiative:** 4/1/24-9/30/24

**Initiative Description /Participation:** Radio and Digital Marketing Internship with Kacey Weaver. Partnering with Iowa Workforce Development through their Work-Based Learning Plan, Kacey interned with Titan Broadcasting for 1000 hours gaining experience in many facets of employment in the broadcasting industry with her skill development focusing on:

- 1. Assist Marketing Consultants in building and nurturing strong relationships with advertisers to ensure their success and foster repeat business.**
- 2. Utilize graphic design skills to create visually appealing marketing materials for Titan Broadcasting and its clients.**
- 3. Proactively identify and pursue new business opportunities by leveraging our advertising and marketing assets.**
- 4. Update and maintain Titan Broadcasting's website and social media.**
- 5. Generate and analyze sales reports for the sales team.**
- 6. Support in the creation of marketing materials, presentations, and proposals.**
- 7. Collaborate with Marketing Consultants to develop innovative marketing campaigns.**
- 8. Other work related tasks as assigned.**
- 9. Follow all company policies and procedures including all FCC regulations as directed by supervisor**

**Names & Positions of station personnel involved/in attendance:** Mercedes Ponce, Operations Director, L.J. Pritchard, General Manager, Missy Allen, Marketing Consultant.