

This Station is an equal opportunity employer and, under its current owner, has followed a consistent practice of outreach to their community and work force regarding broadcast career and job opportunities. This Station is currently working to update and expand its mailing lists of organizations wishing to receive notices of their job openings. In addition, the station is planning to continue their efforts to recruit widely for job openings at the Station by posting information about future opportunities with a variety of media and other organizations, including but not limited to the organizations that have requested to be on their expanded mailing list. Finally, the Station intends to engage in a variety of long-term recruitment initiatives to better educate the public about careers in broadcasting and better prepare interested students and others to enter or advance in such careers. The Station's next annual report will contain further detail about the progress of those efforts.

Itasca Broadcasting
KOZY/KMFY Radio

Public Files
EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

01-11-2011

Contents:

Full time Jobs Filled
Recruitment Sources Information
Recruitment Sources Used
Summary of Sources Used
Summary of Prong 3 Outreach
Activities
Yearly Totals

Appendix 1

Full Time Jobs Filled

Annual EEO Public Report Form covering the Period from 06/01/2008 to 01-01-2011

No.	Job Title	Prong 2	Recruitment Sources	Applicants
1	Announcer	YES	4	11
1	Account Representative	NO	1	9
1	Account Representative	YES	2	5
1	Program Director	YES	3	10
1	Announcer	YES	3	31
1	Account Representative	YES	2	12

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
Announcer	06-01-2008	Current Staff Recommendation		
Y				

Candidates for this position- 11

Recruitment Sources for this position: # Referred

- 1) **MNWorks.net** **0**
- 2) **Grand Rapids Herald Review** **5**
301 NW 1st Ave
Grand Rapids, MN 55744
Classified Advertising Dep't.
218-326-6623
- 3) **Minnesota Broadcasters Association Online** **3**
Job Posting Forum
3033 Excelsior Boulevard
Suite 301
Minneapolis, MN 55416
Jim Dubois
612-926-9761
- 4) **Duluth News Tribune**
424 West First Street
Duluth, MN 55802
Classified Advertising Dep't.
218-723-5352 Fax
- 5) **Minnesota Broadcasters Association Job Posting Newsletter**
3033 Excelsior Boulevard
Suite 301
Minneapolis, MN 55416
Jim Dubois
612-926-9761
- 6) **Hibbing Daily News**
2142 First Avenue
Hibbing, MN 55746
Classified Advertising Dep't.
218-262-1011
- 7) **Radio Stations KOZY & KMFY** **3**
P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

Public Files 01-11-2011
EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
Account Represen	04-28-2009	Applicant Solicited	NO	

Candidates for this position- 9

(All position-applicable applications accepted in the prior 6 months were considered for this position)

Recruitment Sources for this applicant: # Referred

1) **Radio Stations KOZY & KMFY** 9

P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

Public Files

Date 1-11-2011

EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
Account Represent	10-06-2009	Applicant Solicited	YES	

Candidates for this position: 6

Recruitment Sources for this applicant:

Referred

1) **Radio Stations KOZY & KMFY** 4

P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

2) **Grand Rapids Herald Review** 2

301 NW 1st Ave

Grand Rapids, MN 55744

Classified Advertising Dep't.

218-326-6623

Public Files

Date 1-11-2011

EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
Program Director	09-13-2010	Current Staff Recommendation	NO	

Candidates for this position- 10

Recruitment Sources for this applicant:

Referred

1) **Radio Stations KOZY & KMFY** 7

P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

2) **Grand Rapids Herald Review** 2

301 NW 1st Ave

Grand Rapids, MN 55744

Classified Advertising Dep't.

218-326-6623

3) **Minnesota Broadcasters Association Online Job Posting Forum** 0

3033 Excelsior Boulevard

Suite 301

Minneapolis, MN 55416

Jim Dubois

612-926-9761

Public Files

Date

1-11-2011

EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
-----	-------------	--------------------	---------	-----------------

Announcer	10-23-2010	KOZY/KMFY Radio	YES	
-----------	------------	-----------------	-----	--

Candidates for this position- 41

New Applicants- 31

(Candidates for Program Director position- filled 9/13/2010 also considered for Announcer position)

Recruitment Sources for this applicant: # Referred

1) **Radio Stations KOZY & KMFY** 16

P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

2) **Grand Rapids Herald Review** 6

301 NW 1st Ave

Grand Rapids, MN 55744

Classified Advertising Dep't.

218-326-6623

3) **Brown College** 9

College of Broadcasting

1440 Northland Drive

Mendota Heights, MN 55120

Karol Braumeister

(651) 905-3499

Public Files

Date

1-11-2011

EEO Public Form Covering the Period from 06/01/2008 to 01/01/2011

Job	Date Filled	Recruitment Source	Prong 2	Contact Details
-----	-------------	--------------------	---------	-----------------

Account Representative	12-06-10	KOZY/KMFY Radio	YES	
------------------------	----------	-----------------	-----	--

Candidates for this position- 12

Recruitment Sources for this applicant:	# Referred
---	------------

1) **Grand Rapids Herald Review** 3

301 NW 1st Ave

Grand Rapids, MN 55744

Classified Advertising Dep't.

218-326-6623

2) **Radio Stations KOZY & KMFY** 9

P.O. Box 597

Grand Rapids, MN 55744

Mike Iaizzo

218-326-3446

Outreach Initiatives

1/2009

Description: Hosted dinner event with almost 200 members of the community presenting stories, information, and facts about the Minnesota Twins baseball team, followed by a question and answer session where the public asked questions about the ball club, the players and how the broadcasters will present the 2010 baseball season. Broadcasters in attendance included Kris Attebury along with KOZY's Program Director Erin Anderson, Station Owner Mike Iaizzo and Sales Manager Jim Lamke. Also present were announcers Tim Edwards, Nicole Zorman and Kathy Lynn. Twins baseball players in attendance were Matt Guerrier and Mike Redmond. Presenting partners were MediaComm and Paul Bunyan Telephone.

3/2009

Description: Radio personnel from KOZY/KMFY Radio participated in the Northern Minnesota Builder's Association's annual "Builder's Show" at the IRA Civic Center in Grand Rapids. Station employees manned a table over the three day event, handing out information about upcoming events and talked with the general public about the radio equipment on display and careers in broadcasting. Staff also shared with the public information on how to sign their group or organization up for free tours of the studios.

3/2009

Description: Radio personnel from KOZY/KMFY Radio participated in the Grand Rapids Jaycees "Home Show" at the IRA Civic Center in Grand Rapids. Station employees manned a table over the three day event, handing out information about upcoming events and talked with the general public about the radio equipment on display and careers in broadcasting. Staff also shared with the public information on how to sign their group or organization up for free tours of the studios.

8/03/09

National Night Out

Description: Participated in National Night Out with many other local community organizations, service providers and emergency service teams. Provided information about radio's role in the community and national preparedness. We highlighted our connections with local and state law enforcement, school districts, hospitals and weather service providers. Through other participants in the event, we showcased out abilities to deliver timely emergency messages and provided this information to perspective employees.

1/2010

Description: Hosted dinner event with almost 200 members of the community presenting stories, information, and facts about the Minnesota Twins baseball team, followed by a question and answer session where the public asked questions about the ball club, the players and how the broadcasters will present the 2010 baseball season. Broadcasters in attendance included Dan Gladden along with KOZY's Program Director Erin Anderson, Station Owner Mike Iaizzo and Sales Manager Jim Lamke. Also present were announcers Tim Edwards, Nicole Zorman and Kathy Lynn. Twins baseball players present were Jessie Crane and Jason Kubel. Presenting partners were MediaComm and Paul Bunyan Telephone.

2/25/10

Chuck Medford Training

Sales Manager Jim Lamke, Account Representatives Jim Moose, Wayne Roskos and Jim Boerner attended a seminar by Chuck Medford, a business strategist and author who spoke about brands formation. This seminar was hosted by the Minnesota Broadcasters Association.

3/10/10

Grand Rapids Area Chamber of Commerce Luncheon

Sales Manager Jim Lamke and Account Representatives Jim Moore, Wayne Roskos and Jim Boerner attended a chamber luncheon and heard about th progress of Essar Steel. Essar's Chief Engineer Kevin Kangas discussed how Essar's completion will affect our community for years to come.

3/2010

Description: Radio personnel from KOZY/KMFY Radio participated in the Northern Minnesota Builder's Association's annual "Builder's Show" at the IRA Civic Center in Grand Rapids. Station employees manned a table over the three day event, handing out information about upcoming events,

talked with the general public about the radio equipment on display and careers in broadcasting. Staff also shared with the public information on how to sign their group or organization up for free tours of the studios.

3/2009

Description: Radio personnel from KOZY/KMFY Radio participated in the Grand Rapids Jaycees "Home Show" at the IRA Civic Center in Grand Rapids. Station employees manned a table over the three day event, handing out information about upcoming events and talked with the general public about the radio equipment on display and careers in broadcasting. Staff also shared with the public information on how to sign their group or organization up for free tours of the studios.

4/26/2010

Station Owner Mike Iaizzo, Sale Manager Jim Lamke and Program Director Erin Anderson attended a Group 20 meeting with presentations and roundtable discussions on topics including sales training ideas (including role playing, building and stabilizing sales clients through following the sales process) and reviewing hiring practices. Program Director Anderson had roundtable discussions with other Program Directors discussing time management, training and delegating responsibilities.

5/4/2010

General Manager Mike Iaizzo and Sales Manager Jim Lamke attended a Group 20 meeting in Las Vegas. Participants held a roundtable discussion about hiring practices, reviewed salary versus commission pay, and had one session on developing sales people. Members listened to a presentation by D. D. S. Sales Training on "What Salespeople Want!! What Salespeople Need".

7/22/10

Grand Rapids Area Chamber of Commerce Luncheon

Sales Manager Jim Lamke and Account Representatives Jim Moore, Wayne Roskos and Jim Boerner attended a the chamber's annual golf outing fundraiser. The salesmen interacted with local business members and discussed ways to make the community better.

8/11/10

National Night Out

Participated in National Night Out with many other local community organizations, service providers and emergency service teams. Provided information about radio's role in the community and national preparedness. We highlighted our connections with local and state law enforcement, school districts, hospitals and weather service providers. Through other participants in the event, KOZY/KMFY showcased our abilities to deliver timely emergency messages and provided this information to perspective employees.

11/15/2010

General Manager Jim Lamke traveled to Minneapolis for a Group 20 meeting. Roundtable discussions were held on sales meeting topics, including having sales staff alternate and conduct sales meetings. Members talked about employee retention. Discussions were also held on improving local radio by servicing the public interest through more local programming and public service announcements. Also discussed was getting staff more involved in the community through civic organizations.

Ongoing:

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

We participate in an annual scholarship given to broadcast-related students graduating from Itasca Community College. This scholarship has been given for over a decade in conjunction with the Grand Rapids Herald Review, Itasca Community Television and KOZY-KMFY Radio. Managers of each of the entities, including Station Owner Mike Iaizzo, review recommendations from the college as to which students are deserving of our assistance. The award is given annually each spring prior to graduation.

Description: Throughout the school year, KOZY and KMFY Radio broadcast a series of radio programs written, recorded and produced by Grand Rapids High School students. Through the course of the radio series, the students learned valuable radio skills as well as gained insight into the broadcast medium.