



## Riverfront Broadcasting of Iowa, LLC Annual Recruitment Source Summary

Station     **KLGA/KLGZ**    

*Annual Reporting Period 9/30/2015 to 9/30/2016*

**To be filed in the public file annually**

Recruitment Source (name, address, phone, contact person)	# Interviewed From This Sources	Full-Time Positions for Which This Source was Utilized
Indeed – web based recruiter www.indeed.com	3	News Director
Iowa Broadcasters Association web site www.iowabroadcasters.com	2 1	Announcer News Director
Iowa Workforce Development 515-281-9640	0	Announcer News Director
Sanford-Brown University 651-905-3499 Mendota Heights, MN 55118	0	Announcer News Director
Iowa Central Community College Fort Dodge, IA 50501 515-576-7201 Attn: Rusty McNiel	0	Announcer News Director
Wartburg College 100 Wartburg Blvd Waverly, IA 50677 319-352-8365 Attn: Cliff Brockman	0	Announcer News Director

# Riverfront Broadcasting of Iowa, LLC Supplemental Recruitment Activities

*Annual Reporting Period 9/30/2015 to 9/30/2016*

## To be filed in the public file annually

*Supplemental recruitment activities should be detailed as they are completed and appropriate documentation attached.*

### **Stations: KLGA/KLGZ**

October 2015

Activity: Algona Community Schools “Adopt A Class” program. Made a presentation to the class about the radio industry and “teamwork”.

Participating Employees: Bob Ketchum, GM, Max Neuhaus, announcer

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October 2015

Activity: Iowa Central Community College, Broadcast program Advisory Board meeting. A discussion about curriculum, student achievement, student recruitment, student progress, and program development.

Participating employees: Bob Ketchum, GM

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March 2016

Activity: Algona Community Schools Career Day. Eight students toured the station and participated in a discussion about careers in broadcasting and the broadcast industry in general.

Participating employees: Bob Ketchum, GM. Mary Ludwig, Account Executive. Al Lauck, announcer, Joe Hall-Reppen, News Director

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March 2016

Activity: Bishop Garrigan Schools Career Day. Six students toured the station and participated in a discussion about careers in broadcasting and the broadcast industry in general.

Participating employees: Bob Ketchum, GM. Bernie Merrill, Account Executive. Joe Hall-Reppen, News Director. Brian Wilson, Sports Director.

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April 2016

Activity: Algona Community Schools “Adopt a Class” program. Class toured the radio station. Presentations were made about careers in broadcasting by programming and sales department. Discussed the broadcast industry.

Participating employees: Bob Ketchum, GM. Bernie Merrill, Account Executive. Mary Ludwig, Account Executive. Brian Wilson, Sports Director.

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May 2016

Activity: Iowa Lakes Community College/Algona High School Broadcast program Advisory Board meeting. Meeting includes presentations about program progress, student activities, curriculum, equipment purchases and needs, and input from current students and parents.

Participating Employees: Bob Ketchum, GM

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effect in December 2016. As I am the only management level employee at the Boone location, it is shared with the management team

Value of 1 point for Prong 3

Copy of IBA program below

## 66TH ANNUAL IOWA BROADCASTERS ASSOCIATION SUMMER CONVENTION

### OUR SPEAKERS



#### Ray Baum

National Association of Broadcasters, Washington DC

Ray Baum joined NAB in March 2016 as a Vice-President of Government Relations. He came to NAB after serving as Sr. Policy Advisor and Chief Strategist for State Initiatives, Cyber-Security, Communication and Technology on the House Energy and Commerce Committee. He also served as Sr. Policy Advisor to Chairman Greg Walden on the Communications and Technology Subcommittee. While working for the Subcommittee, Ray helped draft legislation authorizing the current spectrum incentive auction and legislation that reauthorized the Satellite Television Extension and Localism Act (STELA). He worked on retransmission consent, syndicated exclusivity and non-duplication, video reform, media ownership, indecency, privacy and net neutrality issues. He has worked with the FCC Commissioners on over-sight of the issues and has a strong working relationship with the FCC. Prior to working on Capitol Hill, he served as Chairman of the Oregon Public Utility Commission and was a Commissioner for 7 1/2 years. He was former Chair of the National Association of Regulatory Utility Commissioners (NARUC) Telecommunications Committee, State Chair of the Federal-State Joint Board on Universal Service, Chairman of the NARUC Task Forces on Inter-Carrier Compensation, and Chair of the Oregon Broadband Advisory Council. Ray served 8 years in the Oregon legislature, serving as House Majority Leader in 1995. A country lawyer for 20 years, Ray received his law degree from Willamette University and his Bachelor of Science degree from BYU.



#### Paul Jacobs

Jacobs Media, Inc., Bingham Farms, MI

Paul Jacobs is a leading media consultant, specializing in digital and mobile, sales development, and research. He is VP/GM of Jacobs Media, which for 35 years has provided programming, digital, and social media consulting. His company is credited with the creation of the Classic Rock radio format, and most recently, its innovative technology tracking surveys – the Techsurvey – which provides invaluable information about digital, social, and mobile trends broadcasters need to address, including pushing the industry to respond to challenges in the “connected car.” Jacobs has become a leading spokesperson for the industry regarding the changing in-car audio experience. He works directly with auto manufacturers, and understands the implications for broadcasters. Along with his presentations, Jacobs hosts DASH—an annual conference of broadcasters and automotive leaders designed to foster understanding and cooperation. A career spanning over 35 years, Jacobs began on the sales side, working at and running stations in Dallas and Detroit, and in 1991, joined his brothers Fred and Bill at Jacobs Media. A Michigan State graduate with a degree in advertising, Jacobs is a regular presenter at industry conventions worldwide and a frequent speaker at State Broadcaster Conventions.



#### Gene LaSuer

Davis Law Firm, Des Moines, IA

Gene LaSuer is a senior shareholder and President of the Davis Brown Law Firm Board of Directors in Des Moines. An experienced trial lawyer, Gene litigates cases involving a variety of employment and labor law issues, including collective bargaining negotiations, unfair labor practice proceedings and wage and hour matters. In addition, he frequently advises clients on employee hiring, discipline, and discharge matters. He has been recognized by Chambers USA and Great Plains Super Lawyers and in 2013 was named a “Lawyer of the Year” in the area of Labor Law – Management by Best Lawyers in America. For 30 years, Gene has served the Iowa Broadcasters Association as General Counsel and an attorney for the IBA Legal Hotline.



#### Mark Levy

Revenue Development Resources, Grapavine, TX

Mark Levy, President of Revenue Development Resources (RDR), has over 32 years of expertise in growing revenue, relationships and skillsets for business owners, managers, and sales teams. Mark’s passion to teach, train, and make sure others don’t step in the same potholes he has, have led him to be a frequent speaker at RAB, NAB, NAB Leadership, Small Market Television Exchange, International IDEABANK, National Association of Black Owned Broadcasters and Broadcast Education Association conferences as well as dozens of state broadcast organizations, and internationally in Barbados, Canada, the Cayman Islands, Guatemala, South Africa and Trinidad. He is a frequent contributor to the LBS Video Training Series and speaker for numerous civic groups interested in growing the sales, management and marketing skill sets of their members. With his experience Mark delivers an entertaining “been there, done that, survived it, learned from it and made the most of it” approach, leaving audiences better trained and wanting more.



#### David Oxenford, Esq.

Wilkinson Barker Knauer, LLP Washington, DC

David Oxenford is a partner at Wilkinson Barker Knauer, LLP in Washington DC and serves as IBA Washington Legal Counsel. He has over 30 years of experience representing radio/TV broadcasters before the FCC and other regulatory agencies, dealing with multiple ownership rules, the conversion to digital, alien ownership, and all aspects of the content and technical rules regulating broadcast operations. David provides advice to broadcasters on a variety of issues including political broadcasting and advertising rules and regulations. He has represented independent internet radio stations before Congress and in private negotiations leading to the Small Webcasters Settlement Act, setting music licensing fees for small commercial and noncommercial webcasters. David is counsel for a number of State Broadcaster Associations, including IBA, and a regular speaker at state and national conventions.

Station : KWBG

Date: October 13, 2015

Activity:

Participation in events or programs sponsored by educational institutions

**Description:**

General Manager is a part of the Iowa Central Community College Broadcasting Department Advisory Board

Participating Employees: Carol Kuster, General Manger

Host/Organizations/Agencies Involved: Iowa Central Community College

Brief description of activity and station participation (attach documentation such as correspondence, advertisements, invoices, internal documents, program guidelines, etc.)

General Manager Carol Kuster attended the Broadcast Department Advisory Board meeting at Iowa Central Community College. Discussed changes in curriculum to best prepare broadcast students for a career in today's broadcasting.

**Value of .25 point for Prong 3**

Copy of discussion material program below

**The Courses**

The Radio Broadcasting Program provides rigorous hands-on production and broadcast writing courses to prepare you for a career in the radio industry. In two years and one summer, students will gain experience in every aspect of radio, including announcing, programming, news, sports, production, sales, management, and promotions. Students will also gain practical experience through the daily operation of campus radio station KICB-FM.

CCN#	Course Title	Hours
<b>First Semester</b>		
MKT 131	Social Media Marketing	3
MMS 105	Audio Production	3
MMS 106	Audio Production Lab	1
MMS 118	Announcing	3
MMS 119	Announcing Lab	1
MMS 120	Media Practices I	3
<b>Total Hours</b>		<b>14</b>
<b>Second Semester</b>		
MMS 121	Media Practices II	3
<del>MMS 191</del>	<del>Reporting</del>	<del>3</del>
MMS 205	Adv. Audio Production	3
MMS 206	Adv. Audio Prod. Lab	1
MKT 110	Principles of Marketing	3
<b>Total Hours</b>		<b>13</b>
<b>Summer Semester</b>		
MMS 938	Broadcasting Field Exp.	4
<b>Third Semester</b>		
MMS 201	Media Practices III	3
MMS 145	Broadcast Writing	3
BUS 112	Business Math*	3
ENG 105	Composition I	3
	SS/Humanities Elective	3
<b>Total Hours</b>		<b>15</b>
<b>Fourth Semester</b>		
MMS 203	Media Practices IV	3
<del>MMS 265</del>	<del>Mass Comm. Law</del>	<del>3</del>
MMS 190	Broadcasting Promotions	3
MMS 259	Mgt & Operations	3
MKT 153	Advertise/Promotions	3
<b>Total Hours</b>		<b>15</b>

\* Course may be substituted with a related course from either AA, AS, or Approved Gen.Ed. list for Applied Science and Technology.

**Accreditation**  
Iowa Central Community College is accredited by the Commission on the Institution of Higher Education of the North Central Association of Colleges and Schools.  
North Central Association of Colleges and Schools  
Commission on Institution of Higher Education  
30 North La Salle, Suite 2400 Chicago, IL, 60602-2504  
Tele: # (800) 621-7440  
[www.nca.org](http://www.nca.org)  
Revised May 2014

*Handwritten notes:*  
- Add: You 210 - 3 credits  
- media law and Ethics  
- Add: BUS 112 - 3 credits  
- News writing and Reporting

Station : KWBG

Date: June 22, 2016

**Activity:**

Webinar – “When taking care of business requires overtime”

**Description:**

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

**Participating Employees:** Carol Kuster, General Manger

**Host/Organizations/Agencies Involved:** The National Alliance of State Broadcasters Association

Brief description of activity and station participation (attach documentation such as correspondence, advertisements, invoices, internal documents, program guidelines, etc.)

Carol Kuster attended webinar to learn how the changing in the Overtime Pay Obligation law, effective December 2016, would impact KWBG

**Value of 1 point for Prong 3**

Copy of title page from webinar below

