

Annual EEO Public File Report Form
KDLS AM; KGRA FM & KKRF FM
Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KDLS-AM, Perry, IA; KGRA-FM, Jefferson, IA & KKRF-FM, Stuart, IA and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning October 1, 2016 to and including September 30, 2017 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

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Station(s) Comprising Station Employment Unit: KDLS-AM, KGRA-FM, KKRF-FM

Selection 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Total Number of Interviewees from all sources for this position
1	Guthrie Co News/Sports-A	Indeed.com	13
2	Guthrie Co News/Sports-B	Internal Promotion	1
3	Dallas Co News/Sports	Internal Promotion	1
4	Perry Sales/Sports-A	Internal Promotion	1
5	Guthrie Co News/Sports-C	Staatalent.org	5
6	Perry Sales/Sports-B	Indeed.com	1
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 22

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which this Source Was Utilized
1	www.iowabroadcasters.com	3	Guthrie Co. News/Sports-A; Dallas Co. News/Sports; Guthrie Co. News/Sports-C
2	College & Career Center Distribution List	0	Guthrie Co. News/Sports-A; Dallas Co. News/Sports; Guthrie Co. News/Sports-C
3	ibna.org	0	Dallas Co. News/Sports
4	Staatalent.org	2	Guthrie Co. News/Sports-A; Guthrie Co. News/Sports-C
5	Tvandradijobs.com	2	Guthrie Co. News/Sports-A; Guthrie Co. News/Sports-C
6	Indeed.com	8	Guthrie Co. News/Sports-A; Dallas Co. News/Sports; Guthrie Co. News/Sports-C; Perry Sales/Sports-B
7	Internal Promotion	3	Guthrie Co. News/Sports-B; Dallas Co. News/Sports; Perry Sales/Sports-A
8	Staff Referrals	2	Guthrie Co. News/Sports-A; Guthrie Co. News/Sports-C
9	Resume Pool (Past applications)	2	Guthrie Co. News/Sports-A
10			
11			
12			

Total 22

***Indicates sources that have requested notification of job openings.**

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

KDLS-AM, KGRA-FM & KKRF-FM

Description of the activities.

- At our Monthly End of Month Managers meeting, the owner, designated SEU's and company General Managers we discuss and evaluate our EEO discuss our current EEO program and practices. All procedures were scrutinized with no changes deemed needed at this time.
- On Thursday, November 10, 2016, Company SEU Jim Butler attended and participated in a Job Fair that was organized by Iowa Works of Southern Iowa, The Iowa National Guard and Mahaska County Agricultural and Rural Development. The event was held at the Penn Central Mall. Approximately 45 businesses took part and approximately 400 people attended the event. During the event, we visited with many individuals and discussed the employment and career opportunities at all of our stations including KCII in Washington Iowa, KNIA & KRLS Radio in Knoxville and Pella Iowa and the Raccoon Valley Radio group. This information included Sales/Marketing, on air, news, sports and administrative positions. Information about all stations was passed out to those who showed an interest in the broadcasting business. We did take 6 applications from those we talked with. The persons organizing the Job Fair included Amy Brink with Iowa Workforce Development (amy.brink@iwd.iowa.gov) and Dean De Groot (ddegroot@oacd.org)
- January 3, 2017-January 24, 2017 John McGee worked with Tiffany Brauckman (Intern) & Andrea Frantz (Advisor) on an internship with Buena Vista University. Tiffany spend 100 hours working with all areas of our radio operations. She spent time with Jen McGee learning our Traffic Department. Chris Cohea and the on-air staff show her how remotes were handled. How to voice track our stations and how to write and produce commercials. Samantha Smith brought her to meetings and taught her how to write and produce news stories. Stephen Flattery took her out on sales calls to see the Sales and Marketing side of our business. John McGee showed her some of our Management Systems and took her to our Tower sites to understand the engineering side of our business.
- On Thursday, February 16, 2017 M & H Broadcasting Inc. SEU Jim Butler attend and participated in the Southern Iowa Career Fair. The event was co sponsored by Iowa Works and Indian Hills Community College. The event was held on the campus of Indian Hill Community College in Ottumwa Iowa for 10 AM – 4PM. Approximately 70 different business participated in the event and roughly 400 persons attended the event. We passed out information about all of the M & H Broadcasting Inc stations including KNIA/KRLS/KCII/KDLS/KKRF & KGRA. Approximately 25 applications were distributed, none returned before the end of the day.

- February 7, 2017 Mailed Applications for Business and Broadcast Scholarships to 8 area high school counselors. Schools included Perry, Greene County, Paton-Churdan, Woodward Granger, A-D-M, West Central Valley, Adair Casey/Guthrie Center and Panorama. Mailed applications for IBA Scholarship to same schools. 30 second announcements promoting IBA Broadcasting Scholarships.
- March 22, 2017 John McGee (Designated SEU) participated in a Career Fair hosted by the West Central Valley High School on March 22, 2017. Presented high school students information about the broadcast industry, including On-Air, News, Sports, Traffic/Billing, Sales/Marketing and Engineering opportunities. Discussed career opportunities, earning potential as well as education needed and area colleges. Students were made aware of part time job opportunities.
- April 26, 2017 Coltrane Carlson & Doug Rieder Provided a job shadow opportunity to Phillip Rivers a Senior from Greene County Community Schools. He was at the radio station for 3 hours and want to learn about all areas of the radio station. Coltrane provided a mock interview for him which he was able to take a copy with him for his final project. Doug showed him our sports broadcasting equipment that he uses for ball games.
- May 17, 2017 Awarded 2 Business and Broadcasting Scholarships. Applications were mailed to 8 area high schools in February and applications were also available on line at raccoonvalleyradio.com with on air promotional announcements airing February 13 – April 21, 2017

Winners were Paige Mescher	Kade Overton
17293 141 st Diagonal	724 S.10 th St.
Granger, IA 50109	Adel, IA 50003

- June 2017-August 2017 4-H Recording: Prior to each County Fair for Adair, Dallas, Greene, and Guthrie Counties we reached out to the local 4-H clubs and recorded local 4-H participants to inform the public about their 4-H projects. Participants learned about recording digital audio and how we edit and produce commercials and other station promotional announcements.
- On August 21, 2017 Joe Cerwinski lead and educational event at the Perry Public Library, he discussed his job as a new director at Raccoon Valley Radio and provided an educational program on the solar eclipse.
- August 22, 2017 On Tuesday, August 22, Company SEU Jim Butler, representing all station of M & H Broadcasting Inc., attended a “Business & Community Connection Fair” sponsored by Central College in Pella Iowa for New Students. Along with Jim Butler, Program Director Spencer Dirks and News Director Andrew Schneider also attended. This was an opportunity to visit with incoming students for the year, discuss career opportunities in the broadcast business as they are still deciding their majors. We handed out station t-shirts. We also discussed possible part time announcer positions with students and took several applications. Throughout the event, we visited with and met nearly 185 college Freshman.
- On September 20, 2017—John McGee and Chris Cohea lead tours of 8 Perry High School Sophomores around the station. After the tours, John fielded questions about the operations of the station and then lead a presentation on the various careers that exist at a radio station. Including Management, Marketing, Sales, Communications, Journalism, Administration, Sports Play by Play and Engineering. He then ended the presentation talking about various part time job at the radio station for high school students.