

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, 2015 to and including September 30, 2016 (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 | Account Executive/Sports Play by Play | Indeed.com | 5 |
| 2 | Account Executive | Indeed.com | 4 |
| 3 | Announcer/Production | Internal Promotion | 6 |
| 4 | Asst. GM/Sales Manager | Internal Promotion | 2 |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| | | | |
| | | | |

Total Number of Persons Interviewed During Applicable Period: 17

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 | Guthrie Center Times/Guthrie Co Vedette/Adair Co Free Press P.O Box 546, Carroll, IA 51401, (712) 792-3573 | 1 | Account Executive |
| 2 | On Air (KDLS,KGRA,KKRF) | 1 | Account Executive |
| 3 | www.iowabroadcasters.com | 2 | Account Executive/Sports Play by Play; Account Executive; Announcer/Production; Asst. GM/Sales Manager |
| 4 | Staatalent.org | 0 | Account Executive/Sports Play by Play |
| 5 | Tvandradiojobs.com | 2 | Account Executive/Sports Play by Play; Announcer/Production |
| 6 | Indeed.com | 7 | Account Executive/Sports Play by Play; Account Executive; Announcer/Production; Asst. GM/Sales Manager |
| 7 | Internal Promotion | 3 | Announcer/Production; Asst. GM/Sales Manager |
| 8 | Broadcast Center | 1 | Announcer/Production |
| 9 | Rab.com | 0 | Asst. GM/Sales Manager |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| | | | |

Total 17

***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 program and practices. All procedures were scrutinized with no changes deemed needed at this time.
- On October 14, 2015 SEU Jim Butler & Michael Suhr attended a 2 hour webinar on continuing our understanding and self-assessment of the FCC'S EEO Program Rules and regulations, titled "Navigating the FCC'S Equal Employment Opportunity Rules and Public File Requirements. The webinar also included Public File requirements for EEO and other Public File Issues. This webinar was presented by David Oxenford, with Wilkinson Barker Knauer.
- On Tuesday, November 10, 2015, 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 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 3 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)
- November 29, 2015-Shawn Kenney led a job shadow program from November 29th to March 6th, 2016 where we worked with a group of Perry Elementary students to develop a stat taking software to be utilized during play by lay broadcasts of Perry High School sporting events. Shawn Kenney, allowed the group of kids to sit by the booth and utilized their stats during the course of the game. The boys learned about how radio works, and had the rare opportunity to see the coordination of a broadcast ranging from the technical aspect to the play by play delivery and even to sponsorship requirements.
- On Thursday, February 11, 2016, Company SEU Jim Butler attended and participated in a Job Fair that was organized by Iowa Works and Work Force Development and The Iowa National Guard. The event was held at the Iowa National Guard Armory in Knoxville, Iowa. Approximately 23 businesses took part and approximately 200 people attended the event. During the event, we

visited with many individuals and discussed the employment 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 4 applications from those we talked with. The persons organizing the Job Fair included Julie Little with Iowa Workforce Development (Julie.little@iwd.iowa.gov) and Sherri Marion with Iowa Workforce Development (sherri.marion@iwd.iowa.gov)

- February 15, 2016 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, Guthrie Center and Panorama. Mailed applications for IBA Scholarship to same schools. 30 second announcements promoting IBA Broadcasting Scholarships.
- May 17, 2016 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 15 – April 23, 2016
Winners were Maxwell Neese David Ramirez
605 11th Street South 2019 6th Street
Grand Junction, IA 50107 Perry, IA 50220
- On May 26, 2016 M & H Broadcasting Inc. and M & M Broadcasting, Inc SEU Jim Butler attended a seminar on Successful Hiring Practices. This seminar was presented by the Employers Council of Iowa and was held at the Pizza Ranch in Pella, Iowa. The information was presented by Maggie Hanson, Attorney with Davis, Brown, Koehn, Shors & Roberts law Firm in Des Moines, Iowa. Topics covered included:
 - Hiring Basics
 - Do's and Don't of Hiring
 - Legal Considerations for employers to take into account
 - How to treat applicants fairly and without prejudice,
 - How to hire the most qualified applicant without prejudice.

The seminar lasted approximately one hour.

- June 2016-August 2016 4-H Recording: Prior to each County Fair for 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 June 15, 2016 Chris Cohea gave the Sugar Grove Sunshine 4-H group a tour of our studios in Perry. Three 4-H students and their sponsor Lorna Grow were in attendance. All three recorded their voices for use in promoting the Dallas County Fair

- On June 16, 2016 Chris Cohea gave a 4-H group a tour of our studios in Perry. Four 4-H students and their sponsors were in attendance. All four recorded their voices for use in promoting the Dallas County Fair
- On July 1, 2016 Around 100 students in preschool through fifth grade stopped by Raccoon Valley Radio's Perry studios Friday. Perry's Academic Cultural Enrichment Services students learned about what radio is during the educational tour. Sports Director Shawn Kenney gave the kids a brief overview of how radio works, why it's important to have a local radio station and how much fun working in broadcasting can be. Some of the children got to step up to the microphone and take part in fun interviews and see what can happen if you use different effects on your audio recordings. The stop was part of the Our Place in the World week where they learned about local government and places of interest.
- On Tuesday, August 23, Company SEU Jim Butler, representing all station of M & H Broadcasting Inc., attended a "Business 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 koozies, caps and 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 150 college Freshman.