

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, 2019 to and including September 30, 2020 (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			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 0 – We made no Hires during 2019-2020

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			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Total 0

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

We made no hires during 2019-2020.

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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.
- November 1, 2019, as part of Greene County Community School's Business Partnership Program, Doug Rieder and Coltrane Carlson attended a 1st Grade Classroom. The kids got to record themselves and learn more about public speaking. As well as how a radio station works.
- November 14, 2019, 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 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 how showed an interest in the broadcasting business.
We did take 9 applications from those we talked with.
The persons organizing the Job Fair included Amy Brink with Iowa Workforce Development amybrink@iwd.iowa.gov and Dean DeGroot ddegroot@oacdg.org
- February 1, 2020 Mailed Applications for Business and Broadcast Scholarships to 10 area high school counselors. Schools included Perry, Greene County, Paton-Churdan, Woodward Granger, A-D-M, West Central Valley, Adair Casey/Guthrie Center, Panorama, Nodaway Valley, Winterset. We ran 30 second announcements promoting our Broadcasting Scholarships.
- Thursday, February 13, 2020. Station SEU Jim Butler and RVR General Manager John McGee attended a Career Fair hosted by Drake University and held on the Drake University Campus in the Olmsted Center. Jim & John hosted a booth for all stations in the company (KNIA/KRLS/KCII/KDLS/KKRF & KGRA)
The Career Fair was scheduled to run from 3:00 pm – 6:00 pm. During that time Jim & John visited with many Drake Students and passed out information about all of our stations. Topic covered, included positions in Advertising and Marketing, News and On Air, Administrative work including opportunities to advance into management. We also discussed possible Internships with several students for the 2020/2021 school year.

Over 80 different businesses hosted booths and approximately 650 students attended the Career Fair.

The following personnel from Drake Supervised the event and can be contacted the email below

Drake University Professional & Career Development Services

Leah Berte

Chrystal Stanley

Annette Watson

Annette.watson@drake.edu

- March 3, 2020 Schuyler Black hosted two groups of residents of a special needs assistance program in Guthrie County. They Toured the radio station, met with our staff and had their questions about Radio Broadcasting answered.
- May 15, 2020 Awarded 2 Business and Broadcasting Scholarships. Applications were mailed to 10 area high schools in February and applications were also available on line at raccoonvalleyradio.com with on air promotional announcements airing February 10 – April 15, 2020. We received 16 applications.
- June 2020-August 2020 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.
- Tuesday, August 25, 2020 On Tuesday, August 25, 2020...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 and internships with students and took several applications. Throughout the event, we visited with and met nearly 105 college Freshman.
- There were no internships this year at Raccoon Valley Radio.