

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, 2020 to and including September 30, 2021 (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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Covering the Period from October 1, 2020 to September 30, 2021

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	Perry Account Executive	Indeed.com	1
2	Jefferson Account Executive	Indeed.com	6
3	Perry News/Sports	Raccoon Valley Radio	1
4	Guthrie News/Sports #1	Indeed.com	5
5	On-Air- Sports	Indeed.com	1
6	Guthrie News/Sports #2	STAATalent.com	13
7	Jefferson Account Executive	Indeed.com	1
8	Perry Account Executive	lowabroadcasters.org	3
9	Guthrie News/Sports #3	Indeed.com	11
10	Account Executive-Sports	Indeed.com	3

Total Number of Persons Interviewed During Applicable Period: 45

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	Indeed.com	37	Jefferson Account Executive Guthrie News/Sports #1 Guthrie News/Sports #2 Perry Account Executive Stuart Account Executive Guthrie News/Sports #3 Account Executive-Sports On-Air-Sports
2	lowabroadcasters.com	1	On-Air-Sports Account Executive-Sports
3	Raccoon Valley Radio	2	Perry Account Executive Perry News/Sports Guthrie News/Sports #3
4	lbna.org		Guthrie News/Sports #3
5	Ziprecruiter.com	1	Account Executive-Sports
6	College and Career Distribution	0	Guthrie News/Sports #3 Perry News/Sports
7	Staatalent.org	4	Guthrie News/Sports #2 Guthrie News/Sports #3
8			
9			
10			
11			
12			

Total 45

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

We made 10 hires during 2020-2021.

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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 12, 2020, Company SEU Jim Butler and Raccoon Valley Radio General Manager John McGee took part in a virtual career fair sponsored by Drake University in Des Moines Iowa. Students registered to meet either as a group or individually with participants of their choosing. Jim & John met with a total of 5 students and visited about career opportunities at all of the locations connected and owned by M & H Broadcasting Inc. These stations include KNIA & KRLS Radio in Knoxville, Pella and Indianola Iowa, KDLS, KKRF & KGRA located in Perry, Stuart and Jefferson, Iowa Respectively and KCII Radio in Washington Iowa. Most of the students still had 2 or more years of schooling remaining so they were more interested in career opportunities for the future. Students inquired about on air, producing of radio shows, advertising, and marketing as well as digital. 1 of the students, is interested in doing some part time work and possibly an internship with our stations close to the Des Moines Area. Information shared with students included all station locations in the M & H Broadcasting Inc group.
- January 27, 2021 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.
- February 11, 2021 John McGee General Manager of Raccoon Valley Radio give Careers in Broadcasting Presentation to Adair Casey Guthrie Center High School Journalism class. Topics included to Careers in Broadcasting and responsibilities of Journalists. A demonstration in news recording and editing was also given to a class of about 20 students. This was the introduction for AC-GC Students to begin a monthly student produced student news cast beginning in March on KKRF.
- March 24, 2021 M & H Broadcasting Inc. SEU Jim Butler attended a Webinar "Staying on Top of Your Broadcast FCC EEO Obligations". This webinar was hosted by David Oxenford with Wilkinson, Barker & Knauer Law, and was provided to stations by several State Broadcasting Organizations, including the Iowa Broadcasters Association. Mr. Butler represented stations KNIA, KRLS, KCII, KGRA, KKRF & KDLS.
- May 12, 2021 Awarded 2 Business and Broadcasting Scholarships. Applications were mailed to 10 area high schools in January and applications were also

- available online at raccoonvalleyradio.com with on air promotional announcements airing February 1 – April 15, 2021. We received 14 applications.
- May 1, 2021 Chris Cohea, Program Director at M & M Broadcasting attend Guthrie County STEM Fest, on the Panora Town Square. Various business from around the area set up booth, and discussed how Science, Technology, Engineering and Math pertained to their business.
 - June 2021-August 2021 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.
 - Thursday, June 17, 2021, M & H Broadcaster SEU Jim Butler attended a virtual Management. Session of the IBA Annual Convention which as held virtually. The meeting was hosted by a legal team from Brooks Peirce Attorneys. They covered several topics, including a session covering the latest EEO items at the Federal Communications Commission.
 - Thursday, August 26, 2021 Company SEU Jim Butler, participated in a Webinar presented by “Iowa Workforce Development”. This webinar was focused on Unemployment Rights for Employees and Employers, plus other Employment issues and programs available for Employers and Employees. This Webinar was held from 9:00 – 10:30 AM.
 - September 8, 2021, John McGee General Manager of Raccoon Valley Radio gave a Careers in Broadcasting Presentation to 12 Greene County High School Journalism students. Topics included to Careers in Broadcasting and responsibilities of Journalists. 4 students also where able to record a student run news cast, that will begin airing Monthly on KGRA.
 - There were no internships this year at Raccoon Valley Radio.