

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, 2023 to and including September 30, 2024 (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, 2023 to September 30, 2024

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	Program Director	lowabroadcasters.com	2
2	Perry News/Sports Director	lowabroadcasters.com	2
3	On-Air / Production / Sports	Indeed.com	2
4	Jefferson AE #1	Employee Referral	1
5	Perry Account Executive #1	Indeed.com	2
6	Jefferson AE #2	Indeed.com	1
7	Perry Account Executive #2	Community Referral	9
8	Stuart Account Executive	Indeed.com	8

Total Number of Persons Interviewed During Applicable Period: 27

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	21	Program Director Perry News/Sports Dir On-Air/Production/Sports Jefferson AE #1 Perry Account Exec #1 Jefferson AE #2 Perry Account Exec #2 Stuart Account Executive
2	lowabroadcasters.com	2	Program Director Perry News/Sports Dir Stuart Account Executive
3	Raccoon Valley Radio	1	Jefferson AE #1 Perry Account Exec #1 Jefferson AE #2 Perry Account Exec #2 Stuart Account Executive
4	Staatalent.com	0	Perry News/Sports Dir On-Air/Production/Sports
5	Employee Referral	1	Jefferson AE #1
6	Community Referral	2	Perry Account Exec #2 Stuart Account Executive
7			
8			
9			
10			
11			
12			

Total 27

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

We made 8 hires during 2023-2024.

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

by KDLS-AM, KGRA-FM & KKRF-FM

Description of the activities.

- October 4, 2023, John McGee General Manager of Raccoon Valley Radio gave a presentation at the Perry Rotary. Discussion in Perry to 23 business owners in Perry. Topics included Careers in Broadcasting and responsibilities of Journalists, as well as discussion on the Radio Industry as a whole and where the industry is heading.
- October 25, 2023 Today, Jim Butler (Company SEU) participated in a Job Fair at the Iowa Events Center/Wells Fargo Arena in Des Moines. The Job Fair was sponsored by the Iowa Wild Hockey Organization. There were approximately 25 different businesses recruiting for new Hires. Our booth was recruiting for all stations in our company (KNIA/KRLS, KCII, KDLS, KKRF & KGRA) We visited several possible applicants and explained the different opportunities at each station. Applications were handed out to those who wanted one as well as information regarding our company and stations. This event ran from 2:30 – 4:30 PM and all stations were represented.
- February 2, 2024 At our Monthly End of Month Managers meeting, the owner, designated SEU's and company General Managers. During this meeting we as a group discussed the upcoming EEO Audits that will be happening with several Iowa Radio Stations. We also discussed our current EEO System that includes, Recruitment, Record Keeping and Reporting. After talking through our current plan, it was decided that our current system is working and has helped with our recruiting and hiring of staff. It has also helped with wide dissemination of jobs openings. It was also discussed how we can take part in more job fairs to improve our outreach. Jim Butler & Michael Suhr will further look into upcoming job fairs to help increase participations. 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.
- February 18, 2024 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.
- April 3, 2024, Raccoon Valley Radio Hosted a student at Greene County High School to shadow our On-air and New operations to learn more about careers in Broadcasting.
- April 17, 2024 Today, Jim Butler (Company SEU) participated in a Job Fair at the Iowa Events Center/Wells Fargo Arena in Des Moines. The Job Fair was sponsored by the Iowa Wild Hockey Organization. There were approximately 25 different businesses recruiting for new Hires. Our booth was recruiting for all stations in our company (KNIA/KRLS, KCII, KDLS, KKRF & KGRA) We

visited several possible applicants and explained the different opportunities at each station. Applications were handed out to those who wanted one as well as information regarding our company and stations. This event ran from 2:30 – 4:30 PM and all stations were represented.

- May 15, 2024 Awarded 2 Business and Broadcasting Scholarships. Applications were mailed to 10 area high schools in February and applications were also available online at raccoonvalleyradio.com with on air promotional announcements airing February 1 – April 15, 2024. We received 17 applications.
- June 2024-August 2024 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.
- Raccoon Valley Radio had one paid internship (part-time) from May 20, 2024 to July 31, 2024. This individual assisted with production, on-air operations, Sports story writing and play by play sports.