

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, 2024, to and including September 30, 2025 (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, 2024 to September 30, 2025

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	Jefferson AE #1	Indeed.com	2
2	Perry Account Executive	Indeed.com	3
3	Stuart Account Executive	Indeed.com	3
4	Jefferson AE #2	Indeed.com	3

Total Number of Persons Interviewed During Applicable Period: 11

1. 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	9	Jefferson AE #1 Perry Account Executive Stuart Account Executive Jefferson AE #2 Perry AE #2
2	lowabroadcasters.com	1	Jefferson AE #1 Perry Account Executive Stuart Account Executive Jefferson AE #2
3	Employee Referral	1	Jefferson AE #1
4	Staatalent.com	0	Jefferson AE #1
5			

Total 11

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

We made 4 hires during 2024-2025.

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

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

Description of the activities.

- Raccoon Valley Radio had one paid internship (part-time) from December 12, 2024 to January 9, 2025. This individual assisted with production, on-air operations, as well as traffic and billing.
- January 29, 2025, John McGee presented to the Journalism Class at Adel-Desoto-Minburn. We discussed careers in radio, as well as standards in new coverage and journalism. 15 Students and a teacher present.
- January 31, 2025: At our EOM Managers meeting today, management 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 about 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. Company SEU's will further look into upcoming job fairs to help increase participation.
- February 12, 2025 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.
- March 29, 2025, Raccoon Valley Radio participated in a S.T.E.M. event at Guthrie Elementary School. We set up a booth and educated students and parents about the careers in Broadcasting, specifically those that align with Science, Technology, Engineering and Math
- April 11, 2025, Shi-Quan Nettingham, did 4 career day presentations at Adel-Desoto-Minburn High School. He highlighted his collegiate degrees, job responsibilities, and provided some samples of the news and sports stories. Students asked questions about the radio industry and daily tasks.
- April 23, 2025, John McGee, GM and Doug Rieder, Sports Director attend a Career Fair at Greene County High School. We meet with three different groups of students totally 75 students and coverage all the various careers and radio and answered questions about the broadcasting industry.
- May 13, 2025 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, 2025. We received 18 applications.
- June 4, 2025: Participated in a Job Fair sponsored by Iowa Workforce Development. The Job Fair took place at the Marion County Public Health Building at 2003 North Lincoln In Knoxville. The Job fair was in conjunction

with the Iowa Works Mobile Workforce Center. We visited with job seekers about opportunities at our stations. Most conversations centered around Advertising Sales and On-Air positions. Several job seekers took applications to fill out and return to the radio station for further review and possible interviews. Participating for our Company was SEU Jim Butler

- June 2025-August 2025 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 to edit and produce commercials and other station promotional announcements.
- August 13, 2025, John McGee, GM, Owner, Presented to the Perry Rotary. Discussed the future of local radio and how, as an owner, we plan to continue to serve our community.