

## HOMESLICE MEDIA GROUP ANNUAL EEO PUBLIC FILE REPORT

The purpose of this Annual EEO Public File Report is to comply with Section 73.2080(c)(6) of the Commission's EEO Rules.

This report has been prepared on behalf of the stations employment unit (the "Station Employment Unit") which is comprised of the following broadcast stations:

KKLS(AM), Rapid City, SD (FIN 61320)  
KBHB(AM), Sturgis, SD (FIN 9673)  
KKMK(FM), Rapid City, SD (FIN 61325)  
KOUT(FM), Rapid City, SD (FIN 14642)  
KRCS(FM), Sturgis, SD (FIN 9668)  
KFXS(FM), Rapid City, SD (FIN 66821)

The information contained in this Report covers the Period from December 2, 2018 to December 1, 2019 (the "Applicable Period"). The FCC's 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;
3. The recruitment source that referred the hiree 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 provide the required information.

Appendix 1

Annual EEO Public File Report

Period Covered: December 2, 2018 to December 1, 2019

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKK (FM), KOUT (FM), KRCS (FM), KFXS (FM)

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Hire	Total Number of Interviews from All Sources for This Position
1. Videographer	Indeed	7
2. AE/Digital Media Specialist	Website	17
3. AE	Website	7
4. Traffic/Admin Assistant	Indeed	7
5. On Air Radio Announcer	Referral	1
6. Videographer	Website	6

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2018 to December 1, 2019

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KKMK (FM), KOUT (FM), KRCS (FM), KFXS (FM)

Section 2: Recruitment Source Information

Source	Total number of Interviewees this source has provided	Full-time positions for which this source was utilized during this period
1. Indeed	9	Videographer
2. Indeed	4	Traffic/Admin Assistant
3. HomeSlice Website	2	AE/Digital Specialist
4. HomeSlice Website	2	Account Executive
5. Referral	1	On Air Radio Announcer

The organizations listed below have requested notification of all job openings. Each of the organizations has been notified of existing job openings as they have been added to the list. In addition, each station broadcasts announcements four times a week inviting additional organizations to contact the station to be added to the list.

Academy (The) 12901 Hwy 34 Sturgis, SD 57785	BH Regional Help Wanted Blackhillshelpwanted.com	Black Hills State University Unit #9502 1200 University Street Spearfish, SD 57799
Career Learning Center 730 E. Watertown Street Rapid City, SD 57701	National American University 5301 US-16 Rapid City, SD 57701	SD Broadcaster's Association Marla Willard PO Box 1037 Pierre, SD 57501
SD Department of Labor 111 New York Street Rapid City, SD 57701	SD School of Mines & Technology 501 E. Saint Joseph Street Rapid City, SD 57701	SD State University PO Box 511 Brookings, SD 57007
University of South Dakota Career Development Center 414 Clark Vermillion, SD 57069	Indeed Indeed.com	

## Appendix 3

### Annual EEO Public File Report

Period Covered: December 2, 2018 to December 1, 2019

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKK (FM), KOUT (FM), KRCS (FM), KFXS (FM)

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

HomeSlice Media Group, LLC licensee of the above-referenced stations, has and will continue to be an Equal Employment Opportunity Employer. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach, including the following:

1. Black Hills Regional Job Fair (73.2080(c)(2)(i)) – On March 20, 2019 the region's largest job fair was held at the Rushmore Plaza Civic Center in Rapid City, South Dakota. The committee is made up of area educational institutions, veteran's advocacy groups, local businesses and groups benefiting 25 reservations in 6 states. The Stations are one of two main sponsors and all meetings are held at the HomeSlice Media Group office. At the event, we set up our event tents, provided live broadcasts, manned a booth and spoke to interested parties about careers in radio. The Stations were represented by MaryAnne Whittle, General Manager; Brad Jurgensen, General Sales Manager; Toni Kinney, Operations Manager; Dean Kinney, President and CEO; Adrian Ludens, KFXS Program Director; Oakley Rathbun, KRCS Program Director; and Brad Anderson, KKLS Program Director. Crissy Ludens, KRCS morning personality and Amy Sudrala, KMKK mid-day personality did live broadcasts from the event. Applications were accepted and distributed at the job fair.
2. Establishment of an Internship Program (73.2080(c)(2)(v)) – This internship program is designed to educate students about careers in radio broadcasting. The Stations offer paid and unpaid internships for credits to enrolled students. Any student is eligible to apply for the internships. The internships are available for the Spring, Summer and Fall semesters. Each candidate is interviewed by Station Management. The number of interns selected depends upon the number of applicants and the projected colleges and universities to locate eligible and interested students. Some of the duties an intern may perform include, but are not limited to the following: music research, on-air board operation, clerical work, phone answering, accompanying announcers on remote broadcasts, assisting with promotion duties, commercial writing, production of commercials, music scheduling, call screening and scheduling of guests. We had one paid intern this year and her name was McKenna Colburn with Black Hills State University and she interned from May 6 to October 31, 2019.
3. Participation in a Job Shadow Program (73.2080(c)(v)(ii)) – to promote learning experiences that are put in real life applications and relevancy into learning and to help educate possible future employees and consumers. HomeSlice Media Group had the following participate in job shadowing: On October 29, 2019, Max Peacock job shadowed Rob Henry, Chief Brand Officer and Jordynn Mutchler, Graphic Designer from 10 AM to 3 PM, and Peter Hinrichs job shadowed Adrian Ludens, KFXS Program Director and Crissy Ludens, morning personality from 10 AM to 3 PM. On November 14, 2019, Layne Loup job shadowed at KBHB from 8am until noon with Gary Matthews and Bob Looby.

4. Provide Education About Broadcasting (72-2080(c)(2)(v)) – On January 18, 2019, Brad Jurgensen spoke with a South Dakota Center for Enterprise Opportunity class about the media landscape changes. On May 22, 2019, Mitchell Stafford spoke at the YMCA to local children about being in the radio business. On July 12, 2019, Chris Hornick spoke to a South Dakota Center for Enterprise Opportunity class about digital marketing.
5. Supervisor/Manager Human Relations Department Training (73-2080(c)(2)(xiv)) – We have Program Director meetings bi-weekly to discuss different topics. In April, we purchased Grant Cardone Sales Training for Brad Jurgenson, General Sales Manager and sales team. On April 23, 2019, MaryAnne Whittle and Taryn Edlund attended the South Dakota Retailers Association “Defending Your Business” Management Training Leadership Conference in Hill City. On July 16, 2019, MaryAnne Whittle attended the Rapid City Area Chamber of Commerce Foundation Leadership training at Black Hills State University. On August 15, 2019, MaryAnne Whittle attended the South Dakota Broadcasters Association Conference in Sioux Falls, SD. September 24-27, Dean Kinney, Toni Kinney, Kelsey Kinney, Brad Jurgensen, Trent Hinek and MaryAnne Whittle attended the National Association of Broadcasters Radio Show in Dallas, TX.

Community Involvement:

HomeSlice Media has owners and employees representing the station by serving on local committees and boards. Those groups include:

1. Sturgis Economic Development Committee – Clint Brengle
2. Sturgis Motorcycle Rally Inc. – Dean Kinney
3. Black Hills Community Economic Development Board – Dean Kinney
4. Downtown Business Improvement District Board – Mark Bruch
5. Black Hills Works Board – Brad Jurgensen
6. South Dakota Broadcasters Association Board – Brad Jurgensen
7. Black Hills Regional Job Fair Board – MaryAnne Whittle
8. Pennington County Toys for Tots Coordinator – MaryAnne Whittle

KBHB Radio won an award for 2019 Black Hills Stock Show Agribusiness of the Year.

South Dakota Community Foundation recognized HomeSlice Media for outstanding media support.