

HOMESLICE MEDIA GROUP ANNUAL EEO PUBLIC FILE REPORT

This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

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)

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 December 2, 2020 to and including December 1, 2021.

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 (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
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.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer.

Covering the Period from to December 2, 2020 to and including December 1, 2021.

Annual EEO Public File Report

Period Covered: December 2, 2020 to December 1, 2021

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KKMK (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
Account Executive/Sales	www.thehomeslicegroup.com	8
Account Executive/Sales	www.thehomeslicegroup.com	5

Section 2

Annual EEO Public File Report

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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
HomeSlice Website	3	Account Executive
Radio advertisement	3	Account Executive
Referral	3	Account Executive
Indeed	4	Account Executive

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.com	

Section 3

Annual EEO Public File Report

Period Covered: December 2, 2020 to December 1, 2021

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KKMK (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 3, 2021 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, VP of Operations; Taryn Edlund, Comptroller; Mark Houston, KOUT Program Director; Kevin Phillips, KKLS Program Director; Todd Holen, Sales Manager and Brad Jurgensen, General Sales Manager/General Manager. Crissy Davies, KRCS morning personality and Dean Taylor, KKMK 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. Jhet Birchem interned with HomeSlice Media helping on-air staff do different promotions and participating in day to day processes from June 15, 2021 to August 6, 2021 for Black Hills State University.
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. There was one job shadow on November 14, 2021. Max Hinek, a Sturgis Brown High School student, job shadowed Mark Houston and Dean Taylor learning the software Adobe Audition and learning how to make commercials.
4. Provide Education About Broadcasting (72-2080(c)(2)(v)) – On September 26, 2021, Dean Taylor gave a tour of the radio stations to a 4-H group. On October 14, 2021, Chris Hornick spoke to the Sturgis Rally Department in Sturgis, SD regarding Google Analytics and website trends on the

Sturgis Motorcycle Rally. On October 28, 2021, Dean Kinney spoke at the Sturgis Kiwanis about radio and its impact on the community.

5. Supervisor/Manager Human Relations Department Training (73-2080(c)(2)(xiv)) – We have Department Head Meeting weekly to discuss operations. On February 11, 2021 Toni Kinney attended a webinar regarding ‘Workplace Culture’. On July 29-30, 2021, MaryAnne Whittle, Brad Jurgensen and Todd Holen attended the SD Broadcasters Association Sales and Journalism Training as well as the Annual SDBA Leadership Conference. On September 9, 2021, Toni Kinney, Taryn Edlund and Brad Jurgensen attended a webinar titled ‘Rethink Employee Benefits and Boost Employee Retention’. On September 14, 2021, Toni Kinney attended a webinar regarding ‘...Mandated vs. Voluntary Vaccinations: What Employers Need to Know’. On October 20, 2021, Toni Kinney attended a webinar regarding ‘Benefit Compliance & Regulatory Changes: What to Expect for 2022’. On October 26, 2021, MaryAnne Whittle attended an Elevate training session for ‘Positive Communications’ and ‘Building your Personal Brand’. On November 4, 2021, MaryAnne Whittle attended an Elevate business luncheon and training on ‘Finding and Retaining Your Workforce’.

Community Involvement:

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

1. Small Business Development Center Advisory Board – Dean Kinney
2. Sturgis Motorcycle Rally Inc. – Dean Kinney
3. Black Hills Community Economic Development Board – Dean Kinney
4. Sturgis Camaro Rally Board – Mark Bruch
5. Downtown Business Improvement District Board – Mark Bruch
6. Meade County Rural Ambulance Board – Mark Bruch
7. Sturgis Volunteer Fire Department Board – Mark Bruch
8. Black Hills Works Board – Brad Jurgensen
9. South Dakota Broadcasters Association Board – Brad Jurgensen
10. Rapid City Public School Foundation – Brad Jurgensen
11. Pennington County Toys for Tots Coordinator – MaryAnne Whittle
12. Walk for Warmth/Rapid City Committee – MaryAnne Whittle
13. Black Hills Regional Job Fair Board – MaryAnne Whittle