

## 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, 2015 to December 1, 2016 (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, 2015 to December 1, 2016

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKM (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. On air Personality-KOUT	Former employee	1
2. On air Personality-KRCS	Website	4
3. Account Executive	Radio ads	4
4. Account Executive	Radio ads	7

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2015 to December 1, 2016

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKK (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. Station On Air Announcements and websites	3 1 6	On Air Personality – KRCS On Air Personality – KOUT Account Executive
2. Blackhillshelpwanted.com	2	Account Executive
3. Internal Candidate/ Professional Referral	1 1 3	On Air Personality – KRCS On Air Personality – KOUT 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.

All Access nderosaallaccess.com (310)457-6616	Academy (The) Becky Geffre 12901 Hwy 34 Sturgis, SD 57785	Black Hills State University 1200 University Street Spearfish, SD 57799
Brown Institute Karol Baumeister 1440 Northland Drive Mendota Heights, MN 55120	Career Learning Center 730 E. Watertown Street Rapid City, SD 57701	Community Alternatives of the Black Hills Joan Friberg PO Box 2273 Rapid City, SD 57709
Freeform Radio Initiative, Inc. Scott McWilliams PO Box 530369 Miami, FL 33153	National American University 5301 US-16 Rapid City, SD 57701	Northern Hills One Stop Job Center Clyde Schwarting 1300 North Avenue Spearfish, SD 57783
SD Broadcaster's Association Marla Willard PO Box 1037 Pierre, SD 57501	SD School of Mines & Technology Cindy Christensen 501 E. Saint Joseph Street Rapid City, SD 57701	SD State University Mary Peterson Arnold PO Box 511 Brookings, SD 57007
Snelling and Snelling KJ Shawda 1508 Mountain View Road Suite 101 Rapid City, SD 57702	Specs Howard School of Media Kevin Seguin-Scollin 19900 West 9 Mile Road Southfield, MI 48075	University of South Dakota Michelle Van Maanen Career Development Center 414 Clark Vermillion, SD 57069

## Appendix 3

### Annual EEO Public File Report

Period Covered: December 2, 2015 to December 1, 2016

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKM (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 16, 2016 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 SDSU Extension 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 Michael Goodroad, Director of Sales; Mark Houston, KOUT Program Director; Adrian Ludens, KFXS Program Director; Kurt Summers, KMKM Program Director; Todd Holen, National Sales Director; Brian Maruska, Digital Sales Manager; and MaryAnne Whittle, General Manager. Oakley Tye, KRCS Program Director, and Kevin Phillips, Morning 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 unpaid internships for college credit to college students. Any college 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. Nick Nelson, a student at Newell High School, starting interning at KBHB in September of 2015 through May of 2016. Shareece Tatum, a student at Black Hills State University, began her intern program in November of 2015 and continued through April of 2016 under the tutelage of Oakley Rathbun, Program Director for KRCS, and Crissy Ludens, Promotions Director. Shareece

helped Crissy with promotional duties, observed Crissy and Oakley on air as well as recording barter ads when needed.

3. Participation in a Job Shadow Program (73.2080(c)(v)(ii)) – Learn and Serve America’s “Beyond the Books” program implemented by the Rapid City School District and headquartered at the Jefferson Academy, a Rapid City area alternative high school requested we place students with HomeSlice Media Group. The mission of Learn and Serve is to provide students an opportunity to develop a good work ethic and to learn practical academic and social skills in a realistic setting. Each student is required to volunteer 35 hours, keep a journal documenting the service and complete other academic assignments. In return for successful completion of these requirements, students will earn .5 elective credit that will help them reach their goal of high school graduation. Partnership Rapid City contacted HomeSlice Media Group to become one of the “Partner” organizations. Partnership Rapid City’s mission is: to provide a mechanism through which schools, businesses, individuals and organizations can foster new learning experiences to heighten student’s awareness of opportunities in business and organizations; to promote learning experiences that put real life applications and relevancy into learning; and to promote business participation in the education of future employees and consumers. HomeSlice Media Group agreed to make personnel available to speak in the classroom, participate in an internship for high school students, host a group tour to the station, and participate in job shadowing. Rockwell Peterson began his job shadow program in May of 2016 and is still with us. Rockwell participates with the morning show some days, participates at remotes and live events and is now voice tracking a weekend show to get some experience.
4. Provide Education About Broadcasting (72-2080(c)(2)(v)) – On April 8, 2016, Oakley Rathbun, Program Director for KRCS, went to the Spearfish Elementary School and talked about decision making and consequences of those decisions mainly focused on drug and alcohol awareness and other D.A.R.E. topics. On November 10, 2016, Brad Heid was a presenter on a media panel for the 2016 People Helping People event put on by Black Hills Energy and South Dakota Community Foundation. As a panel presenter, Brad shared his expertise in marketing and answered any questions from the audience.
5. Supervisor/Manager Human Relations Department Training (73-2080(c)(2)(xiv)) – We have had a couple of managers participate in training. Gary Maki, Program Director for KBHB, completed the course “Preventing Sexual Harassment – A Guide for Employees” through Training Today/BLR on December 2, 2015. Toni Kinney also completed the following courses through Training Today/BLR: “How to Conduct New Employee Orientation” – completed 3/25/16, “Interviewing Skills for Supervisors” – completed 3/25/16, and “Hiring Legally” – completed 3/25/16.
6. Supervisor/Manager Awareness Briefing: EEO Training for Broadcast Management (73.2080(c)(2)(xiv)) – On November 28, 2016 MaryAnne Whittle emailed the EEO requirements to the following supervisors: Trent Hinek, Larry Olson, Oakley Rathbun, Adrian Ludens and Crissy Ludens. They were asked to read the requirements and respond to the email that they read them. This information had been previously presented at a SDBA Summer Executive Conference, covering compliance issues, documentation and steps to maintain accurate files and timely reporting.