

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, 2017 to December 1, 2018 (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, 2017 to December 1, 2018

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. Digital Media Developer/Web Developer	Indeed	4
2. Account Executive	Indeed	24
3. Account Executive	Radio announcements	24
4. Account Executive	Radio announcements	24
5. On-Air Programmer	Indeed	5

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2017 to December 1, 2018

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. Indeed	4	Digital Media Developer/Website Developer
2. Indeed	24	Account Executive
3. Radio-on air announcements	24	Account Executive
4. Radio-on air announcements	24	Account Executive
5. Indeed	5	On-Air Programmer-KKLS

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) Becky Geffre 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 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
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	Indeed Indeed.com

Appendix 3

Annual EEO Public File Report

Period Covered: December 2, 2017 to December 1, 2018

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKM (FM), KOUT (FM), KRCS (FM), KFVS (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 14, 2018 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 Mark Houston, KOUT Program Director; Adrian Ludens, KFVS Program Director; Kevin Phillips, KMKM Program Director; Brian Maruska, Digital Sales Manager; and MaryAnne Whittle, General Manager. Oakley Tye, KRCS Program Director and Kevin Phillips, Morning personalities 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 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 have had no interns this year.
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 April 3, 2018, Emma Meisenheimer job shadowed Brad Anderson on KKLS from 7am until 11am. On April 6, 2018, Gabriel Zerbst job shadowed at KBHB from 8am until noon with Gary Matthews, Bob Looby and Francie Severson. On October 8, 2018, Justin Green job shadowed at KBHB from 8am until 12:20pm with Gary Matthews, Bob Looby and Francie Severson.
4. Provide Education About Broadcasting (72-2080(c)(2)(v)) – On January 19, 2018, Brian Maruska spoke at the SD CEO Entrepreneurial Boot Camp on radio and digital marketing. On January 26,

2018, Brian Maruska spoke to The OWN on digital marketing. We also gave a station tour at the KBHB site on May 1, 2018, to Union Center School 4th and 5th graders.

5. Supervisor/Manager Human Relations Department Training (73-2080(c)(2)(xiv)) – We have Program Director meetings weekly to discuss different topics. On February 22, 2018, MaryAnne Whittle and Brian Maruska participated in a class “Lead On! (Like a Boss)” which was put on by the Rapid City Chamber of Commerce. Speaker was Helen Usera and the class topic was making the change from co-worker to boss. On September 15, 2018, MaryAnne Whittle and Brad Jurgensen attended the SDBA Management Training Leadership Conference at the Lodge at Deadwood. Speaker was Derron Steenbergen and the class was “Managing and Motivating a Distracted, Overwhelmed Sales Force.”
6. Supervisor/Manager Awareness Briefing: EEO Training for Broadcast Management (73.2080(c)(2)(xiv)) – On November 30, 2018 MaryAnne Whittle emailed the EEO requirements to the following supervisors: Mark Houston, Kevin Phillips, Oakley Rathbun, Brad Anderson and Adrian 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.

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. Black Hills Regional Job Fair Board – MaryAnne Whittle
7. The OWN Board – MaryAnne Whittle
8. Pennington County Toys for Tots Coordinator – MaryAnne Whittle

Mark Bruch won the Key City Award at the Sturgis Chamber Banquet. This is the highest award for a person, business or organization whose spirit and attitude exemplifies the best of business, community and family and has shown an overall concern and contribution to the community and Chamber.

Gary Maki was awarded the Tom Brokaw Award that recognizes excellence in broadcasting in September of 2018.