

RUSHMORE MEDIA COMPANY
ANNUAL EEO PUBLIC FILE REPORT
FOR “OPTION A” BROADCAST STATIONS

The purpose of this Annual EEO Public File Report for “Option A” Broadcast Stations (this “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 station employment unit (the “Station Employment Unit”) which is comprised of the following broadcast stations: KOTA-TV(ABC),KHSD-TV (ABC), KSGW-TV (ABC), KKMK-FM, KOUT-FM, KRCS-FM and KFXS-FM in Rapid City, South Dakota, Lead, South Dakota, and Sheridan, Wyoming (the “Reporting Stations”) and is intended to be placed in the public inspection files, and on the web site, if any of the Reporting Station by the applicable Commission deadline.

The information contained in this Report covers the time period from December 1, 2013 to, and including, November 30, 2014 (the “Reporting Period”).

Under the Commission’s EEO Rules, the Station Employment Unit has elected Option A, “Supplemental Recruitment Measures” for the Reporting Station for the duration of the Reporting Period.

The Commission’s EEO Rules require that this Report contain the following additional information:

- 1 A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
- 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 Commission’s EEO rules, 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 Reporting Period;
- 4 Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting 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 Commission’s EEO Rules during the Reporting period.

Since some of the information required for this Report is duplicative, the Station Employment Unit has developed the attached set of Appendices, which, in the aggregate, contain all of the information believed to be required under the Commission’s EEO Rules.

For the purposes of this Report, a vacancy was deemed “filled” not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person or over the telephone.

This Report was prepared on November 30, 2014.

Prong 3: The following is a list of outreach initiatives undertaken by the Reporting Station during the Reporting Period.

CAREER FAIRS & COMMUNITY OUTREACH

March 5, 2014 – Black Hills Regional Job Fair – New Rushmore Radio sponsored Job Fair. Advertisements for Job Fair ran from the months of December 2013 through March 2014. In total, 1,250 ads were run, valued at \$21,500.00.

March 5, 2014 – Black Hills Regional Job Fair – New Rushmore participated in the Black Hills Regional Job Fair. Those hiring managers and employees in attendance were: Mark H., Kurt S., Adrian L., MaryAnne W., Michael G., Derek S., Chris K., and Toni K.

Additionally, an “Equal Employment Opportunity” ad was run on KOTA, KHSD and KSGW for a total of 218 times and a total of over 2,220 time on all four radio stations.

COMMUNITY INVOLVMENT

Rushmore Media Company has several employees representing the station by serving on local committees and boards. Those groups include:

- Commissioners on the Rapid City Human Relations Commission
- Rapid City Downtown Association Membership committee
- Rapid City Chamber Ambassadors
- Rapid City Chamber Military Affairs member
- Rapid City Pumpkin Festival committee
- EAFB Dakota Thunder committee member
- Community Services Connection in Rapid City; Committee member
- Dakota Horizons Girl Scouts Rapid City fundraiser Purses with a Purpose
- Custer Chamber Visitor Promotion Committee; Custer, SD
- Custer Arts Council Fundraiser committee member; Custer, SD
- Hill City Chamber member; Hill City, SD
- Hot Springs Chamber member; Hot Springs, SD
- RC School Board and on several committees for RCAS
- Volunteers of America; Rapid City division
- North Rapid Civic Association; Rapid City
- BH Back Country Horsemen, which meets in Rapid City, whose mission is to keep trails in the hills open, logging tens of thousands of dollars of in the Black Hills and Badlands each year. .
- Salvation Army Women's Auxiliary of the Black Hills based in Rapid City Strengthening Families Committee, Rapid City
- Publicity chair for The Rush Crew
- Boy Scouts of America - Rapid City Council board member, Council President, Silver Beaver Award, God & Country
- Optimist International- Rapid City Board member, Club President
- Optimist International - District (North & South Dakota, Minnesota & Manitoba) Lt. Governor & Governor

- United Way- Rapid City - Board Member
- Rapid City Library Trustee & Trustee President
- South Dakota Library Trustee & Trustee V. President
- Member of the Zonta Club, Rapid City, SD
- Children's Miracle Network Advisory Committee
- Children's Miracle Network Great Black Hills Duck Race Chairman
- Member: Rapid City Civic Center Expansion Future Committee
- Member: Rapid City Sports Hall Of Fame Committee
- United Way of The Black Hills
- Regional Health Board
- Rapid City Regional Hospital Foundation Board (chair)
- SD Broadcasters Association Board
- Black Hills Playhouse Board
- Black Hills Power Citizen Advisory Board
- Black Hills Regional Community Foundation Board
- Masonic Groups: Job's Daughters International; Order of the Eastern Star; Daughters of the Nile
- Black Hills Writers Group
- Zion Lutheran Church Board of Directors
- Black Hills Motorcycle Show Committee
- Dakota Territory HOG Rally Committee and the Black Hills Area Bikers
- Coach at Harney Little League - Rapid City
- Willow Park Project – Rapid City
- NeighborWorks Dakota Home Resources. Rapid City
- The Children's Miracle Network
- Business Networking Group (BNI) Rapid City Morning Chapter
- Toys for Tots
- YMCA, Rapid City Sports Council
- Rapid City Officials Club, Corner Stone Mission
- Walk for Warmth
- Leadership Rapid City class of 2014

Events Attended by Rushmore Media Company Employees Include:

- EMCee for the Car Show in July put on by Downtown Rapid City.
- EmCee of a fund-raising auction in April at Mt. Rushmore for the Boys and Girls Clubs of the Black Hills (based in Hill City).
- Public Address Announcer: South Dakota School Of Mines and Technology Athletics
- Public Address Announcer: Rapid City Central High School Athletics
- Love Inc Annual Banquet Table Host and Annual Fundraiser at Murphy's - Rapid City, SD

STATION TOURS / STATION VISITS

As a service to our community, Rushmore Media Company offers free station tours to schools and organizations in our viewing area. These tours and visits are designed to allow classes, families, and individuals the opportunity to observe the internal workings of a television station and how the news is delivered on air while allowing them to watch a live newscast and have any questions answered.

April 2014 – Western Dakota VoTech Communications Class

June 2014 – SD GEARUP (Gaining Early Awareness and Readiness for Undergraduate Programs) were given a tour and radio spot production lesson from Rushmore Media Company.

August 2014 – Ellsworth Air Force Base Early Education Program

INTERNSHIP PROGRAMS

Rushmore Media Company has an internship program available to college students. This program is designed to allow students to apply their formal course work in a day-to-day setting and to provide an opportunity to acquire the skills needed for broadcast employment. Our internship opportunities are available in the following departments: Operations, News, and Promotions. Available internships are posted on our website. We have hosted 4 interns during this reporting period.

JOB SHADOWING PROGRAM

Rushmore Media Company offers a Job Shadowing program available to High School students. This program is designed to provide an opportunity to learn the skills and responsibilities associated with broadcast employment through hands on experience. Rushmore Media Company hosted 4 job shadow students during the reporting period.

UPPER LEVEL JOB OPENING RECRUITMENT EFFORTS

Rushmore Media Company lists its upper-level job openings in a job bank or a newsletter of media trade groups whose memberships include a substantial participation of women and minorities.

INTERNAL TRAINING PROGRAMS

Rushmore Media Company has several training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Additionally, employees are encouraged to cross-train inside and outside their home departments in order to acquire new skills to prepare them for advancement opportunities. As a result: Penny L., Josh C, and Christopher B., were promoted this reporting period.

OUTSIDE TRAINING PROGRAMS

Rushmore Media Company holds periodic training sessions designed to develop the management skills of supervisory and management level personnel. All employees receive a login and have free access to Lynda.com to conduct personalized training at will.

All management and supervisory level employees are required to participate in the Schurz Communications, Inc. Supervisory and Leadership training program. Training courses offered through this program are:

The Model Leader

Leadership Essentials: Motivating Employees

Effective Interfunctional Relationships

A Primer for Ensuring Accountability

Leadership Essentials: Building Your Influence as a Leader

Leadership Essentials: Leading with Emotional Intelligence

Leadership Essentials: Leading Innovation
Managing for High Performance
Managing Managers
Recognizing a Leader
Leading by Enabling
Effective Relationships with Business Partners
Improving Your Emotional Intelligence Skills: Self-awareness and Self-management
Taking on a Management Role
Becoming a Manager: Responsibilities and Fears
Becoming a Manager: Leading and Communicating
A New Manager and the Company's Future
Communication Leadership
Leadership and Change
Leadership Essentials: Leading Business Execution
Tomorrow's Managers' Competencies
Managing as Coach and Counselor
Giving Feedback
Rightful Employment Termination
Equal Employment Opportunity and Discriminatory Practices
FMLA Leave and More: An Overview of Legally Protected Leave
Understanding the Americans with Disabilities Act (ADA)
Fair Labor Standards Act (FLSA)
Employee Sexual Harassment Awareness
Supervisor and Manager Sexual Harassment Awareness
Workplace Harassment for Supervisors and Managers
Workplace Harassment for Employees
Using Feedback to Improve Team Performance

In an effort to help prepare employees for advancement opportunities, Rushmore Media Company also sends employees to outside training and industry specific conferences and utilizes various online training webinars and internal training sessions to enhance their technical skills, managerial skills and industry knowledge. The following seminars and conferences were attended in this reporting period:

February 18, 2014 – Political Broadcasting Rules and Strategies. Those in attendance were Lia G., MaryAnne W., Michael G., Todd H., Lisa S., Steve D., Penny L., Barb I., Patrick M., Dean K., and Toni K.