

KDSN Radio - KDSN (AM) 1530, KDSN FM 107.1
Denison, Iowa
Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080 (c) (6) of the FCC's EEO Rule.

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

KDSN (AM), Denison, Iowa, and
KDSN-FM, Denison, Iowa

The information contained in this Report covers the time period beginning September 21, 2012 to and including September 20, 2013*

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of 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 73.2090 (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 by each recruitment source utilized in connection with such vacancies.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080 (c) (2) of the FCC Rules.

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

* FCC policy permits the Employment Unit to close the reporting period up to 10 days prior to the EEO public report deadlines and the Employment Unit is adopting this approach going forward.

Annual EEO Public File Report Form

Covering the Period from September 21, 2012 to and including September 20, 2013

***Stations comprising Station Employment Unit: KDSN(AM), Denison IA; and
KDSN-FM, Denison, IA***

Section 1: Vacancy Information:

	<i>Full-time Positions filled by Job Title</i>	<i>Recruitment Source</i>
1	AM Announcer (Oct. 2012)	Brown College
2	Flex Announcer (Dec. 2012)	Brown College
3	Sales Representative (Feb 2012)	Morningside College
4	Sales Representative (Feb 2012)	Iowa Workforce Development
5	Sales Representative (May 2013)	Iowa Workforce Development
6	Sales Representative (Sep 2013)	Iowa Workforce Development

Section 2: Recruitment by Vacancy

Total number of Persons interviewed during the Applicable Period: 5

Vacancy 1 – AM Announcer

Referral source of hiree: Brown College

Notices sent to:

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey, 1-651-905-3434	2
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa 51106, Dave Madsen 1-712-274-5000	0
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa 50325 Sue Toma	0
*	Iowa Workforce Development, 619 North Carroll Street, Carroll, Iowa 51401, 1-712-792-2685	0
*	Iowa Central Community College, One Triton Circle, Fort Dodge, Iowa 50501 1-800-362-2793	0
	KDSN Radio Stations Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-3141	0
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

* Indicates sources that have requested notification of job openings

Vacancy 2 – Flex Announcer

Referral source of hiree: Brown College

Notices sent to:

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey, 1-651-905-3434	1
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa 51106, Dave Madsen, 1-712-274-5000	1
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa Sue Toma	0
*	Iowa Workforce Development, 619 North Carroll Street, Carroll, Iowa 51401 1-712-792-2685	0
*	Iowa Central Community College, One Triton Circle, Fort Dodge, Iowa 50501 1-800-362-2793	0
	KDSN Radio Station Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-3141	0
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

* Indicates sources that have requested notification of job openings

Vacancy 3 – Sales Representative

Referral source of hiree: Morningside College

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey 1-651-905-3434	0
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa, 51106 Dave Madsen 1-712-274-5000	1
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa 51401 Sue Toma	1
*	Iowa Workforce Development 619 North Carroll Street, Carroll, Iowa 51401 1-712-792-2685	1
*	Iowa Central Community College, One Triton Circle, Fort Dodge, Iowa 50501 1-800-362=2793	0
	KDSN Radio Station Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-3141	0
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

* Indicates sources that have requested notification of job openings

Vacancy 4- Sales Representative

Referral source of hiree: Iowa Workforce Development

Notices sent to:

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey 1-651-905-3434	0
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa, 51106 Dave Madsen 1-712-274-5000	1
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa 51401 Sue Toma	1
*	Iowa Workforce Development 619 North Carroll Street, Carroll, Iowa 51401 1-712-792-2685	1
*	Iowa Central Community College, One Triton Circle, Fort Dodge, Iowa 50501 1-800-362=2793	0
	KDSN Radio Station Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-3141	0
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

* Indicates sources that have requested notification of job openings

Vacancy 5- Sales Representative

Referral source of hiree: Iowa Workforce Development

Notices sent to:

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey 1-651-905-3434	0
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa, 51106 Dave Madsen 1-712-274-5000	1
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa 51401 Sue Toma	1
*	Iowa Workforce Development 619 North Carroll Street, Carroll, Iowa 51401 1-712-792-2685	1
*	Iowa Central Community College, One Triton Circle, Fort Dodge, Iowa 50501 1-800-362=2793	0
	KDSN Radio Station Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-	0

	3141	
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

*** Indicates sources that have requested notification of job openings**

Vacancy 6- Sales Representative

Referral source of hiree: Iowa Workforce Development

Notices sent to:

	<i>Recruitment Source (Name, Address, Telephone Number, Contact Person)</i>	<i>Interviewees Referred</i>
*	Brown College, 1440 Northland Drive, Mendota Heights, Minnesota 55120, Matt Garvey 1-651-905-3434	0
*	Morningside College, 1501 Morningside Avenue, Sioux City, Iowa, 51106 Dave Madsen 1-712-274-5000	0
*	Iowa Broadcast Association Website, PO Box 71186, Des Moines, Iowa 51401 Sue Toma	0
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	KDSN Radio Station Websites, 1530 Ridge Road, Denison, Iowa 51442 Michael Dudding 1-712-263-3141	0
*	Northwest Missouri State, 800 University Drive, Maryville, Missouri 64468 1-660-562-1127	0

*** Indicates sources that have requested notification of job openings**

Section 3: Supplemental Recruitment Activities

1. **Business-Educator Program:** The Employment Unit participated in a school based program from the 2012-2013 school year that brings together local businesses with local students in Grades 1 through 4. Employment personnel met monthly with a local 2nd Grade Class and described the radio industry and careers in broadcasting. The purpose of the program is to illustrate to students various career opportunities in the local business community. Our class toured the KDSN Studios and learned about different radio job possibilities.

Date: On Going

2. **2012-2013 Internship Program:** KDSN conducted our "High School" Internship program where High School Students from area school districts are invited to participating in our Internship Program. The program is designed to assist members of the community in acquiring skills needed for broadcast employment. Interns with KDSN are able to learn about the operation of an AM and FM control boards, learning the importance of transmitter readings, reading news, and becoming a D.J.. Our 2012-2013 Intern was from Denison High School.

Date: Various dates between September 1, 2012 and May 20, 2013

3. **Job Shadowing - School Class Days Programs:** 11 Area School Districts participated in sending Senior Class Representatives to the KDSN Studios. These students received "hands on" experience as announcer, reading news, weather, class biographies, and becoming DJ's from 6-10pm Friday evenings in April and May.

Dates: Fridays in April 2013 and May 2013

4. **KDSN Involvement in Community Events:** KDSN's Randy Grossman served as the Master of Ceremonies on Saturday March 23rd for the Denison Booster Club's Fundraiser.

Date: March 23, 2013

5. **KDSN Involvement in Community Events:** KDSN Radio participated in the Iowa Broadcasters Association campaign "Army National Guard" KDSN provided over 120 messages on both KDSN AM and KDSN FM 240 total messages

Date: Various Dates in March, April, May, August, and September of 2013



Federal Communications Commission
Washington, D.C. 20554

August 1, 2011

Dear Licensee:

1. In accordance with 47 C.F.R. § 73.2080(f)(4) of the Commission's rules, the station employment unit (the "Unit") that includes your above-referenced station (the "Station") has been randomly selected for an audit of its Equal Employment Opportunity ("EEO") program. A copy of Section 73.2080 of the Commission's rules is enclosed for your reference.

2. If the Unit is not required under our rules to have an EEO recruitment program due to the nature of its full-time workforce (having fewer than five full-time employees, defined as employees regularly assigned to work 30 hours a week or more), you must still respond to this audit letter. However, in your response, you are required only to provide a list of the Unit's full-time employees, each noted by job title, the number of hours each is regularly assigned to work per week, and a response to Question 3(e) below. Also, in formulating your response, please see Questions 4(a)-(d) below regarding brokers and brokered stations for instructions for situations in which the applicable employment unit has fewer than five full-time employees.

3. **Audit Data Requested.** If the Unit employs five or more full-time employees (and all units, for Question 3(e)), provide the following information in your response to this letter, including an explanation regarding any requested information that you are unable to provide:

(a) Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not included on or linked to on each of these websites, indicate each station involved and provide an explanation of why the report is not so posted or linked, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided.

(b) For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). Include copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii).

(c) In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports.

(d) Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the

Assistant Chief, Policy Division

Media Bureau

FCC

My direct line is 202-418-1456.

From: mdudding@frontiernet.net<<mailto:mdudding@frontiernet.net>>
[mdudding@frontiernet.net<<mailto:mdudding@frontiernet.net>>]

Sent: Tuesday, March 05, 2013 6:44 PM

To: Lewis Pulley

Subject: March 15th visit

Dear Mr. Lewis Pulley:

In my 39 year broadcast career, I have always had the utmost respect for the Federal Communications Commission, never a violation, and most importantly, understand the purpose of my license to broadcast.

When I received a telephone call from Estella Salvatierra about a possible EEO Audit violation in the fall two years ago, I was surprised. It was explained to me by Ms. Salvatierra that I violated the "90-day" rule of section 73.2080. I was told my violation was hiring two individuals whose resumes I had kept on file for more than 90 days.

KDSN (AM) and KDSN (FM) is in a rural area in the state of Iowa and the state of the economy covered by the EEO audit was not good and qualified people were losing their jobs. There was very little hiring being done locally. Therefore, I reverted to resumes I had on file.

Mr. Pulley, this 90-day rule might make sense for a larger market, or in another context where applicants not selected for a job are able to get other jobs in the meantime. But the 90-day rule is just a guideline and should not be blindly applied, particularly in their instance given the locations of KDSN (AM) and KDSN (FM) and the likelihood that people in this community would continue to remain unemployed past 90 days.

Two years ago, I lost my farm director through suicide. His position was filled by a current on-staff member of KDSN. This replacement left KDSN last October. KDSN,



Federal Communications Commission
Washington, D.C. 20554

JUN 20 2013

Michael Dudding
Owner/General Manager
Mikadety Radio Corporation
1530 Ridge Road
PO Box 670
Denison IA 51442

Re: KDSN(AM), Denison, IA (Fac. ID # 39380)
KDSN-FM, Denison, IA (Fac. ID # 39381)

Dear Mr. Dudding:

We have completed our review of the response of Mikadety Radio Corporation, licensee of the above-noted stations, to the August 1, 2011 random audit letter sent to it in accordance with the provisions of 47 C.F.R. § 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find that no further action is required. In accordance with Section 73.3526(e)(10) of the Commission's rules for commercial stations or Section 73.3527(e)(11) for noncommercial stations, the licensee must place copies of this letter, our August 1 audit letter, and its audit response in the public inspection files of the stations. The licensee must maintain these materials in the files until the next grant of the renewal application, by final order, of the license for the station to which the file relates.

Should you have any questions concerning this matter, you may call the EEO staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau