

Annual EEO Public File Report Form
KDLS AM; KGRA FM & KKRF FM
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 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KDLS-AM, Perry, IA; KGRA-FM, Jefferson, IA & KKRF-FM, Stuart, IA 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 October 1, 2022 to and including September 30, 2023 (the “Applicable Period”).

The FCC’s 2002 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire 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 have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

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

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Covering the Period from October 1, 2022 to September 30, 2023

Station(s) Comprising Station Employment Unit: KDLS-AM, KGRA-FM, KKRF-FM

Selection 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Total Number of Interviewees from all sources for this position
1	Stuart Account Executive #1	Indeed.com	7
2	Stuart Account Executive #2	Indeed.com	1
3	Perry Account Executive #1	Indeed.com	3
4	On-Air / Production / Sports	Indeed.com Indeed.com Indeed.com	7
5	Asst. General Manager/Perry Sales	Media Staffing Network	2

Total Number of Persons Interviewed During Applicable Period: 20

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which this Source Was Utilized
1	Indeed.com	18	Stuart Account Executive #1 Stuart Account Executive #2 Perry Account Executive #1 On-Air/Production/Sports
2	lowabroadcasters.com	0	Stuart Account Executive
3	Raccoon Valley Radio	0	Stuart Account Executive #1 Stuart Account Executive #2 Perry Account Executive #1
4	Ziprecruiter.com	1	On-Air/Production/Sports
5	Staatalent.com	0	On-Air/Production/Sports
6	Media Staffing Network PO. Box 4064 Greensboro, NC 27404	1	Asst. General Manager/Perry Sales
7			
8			
9			
10			
11			
12			

Total 20

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

We made 7 hires during 2022-2023.

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

by KDLS-AM, KGRA-FM & KKRF-FM

Description of the activities.

- At our Monthly End of Month Managers meeting, the owner, designated SEU's and company General Managers we discuss and evaluate our EEO discuss our current EEO program and practices. All procedures were scrutinized with no changes deemed needed at this time.
- December 8, 2022, John McGee General Manager of Raccoon Valley Radio gave an Open House Tour and Discussion in Jefferson to 20 business owners in Jefferson. Topics included to Careers in Broadcasting and responsibilities of Journalists & our Account Executive, as well as discussion on the Radio Industry as a whole and where the industry is heading.
- December 15, 2022, Raccoon Valley Radio Hosted Robbie Lake, a student at Adair-Casey/Guthrie Center to shadow our On-air and New operations to learn more about careers in Broadcasting. He was at the station from 6am to 4pm
- January 15, 2023, John McGee General Manager of Raccoon Valley Radio gave a tour of the station to 4 Adel Desoto Minburn students who are part of their Radio News Speech Team. He then taught them how to use the station equipment to record and edit their Radio News speech content.
- February 18, 2023 Mailed Applications for Business and Broadcast Scholarships to 10 area high school counselors. Schools included Perry, Greene County, Paton-Churdan, Woodward Granger, A-D-M, West Central Valley, Adair Casey/Guthrie Center, Panorama, Nodaway Valley, Winterset. We ran 30 second announcements promoting our Broadcasting Scholarships.
- April 19, 2023 John McGee General Manager of Raccoon Valley Radio give Careers in Broadcasting Presentation to Adair-Casey/Guthrie Center High School classes. Topics included Careers in Broadcasting and responsibilities of Journalists. A demonstration in news recording and editing was also given to 3 different classes of about 25 students each.
- April 20, 2023 Company SEU, Jim Butler attended and participated in a Spring Job Fair at the Quincy Place Mail in Ottumwa Iowa and sponsored by Iowa Works. There were approximately 21 area businesses in attendance. The crowd of potential employees was very Sparse. The people who stopped by were given applications and a list of potential career opportunities in the Broadcast Industry. The event took place from 2:00 – 4:00PM
- April 27, 2023 John McGee General Manager of Raccoon Valley Radio give Careers in Broadcasting Presentation during a Careers and Job Fair Open House at West Central Valley High School in Stuart. Topics included Careers in Broadcasting and responsibilities of Journalists. Questions were answered. The event was open to all 9th through 12th Graders.
- May 1, 2023 Awarded 2 Business and Broadcasting Scholarships. Applications were mailed to 10 area high schools in February and applications were also

- available online at raccoonvalleyradio.com with on air promotional announcements airing February 1 – April 15, 2023. We received 14 applications.
- May 3, 2023 John McGee General Manager of Raccoon Valley Radio & Shawn Kenney Sales Manager attended a Des Area Community College VanKirk Career Academy Job Fair and answered questions about Careers in Broadcasting and responsibilities of Journalists. It's estimated that 250 people attended.
 - June 20, 2023, Company SEU Jim Butler along with Raccoon Valley Radio General Manager John McGee attended an Iowa Broadcasters Association Seminar held in Altoona Iowa. At this seminar, we attended a workshop that was hosted by Attorney David Oxenford where we discussed the EEO Process and procedures. We attended to learn about any changes to the EEO policy and procedures and to ask questions regarding any issues. Mr. Oxenford answered all questions and provided more insight as to the requirements by each station.
 - August 18, 2023 Doug Rieder, Sports Play by Play Announcer for Raccoon Valley Radio attended a Teacher Appreciation Open house. He hosted a booth where we were allowed to explain how our radio station serves our communities, and discuss the various careers in broadcasting.
 - June 2023-August 2023 4-H Recording: Prior to each County Fair for Adair, Dallas, Greene, and Guthrie Counties we reached out to the local 4-H clubs and recorded local 4-H participants to inform the public about their 4-H projects. Participants learned about recording digital audio and how we edit and produce commercials and other station promotional announcements.
 - Raccoon Valley Radio had one paid internship (part-time) from May 22, 2023 to August 4, 2023. This individual assisted with production, on-air operations, Sports story writing and play by play sports.