

# 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, 2021 to December 1, 2022 (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 and data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period;
2. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies;
3. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Sections 1, 2 and 3 which follow provide the required information.

Section 1

Annual EEO Public File Report

Period Covered: December 2, 2021 to December 1, 2022

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
Web Developer	<a href="http://www.indeed.com">www.indeed.com</a>	7
Sales Coordinator	<a href="#">walk in</a>	8
Sales Coordinator	<a href="http://www.indeed.com">www.indeed.com</a>	8
Cast Member/On-Air	<a href="http://www.indeed.com">www.indeed.com</a>	7
Cast Member/On-Air	<a href="http://www.thehomeslicegroup.com">www.thehomeslicegroup.com</a>	7

Section 2

Annual EEO Public File Report

Period Covered: December 2, 2021 to December 1, 2022

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KMKM (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
HomeSlice Website	2	Web Developer
Indeed	4	Web Developer
Word of Mouth	1	Web Developer

HomeSlice Website	2	Sales Coordinator
Indeed	5	Sales Coordinator
Walk In	1	Sales Coordinator

HomeSlice Website	4	Cast Member/On-Air
Indeed	3	Cast Member/On-Air

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) 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 Department of Labor 111 New York Street Rapid City, SD 57701	SD School of Mines & Technology 501 E. Saint Joseph Street Rapid City, SD 57701	SD State University PO Box 511 Brookings, SD 57007
University of South Dakota Career Development Center 414 Clark Vermillion, SD 57069		

## Section 3

### Annual EEO Public File Report

Period Covered: December 2, 2021 to December 1, 2022

Stations Comprising Employment Unit: KKLS (AM), KBHB (AM), KKMK (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 9, 2022 the region's largest job fair was held at The Monument 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 HomeSlice Media Group 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 MaryAnne Whittle, VP of Operations; Taryn Edlund, Comptroller; Todd Holen, Sales Manager; Kelsey Kinney, Director of Media Strategy; Toni Kinney, owner and Brad Jurgensen, President/General Manager. Crissy Davies, KRCS morning personality and Amy Rose, KKMK/KOUT 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 paid and 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. Dylan Haskell interned with HomeSlice Media helping on-air staff do different promotions and participating in day to day processes from May 18, 2022 to August 13, 2022 for South Dakota State University.
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. There were two job shadows...one on October 12, 2022, with Riley Tibbs, a Dupree High School student, job shadowed Brandon Jones and Amy Rose learning the software Adobe Audition and learning how run equipment on the radio; and one on August 19, 2022, with Micah Ortiz, a Black Hills State University student, job shadowed Gary Maki learning broadcasting on Scooper Soccer games.

4. Provide Education About Broadcasting (72-2080(c)(2)(v)) – On June 27, 2022, Dean Taylor and MaryAnne Whittle gave a tour of the radio stations to Dakota Dreams Summer Camp. In September of 2022, Dean Kinney spoke at the Sturgis Kiwanis about radio and its impact on the community. On November 20, 2022, Brandon Jones gave a tour of the radio stations to Girl Scout Troop 75107.
5. Supervisor/Manager Human Relations Department Training (73-2080(c)(2)(xiv)) – We have Department Head Meeting weekly to discuss operations. On September 26-27, 2022, Brad Jurgensen and Todd Holen attended the SD Broadcasters Association Leadership Conference and Training.

Community Involvement:

HomeSlice Media has owners and employees representing the station by serving on local committees and boards. Those groups include:

1. Small Business Development Center Advisory Board – Dean Kinney
2. Greater Sturgis Foundation Board – Dean Kinney
3. Black Hills Community Economic Development Board – Dean Kinney
4. Sturgis Camaro Rally Board – Mark Bruch
5. Downtown Sturgis Foundation Board – Mark Bruch
6. Meade County Rural Ambulance Board – Mark Bruch
7. Sturgis Volunteer Fire Department Board – Mark Bruch
8. Black Hills Works Board – Brad Jurgensen
9. Elevate Rapid City Board – Brad Jurgensen
10. South Dakota Broadcasters Association Board – Brad Jurgensen
11. Rapid City Public School Foundation – Brad Jurgensen
12. Black Hills Advertising Federation – Brad Jurgensen
13. Pennington County Toys for Tots Coordinator – MaryAnne Whittle
14. Walk for Warmth/Rapid City Committee – MaryAnne Whittle
15. Black Hills Regional Job Fair Board – MaryAnne Whittle
16. United Way Board – Taryn Edlund
17. Police Athletic League Board – Taryn Edlund