

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 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, 2006 to December 1, 2007 (the “Applicable Period”). The FCC’s 2002 EEO Rule requires that this report contains 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, 2006 to December 1, 2007

Stations Comprising Employment Unit: KKLS(AM), KBHB(AM), KKMK(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 Interviewees from All Sources for This Position
1. On Air Personality KOUT	Allaccess.com	6
2. Program Director KFXS	Main Street Tattler	18
3. Program Director KRCS	Main Street Tattler	18
4. On Air Personality KFXS	Conclave Job Fair	9
5. On Air Personality KBHB	On-air announcement	6
6. Webmaster	Regionalhelpwanted.com	6
7. On Air Personality KFXS	Main Street Tattler	7

New Rushmore Radio, Inc.

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2006 to December 1, 2007

Stations Comprising Employment Unit: KKLS(AM), KBHB(AM), KMKM(FM), KOUT(FM), KRCS(FM), KFXS(FM)

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided	Full-time Positions for Which This Source Was Utilized During This Period
1. Conclave Job Fair Karol Baumeister karolb@browncollege.edu	6	On Air Personality KFXS
2. All Access Joel Denver jdenver@allaccess.com	1 7 7 2 4	On Air Personality KOUT Program Director KFXS Program Director KRCS On Air Personality KBHB On Air Personality KFXS
3. Mainstreet Marketing & Promotion 4517 Minnetonka Blvd. #104 Minneapolis, MN 55416 (952) 927-4487 tomk@main-st.net www.main-st.net	1 5 5 2	On Air Personality KOUT Program Director KFXS Program Director KRCS On Air Personality KFXS
4. One Stop Career Center SD Works Online Penny Kutz 111 New York Street Rapid City, SD 57701 (605) 394-2296 nhjobs@state.sd.us.	3 1	On Air Personality KBHB Webmaster
5. blackhillsregionalhelpwanted.com	1	Webmaster
6. Professional References and Internal Candidates	1 1 1 3	On Air Personality KOUT Program Director KFXS Program Director KRCS On Air Personality KFXS

	1	Webmaster
7. Station On Air Announcements KKLS(AM), KBHB(AM), KKMK(FM), KOUT(FM), KRCS(FM), KFXS(FM) Contact: GM Lia Green (605) 343-6161	1 5 5 1	On Air Personality KOUT Program Director KFXS Program Director KRCS On Air Personality KBHB
8. Rapid City Journal cori.butler@rapidcityjournal.com	1 1 1	On Air Personality KOUT On Air Personality KFXS Webmaster
9. rcjournal.com cori.butler@rapidcityjournal.com	2	Webmaster
10. Red and Nater Forum redandnater.com	1	On Air Personality KOUT

New Rushmore Radio, Inc.

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 stations to be added to the list.

**Native American Public
Telecommunications**

Career Services
P.O. Box 83111
Lincoln, NE 68501

**University of South Dakota -
Vermillion**

Michelle Van Maanen Ed. D
Career Development Center
414 Clark
Vermillion, SD 57069

**Emma L. Bowen Foundation
For Minority Interests in Media**

1299 Pennsylvania Ave. NW
11th Floor
Washington, DC 2004

KINI Radio

P.O. Box 419
St. Francis, SD 57572

Northern Hills One Stop Job Center

Clyde Schwarting
1300 North Avenue
Spearfish, SD 57783-1525

**South Dakota One Stop Career
Center**

Deb St. Pierre
111 New York Street
Rapid City, SD 57701

Brown Institute

Karol Baumeister
JoAnne Conner (Web)
1440 Northland Drive
Mendota Heights, MN 55120

Black Hills State University

Eileen Thomas
1200 University Street
Spearfish, SD 57799
(800) 255-2478
www.bhsu.edu/postings

Career Learning Center

Josee Suess
730 E. Watertown Street
Rapid City, SD 57701

Snelling and Snelling

KJ Shawda
Suite 101
1508 Mtn. View Road
Rapid City, SD 57702

**South Dakota School of Mines and
Technology**

Darrell Sawyer
501 E. St. Joseph Street
Rapid City, SD 57701

The Academy

Don Erickson
12901 Hwy 34
Sturgis, SD 57785

**Columbia University Journalism
School**

Melanie Huff
www.jrn.columbia.edu/careers/
***NEWS OPENING ONLY!!!

**California Chicano News Media
Association & Indigenous Broadcast
Center**

Letters were returned.

Skills Development Center

Kristy Torgerson
111 New York Street
Rapid City, SD 57701

National American University

Peggy Schlechter
321 Kansas City Street
Rapid City, SD 57701

South Dakota State University

Mary Peterson Arnold
Box 511
Mendary Commons
Brookings, SD 57007

Communication Services for the Deaf

Brenda
150 Knollwood Drive
Rapid City, SD 57701
(605) 394-2544

Community Alternatives of the Black Hills Susan Sherman 5025 South Highway 79 Rapid City, SD 57701		
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Appendix 3

Annual EEO Public File Report

Period Covered: December 2, 2006 to December 1, 2007

Stations Comprising Station Employment Unit: KKLS(AM), KBHB(AM), KMKM(FM), KOUT(FM), KRCS(FM), KFXS(FM)

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

New Rushmore Radio, Inc., 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 21st 2007, the region’s largest job fair was held at the Rushmore Plaza Civic Center in Rapid City, South Dakota. The Stations were co-sponsors, provided live broadcasts, manned a booth and spoke to interested parties about careers in radio. The Stations were represented by Kay Duda, Office Manager, Michael Goodroad, Director of Sales, Mark Houston KOUT Program Director, Dean Kinney, Station Manager for KBHB in Sturgis, Toni Kinney, Office Manager for KBHB, Lia Green, President of Rushmore Radio. KRCS Evening personality, Maui, and KMKM Morning personality, Kevin Phillips also did live broadcasts from the event. Applications were accepted and distributed at the Fair. In addition, resumes were collected and filed for future openings. In addition to sponsoring the big regional job fair, Dan Larkin, Program Director for KFXS attend the Conclave Job Fair which is held every summer in conjunction with The Conclave, a radio industry learning conference. The Job Fair was held on Friday, June 29th. The Job Fair is open to all registered attendees of the Conclave. (approx. 500 people) It is also open free of charge to full-time students registered in a post secondary program. Dan Larkin interviewed over 30 attendees of varying levels of experience and conducted follow up interviews with eight of those attendees regarding future openings at New Rushmore Radio.

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 college credit to college students. Any college student is eligible to apply for the internships. The internships are available for the Spring, Summer, and Fall semesters. Each candidate is interviewed by the Stations’ Internship Coordinator and other Management at the Stations. The number of interns selected depends

upon the number of applicants and the projected workload during the internship period. Management at the Stations works with administrations at local 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. Brittany Heid, a communications student at BH State University contacted us in early October 2006 to work an on-air broadcast internship beginning in January of 2007.

3. Participation in a Job Shadow Program (73.2080(c)(2)(v)(i)). Learn and Serve America headquartered at the Jefferson Academy, a Rapid City Area Alternative High School requested we place two of their students with Rushmore Radio. The mission of Learn and Serve is to provide students an opportunity to develop a good work ethic and to learn practical academic and social skills in a realistic setting. Each student is required to volunteer 35 hours, keep a journal documenting the service and complete other academic assignments. In return for successful completion of these requirements, students will earn .5 elective credit that will help them reach their goal of high school graduation. In October Jessica Matt began learning about on-air broadcasting under the tutelage of Dan Larkin, KFXS Program Director, and Nicky Tracy began learning about front office organization and duties from Ronna Patterson. Julie Ward, Director of Partnership Rapid City contacted Rushmore Radio to become one of the “Partner” organizations. Partnership Rapid City’s mission is: to provide a mechanism through which schools, businesses, individuals and organizations can foster new learning experiences to heighten student’s awareness of opportunities in business and organizations; to promote learning experiences that put real life applications and relevancy into learning; and to promote business participation in the education of future employees and consumers. Rushmore Radio agreed to make personnel available to speak in the classroom, participate in an internship for High School Students, host a group tour to the station, and participate in job shadowing. From Spearfish Middle School, Cody Drolc participated in our Job Shadow Program. Job Shadow participants “shadow” employees of the Stations and participated in question and answer sessions regarding the every tasks associated with working in radio. In addition to High School Job Shadow participants, Stephany Beshara, a senior at Minnesota State, Mankato majoring in Communications Job Shadowed from Monday, January 8th, 2007 through Wednesday, January 10, 2007.
4. Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.(73.2080(c)(2)(iv)). On Friday, October 26th, Nellie Iron Quill, Transition Specialist from Little Wound School located on the Pine Ridge Indian Reservation and eight students toured Rushmore Radio. On Thursday, November 8th, Lia Green spoke to the Leadership Rapid City Class of 2007. The curriculum for that days learning opportunity was “Arts, Culture, and Media.” One of the most innovative and interesting outreach programs implemented by Rushmore Radio is our “Take a Listener to Work Day” on Magic 93.9. This very popular feature permits listeners to become more involved in the radio station and give them an opportunity to see what it’s like to be a morning radio show host, and if they would perhaps like a future in broadcasting. Each Friday a guest sits in with morning host, Kevin Phillips and takes phone calls, delivers the weather forecast, reads sports, help with comedy bits...everything you need to do on a morning radio show. There are no qualifications, jus the desire to be a part of radio. A complete list of participants is included in this document.
5. Supervisor/Manager Human Relations Department Training. (73.2080(c)(2)(xiv)). Presented by Barnes & Thornburg LLP on May 9, 2007 in Las Vegas, Nevada. Business Manager/HR Director MaryAnne Whittle attended. The following subjects were covered: Uniformed Services Employment and Reemployment Rights Act (USERRA); The New EEO-1Forms & Instructions; Title VII; The

Employee Free Choice Act dealing with Unions; Hiring, Discipline and the Federal Laws that Control advertisements, applications, interview questions, and reference checks; The basics of Family Medical Leave Act; Health Information Portability Accountability Act, (HIPPA); and Schurz Location Specific Security Policies.

6. Supervisor/Manager Awareness Briefing: EEO Training for Broadcast Management. (73.2080(c)(2)(xiv)). On July 19, 2007, David Oxenford of Davis Wright Tremaine LLP, Washington, D. C. presented a program at the SDBA Summer Executive Conference held at the Club House Hotel and Suites in Sioux Falls, SD covering compliance issues, documentation, and steps to maintain accurate files and timely reporting. A handout from this session is included in this document. The session was attended by Lia Green, President of New Rushmore Radio, Inc.