

Simmons Broadcasting/KNDK Inc. 2011 - 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 Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

| | | |
|-----------|--------------|-------|
| Call Sign | Community | FIN |
| KAOC FM | Cavalier, ND | 56712 |
| KYTZ FM | Walhalla, ND | 49019 |
| KXPO AM | Grafton, ND | 34475 |
| KAUJ FM | Grafton, ND | 34474 |
| KNDK AM | Langdon, ND | 35211 |
| KNDK FM | Langdon, ND | 35212 |

The information contained in this Report covers the Period from November 22, 2010 to, and including, November 21, 2011 (the "Applicable Period"). Simmons Broadcasting/KNDK Inc. filled **1 full time On-Air Announcer** position, **1 full time Account Executive** position, **1 full time Sales Assistant** position, **1 full time Sports Director** position and **1 full time Administrative Assistant** position during the Applicable Period.

As indicated below, Simmons Broadcasting, Inc. has developed a list of recruitment sources available for use upon the opening of a job position at the station in order to widely disseminate information regarding job openings to the community. No party or organization requested notification of job openings pursuant to Section 73.2080(c)(1)(ii).

In addition, during the applicable period, Simmons Broadcasting and KNDK Inc. engaged in the following non-vacancy specific activities:

1. Participation in the International Broadcasters Idea Bank Scholarship program. Each January and February Simmons Stations solicit requests from area college students to apply for a \$7500 scholarship made available through our association with the International Broadcasters Idea Bank and SESAC. The scholarship is awarded to a student currently attending a US college or university, in at least his or her second or third year and must graduate with a degree leading to a career in radio broadcasting.
2. During the summer of 2011 Simmons Broadcasting provided an internship program for a communications/marketing student attending The University of North Dakota at Grand Forks. In addition to the regular duties associated with the internship program, the student, at our company's expense, successfully completed the Radio Advertising Bureaus "Foundations Marketing Course". Based on such a positive experience, Simmons Broadcasting looks forward to offering this internship program again in the future.
3. Participation in the Langdon Area High School, School to Work Career Co-op. In this program we opened our doors to a local high school student who expressed a desire to learn about radio broadcasting. For a five month period the student shadowed station personnel, spending time in each of the various departments.
4. In September, Simmons Broadcasting in conjunction with the Wallhalla Public School offered a job shadow program. One Walhalla High School student spent an afternoon at the radio station observing our programming department.

Recruitment Source List:

In order to widely disseminate full-time vacancies, Simmons Broadcasting/KNDK Inc.. has identified the following recruitment sources to inform its community in the event of full-time vacancies at the stations:

1- Job Service North Dakota.

Rob Noblin 1501 28th Ave. S Grand Forks, ND

2- North Dakota Broadcasters' Association Job Bank.

Beth Helfrich, Exec. Director

P.O. Box 3178

Bismarck, ND 58502-3178 www.ndba.org

3- **All Access (Trade Publication) website**
www.allaccess.com

4- **Lake Region State College.**
Erin Wood
1801 College Drive N.
Devils Lake, ND 58301

5- **Simmons Broadcasting/KNDK Inc. station recruitment ads and web sites**

6- **Internal job postings.** Via internal memo

7 - **Cavalier County Republican** (local weekly newspaper)

Vacancy list:

There was 1 On-Air Announcer position filled in 2011.

| Recruitment Source | # of Referrals | # of interviewees |
|---------------------------------|-----------------------|--------------------------|
| 1 – North Dakota Job Service | 0 | 0 |
| 2 – ND Broadcasters Job Bank | 0 | 0 |
| 3 – L.R. State College | 0 | 0 |
| 4 – All Access | 0 | 0 |
| 5 – On Air Recruitment/Websites | 0 | 0 |
| 6 - Internal Job Postings | 1 | 1 |
| 7 – Cavalier County Republican | 0 | 0 |

Vacancy list:

There was 1 Sales Asst. position filled in 2011.

| Recruitment Source | # of Referrals | # of interviewees |
|---------------------------------|-----------------------|--------------------------|
| 1 – North Dakota Job Service | 0 | 0 |
| 2 – ND Broadcasters Job Bank | 0 | 0 |
| 3 – L.R. State College | 0 | 0 |
| 4 – All Access | 0 | 0 |
| 5 – On Air Recruitment/Websites | 0 | 0 |
| 6 - Internal Job Postings | 0 | 0 |
| 7- Cavalier County Republican | 2 | 2 |

Vacancy list:

There was 1 Sports Director position filled in 2011.

| Recruitment Source | # of Referrals | # of interviewees |
|---------------------------------|-----------------------|--------------------------|
| 1 – North Dakota Job Service | 0 | 0 |
| 2 – ND Broadcasters Job Bank | 0 | 0 |
| 3 – L.R. State College | 0 | 0 |
| 4 – All Access | 2 | 2 |
| 5 – On Air Recruitment/Websites | 0 | 0 |
| 6 - Internal Job Postings | 0 | 0 |
| 7 – Cavalier County Republican | 0 | 0 |

Vacancy list:

There was 1 Adm. Asst. position filled in 2011.

| Recruitment Source | # of Referrals | # of interviewees |
|---------------------------------|-----------------------|--------------------------|
| 1 – North Dakota Job Service | 1 | 1 |
| 2 – ND Broadcasters Job Bank | 0 | 0 |
| 3 – L.R. State College | 0 | 0 |
| 4 – All Access | 0 | 0 |
| 5 – On Air Recruitment/Websites | 0 | 0 |
| 6 - Internal Job Postings | 0 | 0 |
| 7 – Cavalier County Republican | 1 | 1 |

Vacancy list:

There was 1 Acct. Exec. position filled in 2011.

| Recruitment Source | # of Referrals | # of interviewees |
|---------------------------------|-----------------------|--------------------------|
| 1 – North Dakota Job Service | 0 | 0 |
| 2 – ND Broadcasters Job Bank | 0 | 0 |
| 3 – L.R. State College | 0 | 0 |
| 4 – All Access | 0 | 0 |
| 5 – On Air Recruitment/Websites | 0 | 0 |
| 6 - Internal Job Postings | 0 | 0 |
| 7 – Cavalier County Republican | 1 | 1 |