

Simmons Broadcasting/KNDK Inc. 2024 - 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
KY TZ FM	Walhalla, ND	49019
KXPO AM	Grafton, ND	34475
KAUJ FM	Grafton, ND	34474
KNDK AM	Langdon, ND	35211
KLME FM	Langdon, ND	35212

The information contained in this Report covers the Period from November 22, 2023 to, and including, November 21, 2024 (the "Applicable Period").

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

1. ***Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*** Each summer our stations offer a number of paid and non-paid internship programs to area high school and college students interested in pursuing a career in broadcasting. Interns have the opportunity to work in a number of areas, including programming, copy/production, promotions, marketing and administration.
2. ***Participation in job fair.*** On Wednesday April 24, 2024 Simmons Multimedia participated in a Job Fair hosted by the North Valley Career and Technology Center at the Grafton, ND Public School. Our presentation 'Opportunities in Mass Media' includes a video about our company and handouts. Company President/CEO Bob Simmons conducted the presentations.
3. ***Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.*** At our annual managers retreat held each year in early January we invest a substantial amount of time to discussion as to how we can better fulfill our obligations under the EEO guidelines. Topics include seniority practices to ensure they are not discriminatory, salary and benefits to ensure we provide equal pay for equal work and a review of selection/evaluation techniques that could be discriminatory in effect. Human Resource Director Andrea Johnston chairs this portion of our meeting.
4. ***Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*** For two weeks each year we offer a 'Switch Jobs For a Week' program where Operations based employees are able to cross train with individuals in our Sales Department and vice versa. While it doesn't always result in those individuals wanting to adjust their careers, it does give participants a richer understanding of the other positions in the radio stations. Many of the Operations employees who have crossed trained with Sales people have been able to sell some advertising and grow their compensation plans. Our stations 2024 'Switch Jobs' program was offered the weeks of 7/15 and 8/19.
5. ***Scholarship Program.*** Each year, Simmons/KNDK makes available a cash scholarship to a graduating high school senior who will be attending a college or university to pursue a degree in broadcasting, journalism, media, marketing or other courses of study that will lead to a career in broadcasting or media.

Vacancy Specific Activities -

Simmons Broadcasting/KNDK Inc. had NO job openings during the applicable period.

As indicated below, Simmons Broadcasting/KNDK 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).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.

P.O. Box 3178

Bismarck, ND 58502-3178 www.ndba.org

3- LinkedIn (On-line recruitment source)

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 (networking, internal memos, etc.)

7 – Zip Recruiter (On-line recruitment source)

8- The Borderland Press (local weekly newspaper)

9- Broadcast Compliance Services (internet- based recruitment and reporting engine)

10 – Referrals