

Simmons Broadcasting/KNDK Inc. 2017 - 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
KNDK FM	Langdon, ND	35212

The information contained in this Report covers the Period from November 22, 2016 to, and including, November 21, 2017 (the "Applicable Period"). Simmons Broadcasting/KNDK Inc. had two (2) job openings 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. The scholarship is awarded to a student currently attending a US or International 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.** Throughout the year each employee is offered training in broadcast sales and marketing that is provided by the RAB. There is NO CHARGE to the employee. To date each of our sales people have completed the RAB Radio Marketing Professional (RMP) course, with several successfully completing the intense Certified Radio Market Consultant (CRMC) course as well as the new Certified Digital Marketing Consultant (CDMC) program. As noted, this training is made available to ALL employees. To date we have had receptionists, sales support people and interns successfully complete this training which will serve them well throughout their careers. Simmons Broadcasting is dedicated to helping each of our employees improve their opportunities through this company funded education initiative.
- 3.** On September 13, 2017 Simmons Broadcasting President/CEO Bob Simmons participated in The Langdon Area High School Career Co-op Class. As part of this Job Fair experience eight students attended the afternoon long session at our Langdon studio/office facilities learning about careers in radio broadcasting and media.
- 4.** Simmons Broadcasting offers 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.

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 – **Grand Forks Herald** (regional daily newspaper)

8- **Walsh County Record** (local weekly newspaper)

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

10 – **Referrals**

Vacancy list:

There were two job vacancies in 2017.

Recruitment Source	# of Referrals	# of interviewees
1 – North Dakota Job Service	2	2
2 – ND Broadcasters Job Bank		
3 – All Access		
4 – Lake Region State College		
5 – On Air Recruitment/Websites	3	3
6 – Internal	1	1
7 – Grand Forks Herald		
8 - Walsh County Record		
9 – Broadcast Compliance Services		
10- Referrals		