

Simmons Broadcasting/KNDK Inc. 2020 - 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, 2019 to, and including, November 21, 2020 (the "Applicable Period"). Simmons Broadcasting/KNDK Inc. had two (2) 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).

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

1. 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.

2. 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. Although we promoted our summer internship program heavily this year, due to the Covid Pandemic we were unable to attract any applicants.

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

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

10 – **Referrals**

Vacancy list:

There were two (2) job vacancies in 2020.

Recruitment Source	# of Referrals	# of interviewees
1 – North Dakota Job Service		
2 – ND Broadcasters Job Bank		
3 – LinkedIn	12	2
4 – Lake Region State College		
5 – On Air Recruitment/Websites		
6 – Internal	1	1
7 – ZipRecruiter	5	1
8 - Walsh County Record		
9 – Broadcast Compliance Services		
10- Referrals		