

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
KAOB 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, 2019 to, and including, November 21, 2020 (the "Applicable Period").

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

1. *Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.* Scholarship Program. In first quarter 2020 our stations promoted a one thousand dollar scholarship opportunity for students who had ambitions of pursuing a career in broadcasting/media. We asked students to create a sixty second audio message or a 3 minute video on 'How you envision a world of kindness that would: Reduce suicide, reduce drug use or bullying'. The contest began on 2/28/20. All entries had to be submitted by 4/15/20. Judging occurred 4/16 through 4/30 with the winner was announced on 5/1/20.

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

3. *Hosting of at least one job fair.* In 2020 we had a total of 3 Job Fair programs scheduled in each of our local markets. October 13, 2020 in Langdon, ND, October 27, 2020 in Grafton, ND and on November 11, 2020 in Cavalier, ND. Due to the pandemic these events were cancelled when the state of North Dakota imposed restrictions on public gatherings.

4. *Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.* At our annual managers retreat, held the second week of January a substantial amount of time is devoted 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.

5. *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 2020 'Switch Jobs' program occurred the weeks of 7/13 and 7/20.

Vacancy Specific Activities -

Simmons Broadcasting/KNDK Inc. had two (2) job openings during the applicable period. The job positions were for ON-AIR announcers at KXPO AM /KAUJ FM in Grafton, ND. **See the bottom portion of this report for a detailed breakdown.**

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- 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.

Position 1 - KXPO Morning Host – Hired 8/24/2020 – Recruitment Source: Internal

Recruitment Source	# of Referrals	# of interviewees
1 – North Dakota Job Service		
2 – ND Broadcasters Job Bank		
3 – LinkedIn		
4 – Lake Region State College		
5 – On Air Recruitment/Websites		
6 – Internal	1	1

7 – ZipRecruiter		
8 - Walsh County Record		
9 – Broadcast Compliance Services		
10- Referrals		

Position 2 - KXPO Sports Announcer - Hired 9/8/2020 – Recruitment Source: LinkedIn

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		
7 – ZipRecruiter	5	1
8 - Walsh County Record		
9 – Broadcast Compliance Services		
10- Referrals		