

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 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

KKLS(AM), Rapid City, SD (FIN 61320)
KBHB(AM), Sturgis, SD (FIN 9673)
KKMK(FM), Rapid City, SD (FIN 61325)
KOUT(FM), Rapid City, SD (FIN 14642)
KRCS(FM), Sturgis, SD (FIN 9668)
KFXS(FM), Rapid City, SD (FIN 66821)

The information contained in this Report covers the Period from December 2, 2007 to December 1, 2008 (the “Applicable Period”). The FCC’s 2002 EEO Rule requires that this report contains the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow provide the required information.

Appendix 1

Annual EEO Public File Report

Period Covered: December 2, 2007 to December 1, 2008

Stations Comprising Employment Unit: KKLS(AM), KBHB(AM), KKMK(FM), KOUT(FM), KRCS(FM), KFXS(FM)

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Hire	Total Number of Interviewees from All Sources for This Position
1. Sales Person KOUT/KFXS	Walk in	19
2. On Air Personality KOUT	Black Hills Help Wanted.com	6
3. On Air Personality KFXS	Internal	10
4. On Air Personality KRCS	All Access.com	7
5. On Air Personality KKMK	Internal	7
6. On Air Personality KRCS	All Access.com	5

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2007 to December 1, 2008

Stations Comprising Employment Unit: KKLS(AM), KBHB(AM), KKMK(FM), KOUT(FM), KRCS(FM), KFXS(FM)

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided	Full-time Positions for Which This Source Was Utilized During This Period
1.Black Hills Regional Job Fair	1	Sales Person KOUT/KFXS
2.All Access Joel Denver jdenver@allaccess.com	3 3 6 1 1	On Air Personality KOUT On Air Personality KRCS On Air Personality KRCS On Air Personality KKMK On Air Personality KFXS
3.blackhillsregionalhelpwanted.com	1 1 5 4 6	Sales Person KOUT/KFXS On Air Personality KOUT On Air Personality KKMK On Air Personality KRCS On Air Personality KFXS
4.Professional References and Internal Candidates	1 2 1 7	On Air Personality KOUT On Air Personality KFXS On Air Personality KKMK Sales Person KOUT/KFXS
5. Station On Air Announcements KKLS(AM), KBHB(AM), KKMK(FM), KOUT(FM), KRCS(FM), KFXS(FM) Contact: GM Lia Green (605) 343-6161	10	Sales Person KOUT/KFXS
6. Brown Institute Job Fair	1	On Air Personality KFXS

New Rushmore Radio, Inc.

The organizations listed below have requested notification of all job openings. Each of the organizations has been notified of existing job openings as they have been added to the list. In addition, each station broadcasts announcements four times a week inviting additional organizations to contact the stations to be added to the list. On August 4th, 2008 all organizations were sent a request to update their information. This list reflects those updates.

**Native American Public
Telecommunications**

Career Services
P.O. Box 83111
Lincoln, NE 68501

Brown Institute

Karol Baumeister
1440 Northland Drive
Mendota Heights, MN 55120
kbaumeister@browncollege.edu

**Columbia University Journalism
School**

Melanie Huff
www.jrn.columbia.edu/careers/
***NEWS OPENING ONLY!!!

University of South Dakota

Michelle Van Maanen Ed. D
Career Development Center
414 Clark, Vermillion, SD 57069
mvanmaan@usd-edu
julie.nelson@usd.edu

Black Hills State University

Eileen Thomas
1200 University Street
Spearfish, SD 57799
(800) 255-2478
www.bhsu.edu/postings

Community Alternatives of the BH

Susan Sherman
PO Box 2273
Rapid City, SD 57709

**Emma L. Bowen Foundation
For Minority Interests in Media**

1299 Pennsylvania Ave. NW
11th Floor
Washington, DC 2004

Career Learning Center

Josee Suess
730 E. Watertown Street
Rapid City, SD 57701

Skills Development Center

Kristy Torgerson
111 New York Street
Rapid City, SD 57701

KINI Radio

P.O. Box 499
St. Francis, SD 57572

Snelling and Snelling

KJ Shawda
Suite 101
1508 Mtn. View Road
Rapid City, SD 57702

National American University

Peggy Schlechter
321 Kansas City Street
Rapid City, SD 57701

Northern Hills One Stop Job Center

Clyde Schwarting
1300 North Avenue
Spearfish, SD 57783-1525

**South Dakota School of Mines and
Technology**

Cindy Christensen
Career Center Program Assistant
501 E. St. Joseph Street
Rapid City, SD 57701

South Dakota State University

Mary Peterson Arnold
Box 511
Mendary Commons
Brookings, SD 57007

**South Dakota One Stop Career
Center**

Deb St. Pierre
111 New York Street
Rapid City, SD 57701

The Academy

Don Erickson
12901 Hwy 34
Sturgis, SD 57785

Communication Services for the Deaf

Brenda French
150 Knollwood Drive
Rapid City, SD 57701
(605) 394-2544

Appendix 3

Annual EEO Public File Report

Period Covered: December 2, 2007 to December 1, 2008

Stations Comprising Station Employment Unit: KKLS(AM), KBHB(AM), KKMK(FM), KOUT(FM), KRCS(FM), KFXS(FM)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

New Rushmore Radio, Inc., licensee of the above-referenced stations, has and will continue to be an Equal Employment Opportunity Employer. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach, including the following:

1. Black Hills Regional Job Fair (73.2080(c)(2)(i)). On March 19th, 2008, the region's largest job fair was held at the Rushmore Plaza Civic Center in Rapid City, South Dakota. The Stations were co-sponsors, set up our event tents, provided live broadcasts, manned a booth and spoke to interested parties about careers in radio. The Stations were represented by Kay Duda, Office Manager, Michael Goodroad, Director of Sales, Mark Houston KOUT Program Director, Dan Larkin, Director of Programming and Operations, MaryAnne Whittle, Business Manager NRR, Dean Kinney, Station Manager for KBHB in Sturgis, Toni Kinney, Office Manager for KBHB, and Lia Green, President of New Rushmore Radio. KRCS Morning personality, Spanky, and KKMK Morning personality, Kevin Phillips also did live broadcasts from the event. Applications were accepted and distributed at the Fair. In addition, resumes were collected and filed for current and future openings.
2. Establishment of an Internship Program (73.2080(c)(2)(v)). This internship program is designed to educate students about careers in radio broadcasting. The Stations offer unpaid internships for college credit to college students. Any college student is eligible to apply for the internships. The internships are available for the Spring, Summer, and Fall semesters. Each candidate is interviewed by the Stations' Internship Coordinator and other Management at the Stations. The number of interns selected depends upon the number of applicants and the projected workload during the internship period. Management at the Stations works with administrations at local colleges and universities to locate eligible and interested students. Some of the duties an intern may perform include, but are not limited to the following: music research, on-air board operation, clerical work, phone answering, accompanying announcers on remote broadcasts, assisting with promotion duties, commercial writing, production of commercials, music scheduling, call screening and scheduling of guests. Tessa Thomas, a communications student at BH State University worked an on-air broadcast internship with us from May 14th through August 1st. New Rushmore Radio was able to secure a \$500 scholarship from the SD Broadcasters Association to assist with her studies.
3. Participation in a Job Shadow Program (73.2080(c)(2)(v)(i)). New Rushmore Radio makes personnel available to speak in the classroom, participates in an internship for High School Students, hosts group tours to the station, and participates in job shadowing. Learn and Serve America headquartered at the Jefferson Academy, a Rapid City Area Alternative High School and coordinated by Sue Colgan, requested we place two of their students with New Rushmore Radio. The mission of Learn and Serve is to provide students an opportunity to develop a good work ethic and to learn practical academic and social skills in a realistic setting. Each student is required to volunteer 35 hours, keep a journal documenting the service and complete other academic assignments. In return for successful completion of these requirements, students will earn .5 elective credit that will help them reach their goal of high

school graduation. Jessica Matt began learning about on-air broadcasting under the tutelage of Dan Larkin, KFXS Program Director, and Nicky Tracy learned about front office organization and duties from Ronna Patterson. Julie Ward, Director of Partnership Rapid City contacted Rushmore Radio to become one of the “Partner” organizations. Partnership Rapid City’s mission is: to provide a mechanism through which schools, businesses, individuals and organizations can foster new learning experiences to heighten student’s awareness of opportunities in business and organizations; to promote learning experiences that put real life applications and relevancy into learning; and to promote business participation in the education of future employees and consumers.

The School to Careers Training Program at Sturgis Brown High School requested we place one of their students in an internship program with KBHB Radio. The mission of the Schools to Careers Program is to provide students an opportunity to develop a good work ethic and to learn practical academic and social skills in a realistic setting. Abby Wehner began her experience with KBHB in September of 2007 and job shadowed with KBHB 90 minutes each school day until May of 2008. During her tenure, Abby worked with KBHB Programming and News director Gary Matthews to learn important aspects of the radio broadcasting business. Among her duties were preparing and delivering a newscast, successfully updating the station web site, covering important news events and interviewing people at those events, voice-tracking and live on-air responsibilities. Adessa Mutchler began her experience with KBHB in September of 2008 and will remain with the station during the first quarter; to end in January of 2009. During her tenure, Adessa also worked with Programming and News Director Gary Matthews to learn important aspects of the radio broadcasting business. Adessa has mastered the broadcasting technique of voice-tracking, as well as successfully updating the station web site. Adessa also participated in an eight-hour job shadow program on Nov 19th, where she attended court hearings for the news department and put together and reported a news segment. Central High School sophomore, Elaine Petry participated in our Job Shadow Program with KRCS on November 3rd. A seventh grade student from Spearfish High School participated in our Job Shadow Program with KRCS on November 21st. Job Shadow participants “shadow” employees of the Stations and participated in question and answer sessions regarding the every tasks associated with working in radio

4. Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.(73.2080(c)(2)(iv)). . On July 10th KRCS’s Program Director Chris Goodhart and morning show partner Erin Wilde spoke at Juvenile Detention Center from 2-p-3p. They explained the responsibilities of their positions and the educational qualifications required. KRCS’s Program Director, Chris Goodhart was invited back to the Juvenile Detention Center November 26th from 3p-4p. He detailed the responsibilities of their positions at the station and shared a plan of what one needs to do to follow the broadcasting career. Erin Wilde hosted a booth at Central High School’s Career Night in October.

May 15th a group from General Beadle Elementary School toured the station. May 27th a group of five clients from Black Hills Workshop toured the stations. June 21st a group from Girls Inc. toured the stations. July 8th a group from Boys Club toured the stations. October 2nd the Hermosa South Dakota 5th through 8th grades toured the stations. On Thursday, November 20th, Lia Green spoke to the Leadership Rapid City Class of 2008. The curriculum for that days learning opportunity was “Arts, Culture, and Media.” One of the most innovative and interesting outreach programs implemented by Rushmore Radio is our “Take a Listener to Work Day” on Magic 93.9. This very popular feature permits listeners to become more involved in the radio station and give them an opportunity to see what it’s like to be a morning radio show host, and if they would perhaps like a future in broadcasting. Each Friday a guest sits in with morning host, Kevin Phillips and takes phone calls, delivers the weather forecast, reads

sports, help with comedy bits...everything you need to do on a morning radio show. There are no qualifications, just the desire to be a part of radio. A complete list of participants is included in this document.

5. Supervisor/Manager Training. (73.2080(c)(2)(xiv)). Presented by Barnes & Thornburg LLP on May 13 through 16, 2008 in Key Largo, Florida. Business Manager/HR Director MaryAnne Whittle attended. The following subjects were covered: Immigration and Customs Enforcement, Social Security Mismatch and Proper I-9 Procedures, FMLA Service Member Leave Changes and creating a “Well” culture.

On June 4th and July 9th, Karen Fisher from Anthem Blue Cross Blue Shield presented Employee Assistance Program for Managers and Supervisors. This training was designed to provide supervisors the tools required for successful supervisory intervention, assisting employees when possible, addressing organizations risk management concerns and helping to return employee’s performance to acceptable standards. In attendance from New Rushmore Radio were MaryAnne Whittle, Business Manager; Cecelia Green, General Manager; Michael Goodroad, Director of Sales; Trent Hinek, KOUT Program Director; Dean Kinney KBHB Manager; Toni Kinney KBHB Business Manager; Dan Larkin, Director of Programming and Operations; Kurt Summers KMKK Program Director; and Chris Goodhart KRCS Program Director.

The Conclave is a regional gathering of communications professionals whose mission statement is “Through education, the Conclave’s mission is to improve the quality of broadcasting and related industries so they may better serve the public interest.” The Conclave Learning Conference draws radio and music industry professionals, students, teachers, promotion companies, suppliers, syndicators and free agents. The Conclave is proud to provide an all-inclusive setting regardless of job title or job status and was attended by New Rushmore Radio’s Director of Programming and Operations, Dan Larkin on the 26th of June. The Conclave offered several educational webinars that the programming department was able to take advantage of. On October 27th the topic was “Creating Powerful Radio” and was attended by Dan Larkin. On November 10th, the topic was “Year in Preview” and was attended by Kurt Summers, Kara McKenzie, and Dan Larkin.

New Rushmore Radio also sent five of our morning show hosts to Morning Show Boot Camp in July in Denver Colorado. Attending were Kevin Phillips, Chris Goodhart, Erin Wilde, Sam Adams and Brian Fischer.