

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, 2008 to December 1, 2009 (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, 2008 to December 1, 2009

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. On Air Personality KRCS	Walk in	5
2. On Air Personality KFXS	Internal	8
3. Program Director KRCS	Allaccess.com	7

New Rushmore Radio, Inc.

Appendix 2

Annual EEO Public File Report

Period Covered: December 2, 2008 to December 1, 2009

Stations Comprising Employment Unit: KKLS(AM), KBHB(AM), KMKM(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	0	
2. All Access Joel Denver jdenver@allaccess.com	2 7 3	On Air Personality KRCS Program Director KRCS On Air Personality KFXS
3. blackhillsregionalphelpwanted.com	1 3	On Air Personality KRCS On Air Personality KFXS
4. Professional References and Internal Candidates	1 2	On Air Personality KFXS On Air Personality KRCS
5. Station On Air Announcements KKLS(AM), KBHB(AM), KMKM(FM), KOUT(FM), KRCS(FM), KFXS(FM) Contact: GM Lia Green (605) 343-6161	0	
6. Main Street Tattler	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.

**Native American Public
Telecommunications**

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

**University of South Dakota -
Vermillion**

Michelle Van Maanen Ed. D
Career Development Center
414 Clark
Vermillion, SD 57069

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

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

KINI Radio

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

Northern Hills One Stop Job Center

Clyde Schwarting
1300 North Avenue
Spearfish, SD 57783-1525

South Dakota Department of Labor

Fred Dieken
111 New York Street
Rapid City, SD 57701

Brown Institute

Karol Baumeister
JoAnne Conner (Web)
1440 Northland Drive
Mendota Heights, MN 55120

Black Hills State University

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

Career Learning Center

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

Snelling and Snelling

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

**South Dakota School of Mines and
Technology**

Cindy Christensen
501 E. St. Joseph Street
Rapid City, SD 57701

The Academy

Don Erickson
12901 Hwy 34
Sturgis, SD 57785

**Columbia University Journalism
School**

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

Community Alternatives of the BH

Susan Sherman
PO Box 2273
Rapid City, SD 57709

Skills Development Center

Kristy Torgerson
111 New York Street
Rapid City, SD 57701

National American University

Peggy Schlechter
321 Kansas City Street
Rapid City, SD 57701

South Dakota State University

Mary Peterson Arnold
Box 511
Mendary Commons
Brookings, SD 57007

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, 2008 to December 1, 2009

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 11th, 2009, 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, Dean Kinney, Station Manager for KBHB in Sturgis, Toni Kinney, Office Manager for KBHB, Kurt Summers, Program Director of KKMK, Zac Hester, Digital Director 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. In addition to sponsoring the big regional job fair, Dan Larkin, Operations Manager and Chris Goodhart, KRCS Program Director attended the Black Hills State College Job Fair on Wednesday, February 11th.
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 completed her internship with us in our Rapid City office in 2009, and continued to work with the stations as a paid part time employee until September of 2009. Trinity Holland from Moorcroft WY interned for eight weeks with KBHB in our Sturgis office.

Sturgis High School has a program called School-to-Careers. This is a youth internship program designed to teach high school students about career opportunities. Adessa Mutchler from Whitewood SD spent time at KBHB in our Sturgis office from August of 2008 through January 16, 2009.

3. Participation in a Job Shadow Program (73.2080(c)(2)(v)(i)). Learn and Serve America headquartered at the Jefferson Academy, a Rapid City Area Alternative High School requested we place 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 continued her learning about on-air broadcasting that began in October of 2008 under the tutelage of Dan Larkin, New Rushmore Radio's Director of Operations. Jess has since been hired to do some board operation for sporting events, etc. Partnership Rapid City contacted New 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. New Rushmore Radio agreed to make personnel available to speak in the classroom, participate in an internship for High School Students, host a group tour to the station, and participate in job shadowing. From Stevens High School, Nick Janssen from Stevens High School in Rapid City participated in our Job Shadow Program. 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 Tuesday, September 1st, Erin Wilde, morning personality from KRCS attended a "Hip Hop Workshop at the Rapid City Public Library. The focus of her message to the youth in attendance was to stay in school, which will permit them to achieve their dreams and be successful. Staying in school enables students to try different things, fail at some, succeed at others, and ultimately find out what they want to achieve with their lives. July 27th through 30th, Dan Larkin, Operations Manager for New Rushmore Radio gave tours to approximately 100 Rapid City Children's Center children. November 24th, KRCS Morning co-hosts Chase Landon and Erin Wilde spoke to youth at the Western South Dakota Juvenile Service Center about careers in radio.
5. Supervisor/Manager Human Relations Department Training. (73.2080(c)(2)(xiv)). Presented by Business Manager/HR Director MaryAnne Whittle, the following subjects were covered: Sexual Harassment: What Supervisors Need to Know; Progressive Discipline; Time Management Skills for Employees; Teambuilding for Supervisors, Workers Compensation: What Supervisors Need to Know; Fair Labor Standards Act: What Supervisors Need to Know; and Substance Abuse in the Workplace: What Supervisors Need to Know.
6. Supervisor/Manager Awareness Briefing: EEO Training for Broadcast Management. (73.2080(c)(2)(xiv)). On November 24th, Lia Green presented EEO training provided by David Oxenford of Davis Wright Tremaine LLP, Washington, D. C. This information had been previously presented at a SDBA Summer Executive Conference, covering compliance issues, documentation, and steps to maintain accurate files and timely reporting. A handout from this session is included in this document.