

Rapid Broadcasting Company
KNBN, Rapid City, South Dakota (Facility ID 81464)
KKRA-LP, Rapid City, South Dakota (Facility ID 23491)
KWBH-LP, Rapid City, South Dakota (Facility ID 66654)
K35MW-D, Lead, South Dakota (Facility ID 71538)
FCC Form 2100, Schedule 396
EEO Narrative Statement

During the period covered by this report, licensee utilized a broad outreach approach to recruit and hire full-time employees in various positions. When recruiting candidates for full-time employment, the station used various sources to disseminate the job opportunity information to all elements of the community. The station employment unit has also engaged in supplemental outreach activities, as detailed in the attached EEO public file reports. The station believes its EEO program is effective at reaching a broad cross-section of the stations' community and at attracting and retaining qualified job applicants.