

2022 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2021, through November 30, 2022

Station comprising the reporting Station Employment Unit:

KUSD TV; KBHE-TV; KCSD-TV; KDSD-TV; KESD-TV; KPSD-TV; KQSD-TV; KTSD-TV; KZSD-TV; KUSD-FM; KBHE-FM;
 KCSD-FM; KDSD-FM; KESD-FM; KJSD-FM; KPSD-FM; KQSD-FM; KTSD-FM; KYSD-FM; KZSD-FM

Job Announcements

i. Job Title	Date Filled	ii. Recruitment Sources	iii. Hiree Referral Source	iv. Number of People Interviewed
Network Engineer	1/27/22	General*	Internal Job Listing – Unspecified	1
Public Broadcasting Media Specialist II	11/30/21	General*	Friend	7
Information Officer	2/22/22	General*	Online – Keloland	2
Public Broadcasting Media Specialist III	3/1/22	General*	Internal Job Listing – Unspecified	5
Public Broadcasting Media Specialist I	4/20/22	General*	Friend	8
Network Administrator	4/6/22	General*	Friend	3
Information Officer	5/13/22	General*	Friend	3
Public Broadcasting Media Specialist II	7/11/22	General*	Friend	6
Network Administrator	5/18/22	General*	Online – LinkedIn	1
Public Broadcasting Media Specialist II	7/14/22	General*	Friend	7
Public Broadcasting Media Specialist II	7/19/22	General*	Other – Unspecified	1
Broadcast Operating Technician	7/18/22	General*	Friend	2
Public Broadcasting Media Specialist II	7/22/22	General*	LISTSERV	1
Public Broadcasting Media Specialist II	9/6/22	General*	Online – Indeed	4
Public Broadcasting Media Specialist II	11/09/22	General*	Friend	3
Public Broadcasting Media Specialist III	9/13/22	General*	Other – Unspecified	1
Public Broadcasting Media Specialist II	11/09/22	General*	Other – Employee Referral	5
Public Broadcasting Media Specialist III	11/14/22	General*	Internal Job Listing – Unspecified	4

Recruitment Source:

*General = All State Job Announcements are sent to a voluntary LISTSERV of over 5,050 recipients, plus to the Bureau of Human Resources (BHR) web site, Public Broadcasting web site, and Department of Labor (SDWORKS) web site.

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel. No.</u>
LISTSERV	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
BHR Website	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
Public Broadcasting website	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
SD WORKS Online	Bureau of Human Resources (Indeed, LinkedIn, Glassdoor, Facebook, Twitter, Keloland etc.)	500 East Capitol, Pierre	773-3148

v. Data

Total Number of Persons Interviewed for full-time Vacancies: 64

Total Number of Interviewees by Recruitment Source:

- LISTSERV: 2
- BHR Website: 4
- Public Broadcasting: 1
- SD WORKS: 3
- Friend: 8
- Existing Employee: 13
- Internal Job Listing – Unspecified: 6
- Keloland: 1
- LinkedIn: 7
- Indeed: 8
- Facebook: 1
- Handshake: 2
- Did Not Indicate/Other: 8

Engagement Initiatives

Outreach Activity #1 (Internship Program to Assist Members of Community to Acquire Skills Needed for Broadcast Employment)

South Dakota Public Broadcasting (SDPB) participated in the State of South Dakota Executive Internship program during the reporting period. Intern positions were announced for the summer, spring, and fall intern seasons, and SDPB hired 4-6 interns for each term. Each intern opening announcement is distributed personally to the Media Department Directors at colleges and universities throughout the region. Internships are also listed on the Jobs page of the State of South Dakota website, maintained by the Bureau of Human Resources. These internships provide valuable work experience for college students who are interested in a career in SDPB. SDPB offers multiple internships in such areas as multi-media journalism, radio programming, TV production, marketing, and outreach. Spring internships run Jan. 10-April 29, 2022; Summer internships are May 9-Aug. 22, 2022; and Fall internships run Aug. 29-Dec. 9, 2022. Station employees that assisted include the Directors of Journalism Content, Entertainment Content, Programming & Communication.

Outreach Activity #2 (Participation in Job Fairs)

SDPB is represented by SDPB managers at several Job Fairs. For the reporting period Dec. 1, 2021-Nov. 30, 2022, SDPB participated in the following:

- Feb. 25, 2022 - CTE Academy Career Fair, Sioux Falls Community School District – Director of Engineering
- March 2, 2022 – The Big Career Fair, Sioux Falls – Director of Journalism Content
- March 23, 2022 – The Augustana Experience Expo (virtual) - Director of Journalism Content
- Sept. 20, 2022 – Career Expo, Mitchell Technical College, Mitchell – Director of Engineering and Director of Content
- Oct. 26, 2022 - USD Media and Journalism, University of South Dakota, Vermillion – Director of Entertainment Content and Director of Programming & Communications
- Nov. 2, 2022 – SDSU Management, Economics and Communication Career Fair, SDSU, Brookings – Director of Journalism Content and Director of Programming & Communications

Outreach Activity #3 (Participation in Events/Programs Sponsored by Educational Institutions)

SDPB television provides numerous real-life opportunities for a variety of high school media classes to serve as active members of our live production team during our numerous sports broadcasts, and live music events. Overseen by SDPB's Director of Entertainment Content, these opportunities include paid opportunities to run cameras and sound for live broadcasts of Soccer, Chorus & Orchestra, Cheer & Dance, Football, Volleyball, Wrestling, Band, Jazz Band, Gymnastics, Basketball, and Track & Field. These opportunities took place Feb. 25-26, 2022; March 10-12 and 17-19, 2022; March 26, 2022; May 7 and 27-28, 2022; Oct. 15 and 21-22, and 29, 2021; Nov. 10-12 and 17-19, 2022.

SDPB's Director of Journalism Content participated on the Ethics panel, and in a Storytelling discussion during the SDHSAA Journalism and Press Convention. Discussions with participants about choosing Journalism as a career path were also held. The event was Oct. 17, 2022, at South Dakota State University in Brookings.

SDPB Director of Entertainment Content hosted a high school student from Colome, SD November 10-12, 2022 who participated in an immersive behind-the-scenes experience associated with the production of the SD High School Football Championship. He had embedded access to all aspects of the production, announcing, and pre- and post-event activities.

SDPB's Director of Programming & Communications is a member of the Western Iowa Technical Community College media advisory committee, which drives the development of curriculum content in media programs at the school. Advisory meetings are held monthly on specific Fridays on the WITCC campus in Sioux City, Iowa.