

## 2018 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2017 through November 30, 2018

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; KBHE-FM;  
KDSD-FM; KESD; KPSD-FM; KQSD-FM; KTSD-FM; KZSD-FM

### Job Announcements

i. Job Title	Date Filled	ii. Recruitment Sources	iii. Hiree Referral Source	iv. Number of People Interviewed
Communications Engineer	10/29/2018	General*	Internal Job Posting	1
Videographer/Editor	04/30/2018	General*	Online Job Postings	3
Television Producer	04/12/2018	General*	Internal Job Posting	2
Promotion Producer	04/25/2018	General*	Online Job Postings	5

#### **Recruitment Source.**

\*General = All State Job Announcements are sent to a voluntary LISTSERV of over 3,400 recipients, plus to the Bureau of Human Resources (BHR) web site, Public Broadcasting web site, and Department of Labor (SDWORKS) web site.

Source	Contact Person	Address	Tel. No.
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	Bureau of Human Resources	500 East Capitol, Pierre	773-3148

v. **Data**

Total Number of Persons Interviewed for full-time Vacancies: 11

Total Number of Interviewees by Recruitment Source:

LISTSERV: 0

BHR Website: 3

Public Broadcasting: 0

SD WORKS: 1

Friend/Existing Employee: 3

Internet Search/Online: 4

Did Not Indicate/Other: 0

## **Engagement Initiatives**

### **Outreach Activity #1 (Internship Program)**

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 season. These internships provide valuable work experience for college students who are interested in a career in SDPB. SDPB regularly provides paid internships in Marketing, Radio, Digital Media and Television throughout the year to college students throughout the region. Each intern opening announcement is distributed personally to the Media Department Directors at Universities throughout the region.

### **Outreach Activity #2 (Job Fairs/Outreach Events)**

SDPB is committed to teaching future journalists through our internship program. We offer one-on-one training and “real world” opportunities. Interns in television are out in the field with professional producers and have their work showcased on air. Radio interns are writing daily news stories that we rely on for our hourly newscasts.

Radio Director Cara Hetland has worked with groups of students discussing journalism. She spoke with SDSU students about reporting with sound. Cara also lead a breakout session on this topic for the Women in Media Conference in Sioux Falls in September. This conference was made up of young female reporters and students from SDSU, USD and Augustana. Cara is working with a small group of NPR journalists in setting Journalistic standards across the network.

*In the Moment* host, Lori Walsh spoke with a writing class at Augustana University during the Great American Read project.

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.

Twice each year, SDPB hosts over 80 high school-aged students from South Dakota's Career and Technical Education Academy, providing in-depth, in-person information about careers, positions, working conditions and pay scales available with our organization. Our most recent events were held on April 19th and October 25th, 2018.

SDPB's Director of Television is a regular member of the Western Iowa Technical Community College media advisory committee, which drives the development of curriculum content in media programs at the school. The most recent advisory meeting was held on the WITCC campus on October 26th, 2019.