

KSFY-KABY-KPRY
EEO Public File Report
12/1/12-11/30/13

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Hoak Media of Dakota, LLC

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**update list for 2013

II. Master Recruitment Source List (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification ? (Yes/No)	Number of Applicants from RS over reporting period	Number of Interviewees Referred by RS over reporting period
1	TVNewsCheck.com NewsCheckMedia LLC PO Box 565 Chatham NJ 07928 973-701-1067	N		
3	Broadcast Employment Services TVJobs.com Mark Halloway PO Box 4116 Oceanside CA 92052 800-374-0119	N	169	16
6	Minnesota Broadcasters Association 3033 Excelsior Blvd. Ste. 440 Minneapolis, MN 55416 Phone: (612) 926-8123 Fax: (612) 926-9761	N		
7	Nebraska Broadcasters Association 12020 Shamrock Plz # 200 Omaha, NE 68154-3537 (402) 778-5178	N		

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9	North Dakota Broadcasters Association Beth Helfrich PO Box 3178 Bismarck ND 58502 701-258-1332	N		

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14	KSFY (website) & KSFY Facebook Page 300 N Dakota Ave Ste 100 Sioux Falls SD 57104 Jim Berman, General Manager	N	96	16
15	South Dakota Broadcasters Association 106 W Capitol Ave # 7 Pierre, SD 57501-2018 (605) 224-1034	N		

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17	National Association of Black Journalists Univ of Maryland Human Resources 8701-A Adelphi Rd Adelphi MD 20783-1716 www.nabj.org	N		
18	National Association of Hispanic Journalists 1000 National Press Bldg Washington DC 20045-2001 Human Resources www.nahj.org	N		
19	Personal Referral	N	18	6
20	Walk-In	N	2	
21	Internship	N		
22	Broadcast Image Group Larry Rickel	N	1	1
23	Argus Leader Newspaper and CareerBuilder 200 S. Minnesota Ave Sioux Falls SD 57104	N	349	24
24	Hoak Media LLC and all Hoak Stations www.hoak.com 500 Crescent Court Ste 220 Dallas TX 75201	N	7	2
25	KSFY Internal Posting/Cross Training/Promotion	N	4	4
32	<u>Media Staffing Network</u>	N	36	12
33	<u>SD Association of College Career Centers</u> posts at 23 SD universities/colleges/tech schools' career centers/job boards	N	2	1
34	<u>Media Agents (various)</u>	N		
35	<u>SDSU Job Fair</u>	N		
36	<u>KSFY TV Ad (ON AIR AD on KSFY/KABY/KPRY)</u>	N	1	
37	<u>Indeed.com</u>	N	7	
38	<u>Sportscasters Talent Agency of America</u>	N	4	
39	<u>Simply Hired</u>	N	1	
40	<u>National Weather Association</u>	N	1	
41	<u>MediaLine(Mark Shilstone, Manager)</u> PO Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com	N	3	
42	<u>SD Ad Federation</u>	N		
Total Interviewees over a 12 month period			684	82

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III. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of Activity
1	INTERNSHIP PROGRAM	<p>Internship Program</p> <p>1.) Sports internship – through South Dakota State University. Student hired in July 2013.</p> <p>2.) News internship – through SDSU. Student hired in June 2013.</p> <p>3.) News internship – through Career & Technical Education Academy. Student hired in Aug 2013.</p> <p>*Internships are offered to students from any college or university, provided the student can earn credit hours for their time. Internships are offered in the news and sales departments, and other areas on a case-by-case basis. Internships at KSFY are designed to give students practical, hands-on experience that they can use as they search for a career in their field of study. The station works with the school and the student to create a schedule that works for the student and the station. Internships are offered throughout the year, but most students chose to participate in internship programs during the summer. In 2013, three students took advantage of the KSFY internship program. Two students were from SDSU in Brookings, SD, one student was from Dordt College in Sioux Center, IA. Two students focused much of their internship on shooting video, writing stories, writing web stories, etc. One student div</p>
2	OTHER ACTIVITIES	<p>Job Fair - SDSU, Brookings, SD (News Director Kevin King, Producer Denise DePaolo) Feb 2013</p> <p>Met one-on-one with approximately 12 students over a three-hour period. All students made appointment to speak with Denise. Students all have an interest in media, broadcast television, etc.</p> <p>Employee Cross Training/Inter-departmental training</p> <p>A current sports photographer and a current weather producer are training to do on-air work. Both record audition tapes on a regular basis. Those are then reviewed by News Director Kevin King and General Manager Jim Berman to offer feedback. Individuals are making progress and have appeared on the air a handful of times.</p> <p>Job Fair - USD, Vermillion, SD (Kevin King, Jim Berman, Michael Cornette) 10/28/13</p> <p>Met one-on-one with eight students over a three-hour period. Students stopped by at their leisure. Students all have an interest in media, broadcast television, etc.</p>
3	Partnership w/ local schools to help teach about careers in media	<p>On Thursday, Oct. 24th, Operations Manager attended an open house at New Tech High School in Sioux Falls. New Tech is celebrating their first graduating class next spring, and focuses on Project-Based Learning. The purpose of the open house was to showcase their school, students, and methods of teaching to prospective employers. One of their graduating seniors, Joee Taylor, began working as a part time Production Assistant in September of 2013, and is also earning internship credit in our newsroom.</p>