

# Hoak Media of Dakota

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

## I. Vacancy List

Position	Job Title	Date Filled	Source which Referred Interviewees	Hiree Referral Source	Recruitment Sources (RS) Used to Fill Vacancy - See Section II
9	Assistant News Dir/Assign Editor	11/30/2011	48	48	20,47,48
9	Morning Show Producer	12/8/2011	3,20	20	20,47,20,3,42,59
1	Administrative Assistant	1/2/2012	20,43,53	53	20,47,28,52,27,35,53,43
2	Sports Photographer	1/2/2012	20,44,3,57	44	20,47,3,57,59,40,48,44
3	Evening Anchor/Reporter	1/2/2012	45,60	45	20,47,3,48,45,60,42
4	Editor/Web Producer	1/2/2012	48	48	3,20,47,48,25,26,55
6	Multimedia Producer	2/7/2012	20,48	20	20,47,61,3,48
5	Sales Account Exec	3/19/2012	57,62,20	57	57,62,20,43
9	News Producer	6/5/2012	3,57	57	3,20,47,59,57,42
9	Multimedia Reporter	6/15/2012	3,20	3	20,47,3,59,42,57
9	News Photographer/Editor	7/23/2012	43,20,57	43	20,3,47,57,59,40,43
9	Morning Show Director	7/30/2012	48	48	20,47,48
7	Multimedia Reporter - Abdn Bureau	8/20/2012	20,3,57	20	20,3,57,47,59,40
9	News Photographer/Editor	8/29/2012	44	44	20,47,3,44,48,59,40,57
8	Multimedia Reporter	9/17/2012	20,3,57	20	20,3,57,47,59,40
1	News Photographer/Editor	10/15/2012	20,47,3,57,48	3	20,47,3,57,59,40,48

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## 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		
2	Broadcasting & Cable Yuki Sumi 360 Park Avenue South, 14th Floor New York NY 10010 646-746-6949	N		
3	Broadcast Employment Services TVJobs.com Mark Holloway PO Box 4116 Oceanside CA 92052 800-374-0119	N	277	12
4	Broadcast Engineering Jennifer Schaefer 9800 Metcalf Avenue Overland Park KS 66212 800-896-9939	N		
5	Brown Institute of Broadcasting National Education Campus 1440 Northland Drive Mendota Heights MN 55120-1004 Amber Luckie (651-905-3465) Aluckie-parks@Browncollege.edu	N		
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		
8	KFYR-TV Dick Heidt 200 North 4th Street Bismarck ND 58501 701-255-5757	N		

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9	KMOT-TV Tom Ross 1800 SW 16th Street Minot ND 58701 701-852-4101	N		
10	KQCD-TV Risa Gran 373 21st Street East Dickinson ND 58601 701-483-7777	N		
11	KUMV-TV Debi Burton 602 Main Street Williston ND 58801 701-572-4676	N		
12	KVLY-TV Chris Sehring 1350 21st Ave South Fargo ND 58103 701-237-5211	N		
13	NAB Career Center 1771 N Street NW Washington DC 20036 202-429-5300	N		
14	North Dakota Broadcasters Association Beth Helfrich PO Box 3178 Bismarck ND 58502 701-258-1332	N		
15	Society of Broadcast Engineers Scott Jones 9102 North Meridian Street Suite 150 Indianapolis IN 46260 317-846-9500	N		
16	TelevisionWeek TVweek.com Eric Chasko 6500 Wilshire Boulevard, Suite 2300 Los Angeles CA 90048 323-370-2415	N		
17	Jobsite.Tv 200 N 4th Street Bismarck ND 58501 701-255-5757	N		

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18	MediaLine(Mark Shilstone, Manager) PO Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com	N		
19	KAUZ PO Box 2130 Wichita Falls TX 76307 Kyle Williams, General Manager	N		
20	KSFY (website) 300 N Dakota Ave Ste 100 Sioux Falls SD 57104 Jim Berman, General Manager	N	257	11
21	KHAS 6475 Osborne Drive W Hastings NE 68901 Ulysses Carlini, General Manager	N		
22	KNOP 8020 North Highway 83 North Platte NE 69101 Lewys Carlini, General Manager	N		
23	KREX 345 Hillcrest Manor Grand Junction CO 81501 Ron Tilery, General Manager	N		
24	South Dakota Broadcasters Association 106 W Capitol Ave # 7 Pierre, SD 57501-2018 (605) 224-1034 www.sdba.com	N		
25	Augustana College 2001 S. Summit Ave. Sioux Falls SD 57104 Human Resources	N		
26	University of Sioux Falls 1101 W. 22nd Street Sioux Falls SD 57104 Human Resources	N		
27	Killian College 300 E. 6th Street Sioux Falls SD 57104 Human Resources	N		
28	Southeast Technical Institute 2320 N. Career Ave. Sioux Falls SD 57104 Human Resources	N	1	

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29	University of South Dakota 414 E. Clark St. Vermillion SD 57069 Human Resources	N		
30	South Dakota State University PO Box 2201 Brookings SD 57006 Human Resources	N		
31	Dakota Wesleyan University 1200 W. University Ave. Mitchell SD 57301 Human Resources	N		
32	Northern State University 1200 S. Jay St. Aberdeen SD 57401 Human Resources	N		
33	Briar Cliff College 3303 Rebecca St. Sioux City IA 51104 Human Resources	N		
34	Morningside 1501 Morningside Ave. Sioux City IA 51104 Human Resources	N		
35	Multi-Cultural Center 515 N. Main Ave. Sioux Falls SD 57104 Human Resources	N		
36	Mitchell Technical Institute 821 N. Capital St. Mitchell SD 57301 Human Resources	N		
37	Buena Vista University 610 W. 4th Street Storm Lake IA 50588 Human Resources	N		
38	National Press Photographer Association 12334 Stable Pass San Antonio TX 78249 Human Resources <a href="http://www.nppa.org">www.nppa.org</a>	N		
39	Radio-Television News Directors 1600 K. Street NW Ste 700 Washington DC 20006-2838 Human Resources	N		

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40	National Association of Black Journalists Univ of Maryland Human Resources 8701-A Adelphi Rd Adelphi MD 20783-1716 <a href="http://www.nabj.org">www.nabj.org</a>	N		
41	National Association of Hispanic Journalists 1000 National Press Bldg Washington DC 20045-2001 Human Resources <a href="http://www.nahj.org">www.nahj.org</a>	N		
42	Personal Referral	N	14	
43	Walk-In	N	3	2
44	Internship	N	4	3
45	Broadcast Image Group Larry Rickel	N	3	1
46	Argus Leader Newspaper 200 S. Minnesota Ave Sioux Falls SD 57104	N		
47	Hoak Media LLC <a href="http://www.hoak.com">www.hoak.com</a> 500 Crescent Court Ste 220 Dallas TX 75201	N	22	1
48	KSFY Internal Posting/Cross Training/Promotion	N	8	6
49	South Dakota Ad Federation <a href="http://www.sdaf.org">www.sdaf.org</a>	N		
50	MediaRecruiter.com	N		
51	Aberdeen American News	N		
52	National American University 2801 S Kiwanis Ave # 100 Sioux Falls, SD 57105-4293 (605) 334-5430	N		
53	Dakota Staffing 1600 W 12th Street Sioux Falls SD 57104	N	4	1
54	Rick Gevers PO Box 577 Zionsville, IN 46077-0577 <a href="http://www.rickgevers.com">www.rickgevers.com</a>	N		
55	<a href="#">Chamberlain-Oacoma Sun</a>	N		
56	<a href="#">Mitchell Daily Republic</a>	N		
57	<a href="#">Argus Leader Newspaper/Careerbuilder.com</a>	N	199	16
58	<a href="#">Media Staffing Network</a>	N		
59	<a href="#">SD Association of College Career Centers</a> posts at 23 SD universities/colleges/tech schools' career centers/job boards	N	9	1
60	<a href="#">Media Agents (various)</a>	N	21	1
61	<a href="#">SDSU Job Fair</a>	N	1	
62	<a href="#">KSFY TV Ad (ON AIR AD on KSFY/KABY/KPRY)</a>	N	2	2
Total Interviewees over a 12 month period			801	54

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## III. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
1 INTERNSHIP PROGRAM	<p>Sports Internship - through SDSU, Ohio State, MN School of Business</p> <p>*Internship opportunities are offered in the areas of News and Sales, with other areas of responsibility considered on a case-by-case basis. Internships at KSFY are designed to give the student practical, hands-on experiences that they will encounter in the professional workplace. We work with the student and their school to create a flexible schedule and work regimen that is beneficial to all involved.</p>
2 OTHER ACTIVITIES	<p>Job Fair - Dakota Wesleyan University, Mitchell SD 3/8/12</p> <p>Attended by News Director Kevin King and Producer Denise DePaolo</p> <p><b>Southeast Technical Institute Portfolio Show 4/26/12</b> Operations Mgr went and talked with several students displaying their work, picked up their contact info, and interviewed a few, hired two part-time production assistants</p> <p>Job Fair - SDSU, Brookings, SD (Kevin King)</p> <p>Employee Cross Training/Inter-departmental training Production assistants training for FT News editing positions Production assistants training for Master Control Operations</p>
3 Partnership w/ local schools to help teach about careers in media	<p>General Manager and Operations Mgr visited classes at the Sioux Falls School District's CTE Academy (Career &amp; Technical Education) facility Friday Oct 5, 2012. We spoke to a total of approximately 100 students (3 different classes) about the practical applications of their training in a broadcast television environment, and explained the various job and career opportunities available at television stations in general, and at KSFY-TV in particular. This will be an ongoing partnership with the school and we have received several applicants for production positions.</p> <p><b>USD Student Practicum participation 9/26/12</b></p> <p>On September 26, News Director sat in on the University of South Dakota's student newscast, Coyote News. This newscast is produced entirely by students; ND was able to observe the students both in the studio and in the control room. After the broadcast, the students meet with their advisors to discuss the newscast, and plan for upcoming broadcasts. ND was able to provide my feedback on their newscast, and offer some suggestions for future broadcasts. ND also was able to discuss some of the story ideas the students pitched, and who they can make them work.</p> <p>We have already heard from a couple of students who have expressed interest in positions with KSFY, as soon as we have openings. We also keep in touch with Michelle Van Maanen, the department chair.</p>

need to do 4 over a 2 year period for compliance