

2017 ANNUAL EEO PUBLIC FILE REPORT

Prairie Winds Broadcasting

Station(s):

**KNBZ-FM, KGIM AM/FM,
KSDN AM/FM & KBFO-FM**

Community(ies) of License:

Aberdeen, SD & Redfield, SD

Reporting Period:

December 1, 2016 thru

November 30, 2017

Number of Full-time Employees: **13**

Small Market Exemption: **Yes**

During the Reporting Period, a total of **3** full time position were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Co-sponsored 1 job fair with organizations in the business and professional communities whose membership includes substantial participation by women and minorities. The stations were represented by personnel who have substantial responsibility in making hiring decisions.

2017 Aberdeen Area Job Fair, Tuesday, March 16th, 2017. Hosted at the Aberdeen Civic Arena, 215 South Washington Street, Aberdeen, South Dakota. Program Director and Sports Director attended.

Established internship programs designed to assist members of the community to acquire skills needed for broadcast employment.

Stations participated in an on-air/sportsr internship program. A college student from Gillette, WY, that attends Presentation College interned at the radio stations her second term. January 2017 thru May 2017.

Participation in 2 training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

General Manager, Sales Manager and four Sales Staff attended the 2017 NAB Radio Convention in Las Vegas, Nevada, April 24th thru the 27th, 2017. Attended sessions providing training on sales, regulatory and technical matters.

Sales Manager, participated in the webinar “The Changing Face of the FCC’s EEO Rule in 2017”. Wednesday, October 18th, 2017. Webinar focused on the increased flexibility broadcasters have recently been given in meeting their EEO obligations, the FCC’s latest EEO enforcement actions and the prospects for streamlining the EEO Rule’s paperwork burdens in a deregulatory FCC.

Participated in 5 events sponsored by educational institutions relating to career opportunities in broadcasting.

Station employee introduced and monitored, in conjunction with Student Loan Finance Corporation, “The Path of College, Financing Your Children’s Dreams”, Tuesday, May 9th, 2017 at the Dakota Event Center.

Sales Manager participated in a Mock Interview event at Holgate Middle School, May 10, 2017.

Sales Manager participated in the NSU Community Market Place at Northern State University, Aberdeen, South Dakota, September 6th, 2017. Local businesses promoted services, employment and volunteer opportunities to students.

Station employee introduced and monitored, in conjunction with Student Loan Finance Corporation, “The Path of College, Financing Your Children’s Dreams”, Monday, October 30th, 2017 at the Dakota Event Center.

Stations incorporate Aberdeen Central High School students and Aberdeen Roncalli High School students, into our audio and video streaming sporting events throughout the school year: August 2016 thru May, 2017.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
12/05/16	Announcer	STAAtalent.com
02/20/17	Sales	Employee Referral
11/01/17	Announcer	STAAtalent.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 2

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
One Stop Career Center	Y	420 South Roosevelt Street, Aberdeen, SD 57401		605-626-2340
Hub City Radio Station	Y	13541 386 th Avenue, Aberdeen, SD 57401	Station Manager, Sales Manager, Program Director,	605-229-3632

South Dakota Broadcasters Association	N	106 West Capitol Avenue, Pierre, SD 57501	Website: www.SDBA.org	605-224-1034
Sportscasters Talent Agency of America	N	Talent Agency, California	Website: www.STAAtalent.com	949-648-7822

RECRUITING SOURCES USED

The following recruiting sources were used for each hire:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
One Stop Career Center	Y	420 South Roosevelt Street, Aberdeen, SD 57401		605-626-2340
Hub City Radio Station	Y	13541 386 th Avenue, Aberdeen, SD 57401	Station Manager, Sales Manager, Program Director,	605-229-3632
South Dakota Broadcasters Association	N	106 West Capitol Avenue, Pierre, SD 57501	Website: www.SDBA.org	605-224-1034
Sportscasters Talent Agency of America	N	Talent Agency, California	Website: www.STAAtalent.com	949-648-7822

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.