

2016 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, 2015 thru
November 30, 2016**

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

Small Market Exemption: **Yes**

During the Reporting Period, a total of **2** full time position was 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.

2016 Aberdeen Area Job Fair, Tuesday, March 17th, 2016. 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 internship program. A high school student from Aberdeen, SD, that attends Aberdeen Central High School interned at the radio stations his first term. August 2016 thru December 2016.

Participation in 3 training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Business Manager and Sales Manager attended Marketron Training in Scottsdale, Arizona, April 6th thru the 9th, 2016. Attended training providing information regarding our billing and traffic software.

General Manager, Sales Manager and three Sales Staff attended the 2016 NAB Radio Convention in Las Vegas, Nevada, April 17th thru the 20th, 2016. Attended sessions providing training on sales, regulatory and technical matters.

General Manager Sales Manager and two Sales Staff attended the 2016 RAB Radio Convention in Nashville, Tennessee, September 20th thru the 24th, 2016. Attended the sessions providing training on sales, regulatory and technical matters.

Participated in 4 events sponsored by educational institutions relating to career opportunities in broadcasting.

Sales Staff spoke to the Northern State University, Aberdeen, South Dakota, Marketing Class, December 1st, 2016. Topics included radio sales as well as sales potential.

Sales Manager spoke to the Northern State University, Aberdeen, South Dakota, Business Management Class, December 3rd, 2016. Topics included management in radio sales as well as sales possibilities and potential.

Stations participated in a Job Shadow day with On-Air Staff, October 21st, 2016. A high school student from the Frederick Area School District, Frederick, South Dakota, job shadowed our KSDN-FM staff.

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

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/13/16	News Director	Employee Referral
07/11/16	Account Executive	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: **0**

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

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.