

2023 ANNUAL EEO PUBLIC FILE REPORT

Prairie Winds broadcasting dba Hub City Radio

Station(s):
KNBZ-FM, KGIM-FM,
Community of License: **Redfield SD**

KSDN AM/FM, KGIM-AM & KBFO-FM
Community of License: **Aberdeen, SD**

Reporting Period:
December 1, 2022 thru November 30, 2023

Number of Full-time Employees: **15**
Small Market Exemption: **Yes**

During the Reporting Period, a total of **2** full time positions filled. Hub City Radio had 2 openings in the EEO period.

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 and participated in job fairs 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.

The Aberdeen Area Chamber of Commerce's Workforce & Education Committee will host the 13th annual **Youth Career Expo** in the Barnett Center on the campus of Northern State University on October 4, 2023 from 8 a.m. until 10:30 a.m.

This is an opportunity to market careers in your company and industry to a large group of eager young high school juniors and seniors from approximately 15 area schools who will be attending this event, along with Post-High Planning Days (which runs concurrently).

Unleash your professional potential with the help of Northern State University's Career Services Office. Wherever you are in your academic or professional journey, Northern is here to help you succeed with professional development workshops, individualized career appointments, and community job and graduate school fairs. Build your skillset through career-related learning, gain experience with internships throughout the Aberdeen community and region, and connect with NSU alumni who are eager to support the newest generation of Wolves. Career Services are available to undergraduate and graduate students, with select services available to NSU alumni. <https://northern.edu/student-life/student-success-center/career-services> .sales manager and on air staff attended the event.



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

Stations participated in an on-air/sports internship program. 5 High school students interned at the radio station 1st semester of 2022 (Oct. Nov. and Dec). Also in the fall, Winter and spring of 2022-2023. High school students participated on air instruction at the radio station and in play by play volleyball, football wrestling, and Basketball. Interns came in from area schools and Job Shadowed on air, sales and promotional events. Provided video, Color commentating and play by play, Central, Roncalli and Presentation College *Volleyball, Football, basketball*.

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

Staff attended the South Dakota Broadcasters convention, training on sales, staff development, gained knowledge of Radio, TV, Newspaper, and digital media. Aug 29th and 30th

Attended the NAB/RAB event in Las Vegas, learned more about Digital marketing, Management skills, HD Radio, new equipment and where technology is heading. Management, sales and on air attended, April 13-17th

We have and are Participating in NABs Webcasts that are available to the radio station. <https://education.nab.org/>

We are a member of NAB/RAB and participate in on line education classes on FCC rules and regulations, digital marketing, HD radio. On air, sales, and management participate.

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

Participated in the interviews at Northern State University college, students gain insight on radio and media. Sales manager attended Aug 24th.

College Palooza in August, we participated in welcoming back students for NSU <https://aberdeen-chamber.com/events-programs/collegepalooza/>

Stations incorporated Aberdeen Central, Aberdeen Roncalli, and Aberdeen Christian, Presentation College students into our Radio audio and video opportunities for streaming sports and other events throughout the school year, they announced and ran broadcasting equipment: Aug 2022 thru May of 2023 and again August 2023 and continue thru the school year of 2023.

On air talent spoke at Presentation College in Aberdeen. About on air, sales, and sports play by play at career day-Pathfinder days. 26th and 27th in Jan, and 15th and 16th of Feb 2023

Aberdeen Christian school has video and audio equipment that Hub City Radio donated to them for video streaming games and events. Meetings were held with instructors and Students to participate with play by play and setup of broadcast equipment. Multiple times a month day and night and as needed to guide student and faculty on running broadcast gear and play by play announcing for volleyball and basketball men and women games.

GM participated and instructed a class at Roncalli HS about radio and video streaming in Jan 2023. GM and sports broadcaster from station attended the school in the mornings or late afternoon, at various times depending on school events and class times in 2023. In the evening for hands on learning. Also students broadcast parades for band competitions.

Roncalli and Aberdeen Christian with Hub City Radio have combined to have student 6 announcers perform play by play of lower level sports such as JV and Jr high. Students run the camera and play by play of events such as volleyball, basketball, plays, concerts. 23 events

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
Nov 6 th 2023	Talent/News/video	Radio and radio tv class at Aberdeen Central HS. A former instructor
Sept 1 st 2023	Front desk/office manager	Referred from another business
August 1 st 2023	On air/sports	Internally moved from Big stone radio to Hub city radio

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: **5**

Recruitment Sources Used in Preceding Year 1. All interviews came from business referrals	Number of Persons Interviewed that the Source Referred: 5
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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	N	420 South Roosevelt Street, Aberdeen, SD 57401		605-626-2340
Hub City Radio Stations	N	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
Facebook	N	3304 S hiway 281	Management	605-229-3632
Prairie winds stations	N	3304 s hiway 281aberdeen sd 57401	management	605 229 3632

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