

EEO PUBLIC FILE REPORT

FOR

STATION KELO-TV
Sioux Falls, SD

STATION KDLO-TV
Florence, SD

STATION KPLO-TV
Reliance, SD

This EEO Public File Report
Covers the One-Year Period
Ending on 11/30/2014

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station KELO-TV, KDLO-TV and KPLO-TV's public inspection file pursuant to Section 73.2080(c)(6) of the rules of the Federal Communications Commission ("FCC").

During the one-year period ending on 11/30/2014, the stations filled the following full-time vacancies:

Field Maintenance Technician	Local Sales Manager
Meteorologist	Traffic Assistant (6)
Sports Director	Marketing Strategist - Digital
Creative Services Photographer/Producer	Web Producer

The stations interviewed a total of 51 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
KELOLAND.COM	9
Internal Posting	22
KELO-TV Facebook	1
KELO-TV Twitter	0
SD Department of Labor	0
American Indian Services	0
TV JOBS.COM	3
MEDIALINE.COM	0
American Indian Journalism Institute	0
Morningside College	0
Media General	2
Career Builders	2
KELO-TV On Air Spot	0
KELO-TV Mobile App	0
KELO-TV iPad App	0
Augustana College	0
Black Hills State University	0
Colorado Technical University	0
Dakota Wesleyan University	0
Dakota State University	0
Mount Marty College	0
National American University	0
Northern State University	0
Presentation College	0
Sinte Gleska University	0
South Dakota School Mines & Technology	0
South Dakota State University	0
University of Sioux Falls	0
University of South Dakota	0
Killian Community College	0
Lake Area Technical Institute	0

Mitchell Technical Institute	0
Southeast Technical Institute	0
Western Dakota Technical Institute	0
Sisseton Whapeton Community College	0
Get Grads.com	0
Dordt College	0
Northwestern College	0
Northwest Iowa Community College	0
Southwest Minnesota State University	0
Concordia University-Moorhead	0
St. Cloud State University	0
Brown College	0
North Dakota State College of Science	0
South Dakota Broadcasters Association	0
National Association of Hispanic Journalists	0
Spots N Dots	0
Collective Talent	0
Indeed.com	1
Employment Agency	2
Other	9

Attachment A contains the following information for each full-time vacancy:

- < The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- < The recruitment source that referred the hiree for each full-time vacancy;
- < The total number of persons interviewed for each full-time vacancy; and
- < The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Field Maintenance Technician

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 09/18/13

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 12/04/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	2	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	2	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
One Stop Career Center	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Bruce Jensen	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No

Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
National American University	rhammer@national.edu	Rachel Hammer	605-884-7216	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Whapeeton Community College	webmaster@swc.tc		605-698-3966	0	No
Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
North Dakota State College of Science	elaine.wieser@ndscs.edu	Elaine Wieser	701-671-2903	0	No
South Dakota Broadcasters Association	marla@willardandassociation.com	Marla Willard		0	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Local Sales Manager

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 10/08/13

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 12/06/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	4	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
One Stop Career Center	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Marla Gruber	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No

Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State Univ.	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota School of Mines & Technology	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@siouxfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmcDaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mittchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Whapeton Community College	webmaster@swc.tc		605-698-3966	0	No
GetGrads.com (South Dakota Association of College Career Centers)	marywilliams@qwtc.net	Mary Williams	605-279-2654	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwc Iowa.edu	Nancy Landhuis	712-707-7225	0	No

Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
North Dakota State College of Science	elaine.wieser@ndscs.edu	Elaine Wieser	701-671-2903	0	No
Spots N Dots	selltv@aol.com	Lynn Zook	1-888-884-2630	0	No
South Dakota Broadcasters Association	marla@willardandassociation.com	Marla Willard		0	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Traffic Assistant

Recruitment Source That Referred the Hiree: keloland.com

Date Vacancy Opened: 11/08/13

Total Number of Persons Interviewed for the Vacancy: 2

Date Vacancy Filled: 12/30/13 & 01/13/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	2	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
One Stop Career Center	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissiouxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Misty Farabee	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No

Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota State University	susan.fredrikson@sdsu.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usiuouxfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmdaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwcioowa.edu	Nancy Landhuis	712-707-7225	0	No
Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
South Dakota Broadcasters Association	marla@willardandassociation.com	Marla Willard		0	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Meteorologist

Recruitment Source That Referred the Hiree: TVJobs.com

Date Vacancy Opened: 10/23/13

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: 01/30/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
South Dakota Department of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	1	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State Univ.	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No

South Dakota School of Mines & Technology	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usioxfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
GetGrads.com (South Dakota Association of College Career Centers)	marywilliams@qwtc.net	Mary Williams	605-279-2654	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwciowa.edu	Nancy Landhuis	712-707-7225	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
North Dakota State College of Science	elaine.wieser@ndscs.edu	Elaine Wieser	701-671-2903	0	No
South Dakota Broadcasters Association	marla@willardandassociation.com	Marla Willard		0	No
Collective Talent	bille@michaelsmedia.com	Michael Bille	813-254-9695	0	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Sports Director

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 12/18/13

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 02/10/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	3	No
South Dakota Department of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	2	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Media General	BCarter@mediageneral.com	Bettie Carter		0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No

[illegible]

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Traffic Assistant (s)

Recruitment Source That Referred the Hiree: mediageneral.com, Employment Agency, Internal Posting

Date Vacancy Opened: 02/04/14

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 03/06/14, 03/18/14, 03/31/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota Dept of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Smart Recruiters	www.smartrecruiters.com		415-508-3755	0	No
Media General	kcole@wjtv.com	Karen Cole	601-969-4561	2	No

Career Builders	kcole@wjtv.com	Karen Cole	601-969-4561	2	No
KELO-TV on air spot	501 S. Phillips Ave.	Misty Farabee	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota School of Mines	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usioxfordfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmcDaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Wahpeton Community College	webmaster@swc.tc		605-698-3966	0	No

Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwciova.edu	Nancy Landhuis	712-707-7225	0	No
Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
South Dakota Broadcasters Association	marla@willardandassociates.com	Marla Willard		0	No
Employment Agency				1	No
Other				1	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Digital Marketing Strategist

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 02/14/14

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 04/01/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	2	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota Dept of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissioxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Smart Recruiters	www.smartrecruiters.com		415-508-3755	0	No
Media General	kcole@wjtv.com	Karen Cole	601-969-4561	0	No

Career Builders	kcole@wjtv.com	Karen Cole	601-969-4561	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Matt Sage	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota School of Mines	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usiouxfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmcDaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Wahpeton Community College	webmaster@swc.tc		605-698-3966	0	No

GetGrads.com	marywilliams@qwtc.net	Mary Williams	605-279-2654	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwciova.edu	Nancy Landhuis	712-707-7225	0	No
Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
North Dakota State College of Science	elaine.wieser@ndscs.edu	Elaine Wieser	701-671-2903	0	No
Agency Referral				1	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Web Producer

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 03/28/14

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 05/05/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	3	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota Dept of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Smart Recruiters	www.smartrecruiters.com		415-508-3755	0	No
American Indian Journalism Institute	JMarsh@freedomforum.org	Jack Marsh	605-677-6315	0	No
Media General	kcole@wjtv.com	Karen Cole	601-969-4561	0	No

Career Builders	kcole@wjtv.com	Karen Cole	601-969-4561	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Matt Sage	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota School of Mines	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usiouxfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmcDaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Wahpeton Community College	webmaster@swc.tc		605-698-3966	0	No

GetGrads.com	marywilliams@qwtc.net	Mary Williams	605-279-2654	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No
Northwestern College	cdc@nwciova.edu	Nancy Landhuis	712-707-7225	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
South Dakota Broadcasters Association	marla@willardandassociates.com	Marla Willard		0	No
Other				1	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Creative Services Photographer/Producer **Recruitment Source That Referred the Hiree:** Internal Posting

Date Vacancy Opened: 07/11/14 **Total Number of Persons Interviewed for the Vacancy:** 10

Date Vacancy Filled: 09/17/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	5	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota Dept of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
American Indian Services	job.opportunities@aissieuxfalls.org	Marilyn Lonehill	605-334-4060	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
Smart Recruiters	www.smartrecruiters.com		415-508-3755	0	No
American Indian Journalism Institute	michelle.vanmaanen@usd.edu	Michelle Van Maanen	(605) 677-5478	0	No
Media General	sellenburg@mediageneral.com	Susan Ellenburg	205/558-7208	0	No

Career Builders	sellenburg@mediageneral.com	Susan Ellenburg	205/558-7208	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Paul Farmer	605-336-1100	0	No
KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Graeme Newell/602 Communications	slizik@602communications.com	Graeme Newell	704-543-1426	0	No
South Dakota Advertising Federation	Ruthann@Sdaf.Org	Ruth Ann Scott	605-274-3548	0	No
Other (Indeed.com; self-initiated; no source named (2))				4	No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Traffic Assistant

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 08/31/14

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 10/27/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KELOLAND.COM	501 S. Phillips Ave.	Karen Floyd	605-336-1100	3	No
Internal Posting	501 S. Phillips Ave.	Karen Floyd	605-336-1100	1	No
KELO-TV Facebook	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV Twitter	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
South Dakota Dept of Labor	https://sdworks.state.sd.us	Karla Lentz	605-367-5344	0	No
Smart Recruiters	www.smartrecruiters.com		415-508-3755	0	No
TV Jobs	jobs@tvjobs.com	Mark Holloway	760-754-8177	0	No
Medialine	medialine@medialine.com	Mark Shilstone	800-237-8073	0	No
Morningside College	hays@morningside.edu	Stacie Hays	712-274-5254	0	No
American Indian Journalism Institute	michelle.vanmaanen@usd.edu	Michelle Van Maanen	(605) 677-5478	0	No
Media General	sellenburg@mediageneral.com	Susan Ellenburg	205/558-7208	0	No
KELO-TV on air spot	501 S. Phillips Ave.	Misty Farabee	605-336-1100	0	No

KELO-TV Mobile App	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
KELO-TV iPad app	501 S. Phillips Ave.	Karen Floyd	605-336-1100	0	No
Augustana College	career@augie.edu	Sandi Vietor	605-274-4127	0	No
Black Hills State	EileenThomas@bhsu.edu	Eileen Thomas	605-642-6277	0	No
Colorado Technical Univ.	careerservices@sf.coloradotech.edu	Wylla J. Satterness	605-361-0200	0	No
Dakota Wesleyan Univ.	clpeders@dwu.edu	Clarence Pederson	605-995-2955	0	No
Dakota State University	career.services@dsu.edu	Placement Services (FT)	605-256-5122	0	No
Mount Marty College	ejohnson@mtmc.edu	Estelle Johnson	605-668-1518	0	No
National American University	pschlechter@national.edu	Peggy Schlechter	605-394-4915	0	No
Northern State University	careerdev@northern.edu	Dr. Bev Werner	605-626-2371	0	No
Presentation College	kristie.morrison@presentation.edu	Kristie Morrison	605-229-8581	0	No
Sinte Gleska University	maxine.bordeaux@sintegleska.edu	Maxine Bordeaux	605-856-8100	0	No
South Dakota School of Mines	darrell.sawyer@sdsmt.edu	Darrell Sawyer	605-394-2667	0	No
South Dakota State University	susan.fredrikson@sdstate.edu	Susan Fredrikson	605-688-4153	0	No
University of Sioux Falls Career Services	cs@usioxfordfalls.edu	Mark Patterson	605-331-6740	0	No
University of South Dakota	cdc@usd.edu	Wendy Stubbs	605-677-5307	0	No
Kilian Community College	gmcDaniel@kilian.edu	Gene McDaniel	605-221-3100	0	No
Lake Area Tech	mollenhj@lakeareatech.edu	Julie Mollenhoff	800-657-4344	0	No
Mitchell Technical Institute	megan.mentzel@mitchelltech.edu	Megan Mentzel	605-995-7136	0	No
Southeast Technical Institute	DOLCareerCenter@southeasttech.edu		605-367-4819	0	No
Western Dakota Technical Institute	clauinger@wdti.tec.sd.us	Curt Lauinger	605-394-4034	0	No
Sisseton Wahpeton Community College	webmaster@swc.tc		605-698-3966	0	No
GetGrads.com	marywilliams@gwtc.net	Mary Williams	605-279-2654	0	No
Dordt College	cdejong@dordt.edu	Chris DeJong	712-722-6078	0	No

Northwestern College	cdc@nwciova.edu	Nancy Landhuis	712-707-7225	0	No
Northwest Iowa Community College	jobs@nwicc.edu	Sheila Van Engen	712-324-5061	0	No
Southwest Minnesota State University	kaufmang@southwestmsu.edu	Ginger Kaufman	507-537-6221	0	No
Concordia University-Moorhead	career@cord.edu			0	No
St. Cloud State University	nkmichael@stcloudstate.edu	Nancy Michael	320-308-3932	0	No
North Dakota State College of Science	elaine.wieser@ndscs.edu	Elaine Wieser	701-671-2903	0	No
South Dakota Broadcasters Association	marla@willardandassociates.com	Marla Willard		0	No
Other				3	No

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Stations KELO-TV, KDLO-TV, and KPLO-TV have engaged in the following outreach activities during the year covered by this report:

Activity Classification [*]	Type of Activity	Brief Description
1	Participation in Job Fair	<p>On January 24, 2014, South Dakota State University hosted an Internship Fair for journalism students to meet with potential employers. Our Managing Editor attended.</p> <p>On February 25, 2014, KELO-TV participated in the South Dakota BIG Job Fair sponsored by the South Dakota Association of College Career Centers. Our Creative Services Director, Station Traffic Services Manager, News Director, Digital Sales Manager, and Local Sales Manager attended.</p>
2	Hosting a Job Fair	<p>On September 24, 2014, 9am-5pm, KELOLAND Employment and KELO-TV hosted a Career Expo at the Sioux Falls Convention Center. It had 83 booths and was free to job seekers. Our Digital Sales Manager, General Sales Manager, Creative Services Manager and Operations Manager attended.</p>
4	Classroom lecture	<p>The stations' Marketing & Creative Services Director was a guest speaker on March 4, 2014 and October 14, 2014 for a Writing Digital Media class at the University of South Dakota.</p> <p>One of the stations' anchor/reporters spoke to a 8th grade class at Memorial Middle School about news writing and what the field is like.</p> <p>One of the stations' Marketing Strategists was part of a round table on October 30, 2014 answering questions from college students that have interest in working in the media and advertising/marketing. There were 10 sessions with 6-10 students per session.</p>

4	Speech	The stations' Chief Meteorologist gave speeches on working in broadcasting and South Dakota weather to the Sanford Promise Program at the Sanford Research Center on January 9, 2014 and at the Osher Lifelong Learning Institute at the University Center on January 10, 2014.
5	Internship Program	The KELOLAND stations have offered internship / shadowing opportunities in conjunction with local high schools and universities. Students spend time observing and participating in various career opportunities available at the station. The stations offered internship opportunities to 1 student on February 21, 2014; 1 student March 7, 2014; and 1 student on May 12-August 11, 2014.
10	Participation in programs sponsored by educational institutions	<p>The KELOLAND Live Doppler Weather Team visited various schools and organizations in the stations' viewing area in 2014 to help students and viewers understand weather and its career opportunities.</p> <p>KELOLAND TV provides free tours to many groups for informational and educational purposes. Each tour is individualized to meet the needs of that specific group, and tries to cover the basic components of the television station: news gathering, programming, production, commercial enterprise and television technology. Most tours are scheduled to stay in the studio to see a live newscast in order to get a better understanding of how television comes together by using talent, teamwork and technology.</p>

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;

13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.