

KDLO-TV, KELO-TV, KPLO-TV
EEO PUBLIC FILE REPORT
November 21, 2015 - November 22, 2016

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Reporter	3-4, 6-10, 13, 16, 19, 25-32, 34, 36, 39-42, 44-48, 50-53, 55	16
Morning Anchor/HealthBeat Reporter	3-11, 13, 15-16, 19, 25-32, 34, 36, 38-42, 44-48, 50-55	16
Technical Media Operator-Graphics, Audio, MC	3-4, 7, 9-11, 13, 17, 19-32, 34-40, 42, 44, 46-48, 51-53, 55	17
Morning MMJ Reporter	2-4, 6-10, 13, 16-17, 19, 25-32, 34, 36, 39-42, 44-48, 50-53, 55	16
Weekend Anchor/MMJ Reporter	3-4, 6-10, 13, 19, 25-32, 34, 36-42, 44-48, 50-55	54
Morning Show Producer	3, 19, 23-25, 28-29, 31, 40, 44, 46, 48, 50-53	25
Graphics & Technical Media Operator-Audio/MC	3-5, 7-11, 13, 19-32, 34-48, 50-53, 55	28
Web Producer	3-5, 7, 9-11, 13, 19-32, 34, 36, 38-48, 50-53, 55	19
INTERNSHIP - Marketing & Creative Services	3-5, 7, 9-10, 13, 19, 23-32, 34, 36, 39-42, 45-48, 51-53, 55	25
Photographer	3-5, 7-10, 12-13, 19, 23-32, 34, 36, 39-48, 50-53, 55	12
MMJ Reporter	2-11, 13, 18-19, 25-32, 34-36, 38-42, 44-48, 50-55	28
Digital Account Executive	5, 12, 14, 18-25, 28-29, 31, 40, 44, 51	28
Local Sales Assistant	3-5, 7, 9-10, 12-14, 17-19, 23-32, 34, 36, 39-42, 44-47, 51-53, 55	18
Local Sales Manager	1, 3-5, 7-11, 13-14, 16, 19-25, 27-32, 34-53, 55	16
Morning MMJ Reporter	3-5, 7-14, 19, 25, 27-34, 36, 38-42, 44-48, 50-55	12

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 704-543-1426 Email : slizik@602communications.com Graeme Newell	N	0
2	Agency Referral	N	2
3	Augustana College 2001 S Summit Ave Sioux Falls, South Dakota 57197 Phone : 605-274-4127 Email : career@augie.edu Sandi Vietor	N	0
4	Black Hills State University 1200 University Blvd Spearfish, South Dakota 57799 Phone : 605-642-6277 Email : Melissa.Haught@BHSU.edu Melissa Haught	N	0
5	Broadcast Education Association 1771 N Street, NW Washington, District of Columbia 20036-2891 Phone : (202) 602-0584 Url : http://www.beaweb.org/wp/ Heather Birks Manual Posting	N	0
6	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Michael Bille Manual Posting	N	0
7	Colorado Technical University 3901 W 59th St Sioux Falls, South Dakota 57108 Phone : 605-361-0200 Email : careerservices@sf.coloradotech.edu Wylla J. Satterness	N	0

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8	Concordia University - Moorhead 901 8th St S Moorhead, Minnesota 56562 Phone : 218-299-4000 Url : https://cord-csm.symplicity.com/employers/post-jobs Manual Posting	N	0
9	Dakota State University 820 Washington Ave N Madison, South Dakota 57042 Phone : 605-256-5122 Url : http://dsu.edu/student-life/career-services Placement Services Manual Posting	N	0
10	Dakota Wesleyan University 1200 W University Ave Mitchell, South Dakota 57301 Phone : 800-333-8506 Email : digoldam@dwu.edu Diana Goldhammer	N	0
11	Dordt College 498 4th Ave NE Sioux Center, Iowa 51250 Phone : 712-722-6057 Email : cdc@dordt.edu Sarah Moss	N	0
12	Employee Referral	N	6
13	GetGrads.com (South Dakota Association of College Career Centers) P O Box388 Wall, South Dakota 57790 Phone : 605-279-2654 Url : http://getgrads.com/post.htm Mary Williams Manual Posting	N	0
14	Indeed Inc (Indeed.com) 6433 Champion Grandview Way Building 1 Austin, Texas 78750 Phone : 512-583-7729 Tara Lambropoulos Manual Posting	N	2
15	Internal Candidate	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Internal Transfer/Promotion	N	4
17	Internet Ad	N	4
18	Internet Ad-not directly contacted by SEU	N	3
19	KELO-TV Internal Posting 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	3
20	KELO-TV iPad App 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	0
21	KELO-TV Mobile App 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	0
22	KELO-TV on-air 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	0
23	KELOLAND Facebook 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	0
24	KELOLAND Twitter 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Karen Floyd Manual Posting	N	0

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25	KELOLAND.com 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Url : http://www.kelolandemployment.com/ Karen Floyd Manual Posting	N	2
26	Kilian Community College 300 E 6th St Sioux Falls, South Dakota 57103 Phone : 605-221-3100 Rose Toering Manual Posting	N	0
27	Lake Area Technical Institute 1201 Arrow Ave NE Watertown, South Dakota 57201 Phone : 800-657-4344 Email : mollenhj@lakeareatech.edu Julie Mollenhoff	N	0
28	Media General.com 333 E Franklin Street Richmond, Virginia 23219 Phone : 205-558-7208 Susan Ellenburg Manual Posting	N	6
29	Medialine 1209 Wood Valley Rd Augusta, Georgia 30909 Phone : 800-237-8073 Email : medialine@medialine.com Rich Everitt	Y	0
30	Mitchell Technical Institute 1800 E Spruce St Mitchell, South Dakota 57301 Phone : 605-995-7136 Email : elizabeth.kitchens@mitchelltech.edu Liz Kitchens	N	0

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31	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 712-274-5032 Url : http://www.collegecentral.com/morningside/ Stacie Hays Manual Posting	Y	0
32	Mount Marty College 1105 W 8th St Yankton, South Dakota 57078 Phone : 605-668-1363 Email : ejohnson@mtmc.edu Estelle Johnson	N	0
33	National Academy of Television Arts & Sciences (NATAS) 7319 Hunters Run Eden Prairie, Minnesota 55346 Phone : 952-381-7494 John Murray Manual Posting	N	0
34	National American University 5801 S Corporate Pl Sioux Falls, South Dakota 57108 Phone : 605-884-7216 Url : http://www.national.edu/employers Rachel Hammer Manual Posting	N	0
35	North Dakota State College of Science 800 6th St N Wahpeton, North Dakota 58076 Phone : 701-671-2258 Email : jane.vangsness@ndscs.edu Jane Vangsness Frisch	N	0
36	Northern State University 1200 S Jay St Aberdeen, South Dakota 57401 Phone : 605-626-2371 Email : careerdev@northern.edu Britt Lorenz	N	0

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37	Northwest Iowa Community College 603 W Park St Sheldon, Iowa 51201 Phone : 712-324-5061 Email : jobs@nwicc.edu Sheila Van Engen	N	0
38	Northwestern College 101 7th St SW Orange City, Iowa Phone : 712-707-7225 Email : cdc@nwciowa.edu Bill Minnick	N	0
39	Presentation College 1500 N Main St Aberdeen, South Dakota 57401 Phone : 605-229-8581 Email : Sophia.McDermott@presentation.edu Sophia McDermott	N	0
40	SD Department of Labor 700 Governors Drive Pierre, South Dakota Phone : 605-773-3101 Url : http://www.sdjobs.org/ Marcia Hultman Manual Posting	N	0
41	Sinte Gleska University 101 Antelope Cir Mission, South Dakota 57555 Phone : 605-856-8100 Email : maxine.bordeaux@sintegleska.edu Maxine Bordeaux	N	0
42	Sisseton Whapeton Community College 12572 BIA Hwy 700 Sisseton, South Dakota 57262 Phone : 605-698-3966 Email : webmaster@swc.tc Webmaster webmaster	N	0
43	South Dakota Advertising Federation 5032 S Bur Oak Pl Sioux Falls, South Dakota 57108 Phone : 605-274-3548 Email : ruthann@sdaf.org Ruth Ann Scott	N	0

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44	South Dakota Broadcasters Association 106 W Capitol Ave # 7 Pierre, South Dakota 57501 Phone : 605-224-1034 Email : marla@willardandassociates.com Marla Willard	N	0
45	South Dakota School of Mines & Technology 501 E St Joseph St Rapid City, South Dakota 57701 Phone : 605-394-2667 Email : careercenter@sdsmt.edu career center	N	0
46	South Dakota State University 100 Administration Lane Brookings, South Dakota 57006 Phone : 605-688-5629 Email : susan.fredrikson@sdstate.edu Susan Fredrikson	N	0
47	Southeast Technical Institute 2320 N Career Ave Sioux Falls, South Dakota 57107 Phone : 605-367-4819 Url : http://southeasttech.edu/jobs/employers/login Career Services Manual Posting	N	0
48	Southwest Minnesota State University 1501 State St Marshall, Minnesota 56258 Phone : 507-537-6221 Email : careers@smsu.edu Lori Engebretson	N	0
49	Spots 'N' Dots 1635 Old Highway 41 NW Ste 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Lynn Zook Manual Posting	N	0

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50	St. Cloud State University 720 4th Ave S St. Cloud, Minnesota 56301 Phone : 320-308-3932 Url : https://scsu.experience.com/emp/sblogin Nancy Michael Manual Posting	N	0
51	TVJobs.com P O Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com Mark C. Holloway	Y	0
52	University of Sioux Falls 1101 W 22nd St Sioux Falls, South Dakota 57105 Phone : 605-331-6727 Email : cs@usioxfalls.edu Amy Anderson	N	0
53	University of South Dakota 414 E Clark St Vermillion, South Dakota 57069 Phone : 605-677-5381 Email : cdc@usd.edu Stephen Ward	N	0
54	Walk In/Self-Referral	N	9
55	Western Dakota Technical Institute 800 Mickelson Dr Rapid City, South Dakota 57703 Phone : 605-394-4034 Email : stephen.buchholz@wdt.edu Stephen Buchholz	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			42

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	12/8/2015	Participation in events or programs sponsored by educational institutions	A student from O'Gorman High School in Sioux Falls shadowed the Operations Department on December 8, 2015 to learn more about the field and to see if it was something to pursue further. The student learned about directing, audio and master control duties from our staff. She was also able to have some hands on in the above named areas. She also watched our live broadcast to see how all of the elements come together.	3	Operations Manager Technical Media Operator Technical Media Operator
2	4/27/2016	Participation in events or programs sponsored by educational institutions	On April 27, 2016 KELO-TV hosted a job shadow. A sophomore in the Sioux Center Community School District was at the station from 10am until 1pm. He shadowed in the Marketing & Creative Services department and the Operations department.	3	Marketing & Creative Services Director Creatvie Services Producer Operation TMO
3	4/27/2016	Provision of training to management	On April 27, 2016 the Program Director/EEO Coordinator and the Business Administrator attended a webinar training provided by Media General, Inc. Associate General Counsel Henry Gola that overviewed and explained the FCC's Equal Employment Opportunity rules and policies. The training included methods of ensuring equal employment opportunity and preventing discrimination.	2	Program Director/EEO Coordinator Business Administrator
4	4/27/2016	Hosting of Job Fair	KELO-TV sponsored and hosted a career expo with more than 100 local employers looking to fill positions. The Career Expo was April 27, 2016. Station personnel involved were our Marketing & Creative Services Director, our Operations Manager, our General Sales Manager, our Managing Editor and station account executives.	14	Marketing & Creatvie Services Operations Manager General Sales Manager Managing Editor

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5	5/31/2016	Establishment of an intern program designed to assist members of the community	<p>KELO-TV had 2 interns during the summer. One from the University of South Dakota and one from South Dakota State University. One received credit for the internship.</p> <p>The Marketing/Creative Services Internship included training on editing, writing and graphics software. The intern wrote scripts, produced graphics and edited video for a number of projects including PSA's, topical promos and commercials. The intern also assisted with company sponsored events. Their work was evaluated and offered suggestions for improvement. The station's Marketing & Creative Services Director was the supervisor.</p> <p>The other internship was with the station's New Department. The intern was given the opportunity to report on weekends and learn more about the Ins and Outs of the News business. The station's Managing Editor was the supervisor.</p>	6	Marketing & Creative Services Director Managing Editor Creative Services Producer Creative Services Photographer
6	6/3/2016	Participation in job banks, internet programs and other programs designed to promote outreach	Girls State Luncheon with students interested in journalism. Station sent three employees to meet with the girls, have lunch and give advice about careers in journalism.	3	Anchor/Reporter Producer Anchor/Reporter
7	9/8/2016	Hosting of Job Fair	Hosted an employment event held at the Sioux Falls Convention Center from 11am-4pm. Opportunity for anyone to come in person and apply for various open positions with the participating companies. 100 businesses participated and over 850 applicants attended.	15	General Sales Manager News Director Marketing & Creative Services Director Managing Editor
8	10/11/2016	Participation in events or programs sponsored by educational institutions	Paul Farmer, Marketing & Creative Services Director, lectured at a Writing for Digital Media class at the University of South Dakota in Vermillion, SD. Explained how to write television promotion, showed examples and discussed the types of jobs we have in marketing and creative services to approximately 20 students.	1	Marketing and Creative Services Director

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9	10/24/2016	Participation in events or programs sponsored by educational institutions	University of South Dakota Department of Journalism and Mass Communications Internship/Career Fair. Managing Editor, Jaine Andrews attended the five-hour event and talked with 8 internship/job candidates about internship and career opportunities at KELO-TV	1	Managing Editor
10	10/26/2016	Participation in events or programs sponsored by educational institutions	South Dakota State University - Department of Journalism and Mass Communication Internship Panel. Managing Editor, Jaine Andrews attended the two-hour event and took part in a panel discussion involving former interns and employers about internship opportunities at KELO-TV and what qualities we are looking for in a successful intern.	1	Managing Editor
11	11/14/2016	Participation in events or programs sponsored by educational institutions	A student from Washington High School in Sioux Falls shadowed the Operations Department on November 14, 2016 to learn more about the field and to see if it was something to pursue further. The student learned about directing, audio and master control duties from our staff. She was also able to have some hands on in the above named areas. She also watched our live broadcast to see how all of the elements come together.	4	Operations Manager Director Master Control Operator Audio Operator
12	11/17/2016	Participation in events or programs sponsored by educational institutions	On November 17 the Marketing and Creative Services department hosted a job shadow. The student was a sophomore at Northeast Community College in Norfolk, Nebraska. The student shadowed our creative services producers and shadowed in the operations department.	4	Marketing and Creative Services Director Creative Services Producer Photographer- Commercial Production Photographer- Commercial Production