

KEVN EEO PUBLIC FILE REPORT

For the period December 1, 2010 through November 30, 2011



Job Title: Bench Technician		Date Filled: February 21, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Industry Referral	0		
KEVN TV Commercial	7		
KEVN Website	0		
R.C. Journal / rapidcityjournal.com	1	1	
S.D. Broadcasters Assn	0		
S.D. Career Center	2		
Western Dakota Tech *	2		
Number of Applicants Interviewed:	12		

Job Title: News Producer		Date Filled: March 21, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Augustana College	0		
B.H. Regional Job Fair	4	1	
B.H. State University	0		
Dakota State University	0		
Industry Referral	0		
KEVN Website	0		
Medialine	0		
Mt. Marty College	0		
Northern State University	0		
Ohio Ctr. Broadcasting *	0		
R.C. Journal / rapidcityjournal.com	0		
S.D. Broadcasters Assn	0		
S.D. Career Center	0		
S.D. State University	0		
TV Jobs	0		
University of S.D.	0		
University of Sioux Falls	0		
Winona State University *	0		
Number of Applicants Interviewed:	4		

Job Title: News Reporter		Date Filled: March 21, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Augustana College	0		
B.H. Regional Job Fair	1	1	
B.H. State University	0		
Dakota State University	0		
Industry Referral	0		
KEVN Website	0		
Medialine	1		
Mt. Marty College	0		
Northern State University	0		
Ohio Ctr. Broadcasting *	0		
S.D. Broadcasters Assn	0		
S.D. Career Center	0		
S.D. State University	0		
TV Jobs	0		
University of S.D.	0		
University of Sioux Falls	0		
Winona State University *	0		
Number of Applicants Interviewed:	2		

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Job Title: Production Director		Date Filled: April 4, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
B.H. Regional Job Fair	1	1	
Industry Referral	0		
KEVN TV Commercial	1		
KEVN Website	0		
R.C. Journal / rapidcityjournal.com	0		
S.D. Broadcasters Association	0		
S.D. Career Center	0		
TV Jobs	1		
Western Dakota Tech *	0		
Number of Applicants Interviewed:		3	

Job Title: Chief Engineer		Date Filled: May 9, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Industry Referral	2	1	
KEVN Website	0		
R.C. Journal / rapidcityjournal.com	0		
S.D. Broadcasters Association	0		
S.D. Career Center	0		
TV Jobs	0		
Western Dakota Tech *	0		
Number of Applicants Interviewed:		2	

Job Title: Weekend Anchor / Reporter		Date Filled: June 11, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Augustana College	0		
B.H. Regional Job Fair	1		
B.H. State University	0		
Dakota State University	0		
Industry Referral	0		
KEVN Website	1		
Medialine	0		
Mt. Marty College	0		
Northern State University	0		
Ohio Ctr. Broadcasting *	0		
S.D. Broadcasters Assn	0		
S.D. Career Center	0		
S.D. State University	0		
TV Jobs	1	1	
University of S.D.	0		
University of Sioux Falls	0		
Winona State University *	0		
Number of Applicants Interviewed:		3	

Job Title: Bench Technician		Date Filled: October 18, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Industry Referral	1	1	
KEVN TV Commercial	0		
KEVN Website	1		
R.C. Journal / rapidcityjournal.com	0		
S.D. Broadcasters Assn	0		
S.D. Career Center	1		
Western Dakota Tech *	0		
Number of Applicants Interviewed:		3	

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Referral Source	Number of Applicants Interviewed	Number of Applicants Hired
Augustana College	0	
B.H. Regional Job Fair	0	
B.H. State University	0	
Dakota State University	0	
Industry Referral	1	1
KEVN Website	0	
Medialine	0	
Mt. Marty College	0	
Northern State University	0	
Ohio Ctr. Broadcasting *	0	
S.D. Broadcasters Assn	0	
S.D. Career Center	0	
S.D. State University	0	
TV Jobs	2	
University of S.D.	0	
University of Sioux Falls	0	
Winona State University *	0	
Number of Applicants Interviewed:	3	

Total Number of Persons Interviewed

For All Full-Time Vacancies Filled:

32

Total Number of Interviewees For All Full-Time Vacancies Filled During The Past Year Per Recruitment / Referral Sources:					
Referral Source	Contact Person	Street	Address	Phone #	Number of Interviewees Referred
Augustana College	Valerie Lietz	2001 S. Summit Ave.	Sioux Falls, SD 57197	605-274-4127	0
B.H. Regional Job Fair	Curt Lauinger	800 Mickelson Drive	Rapid City, SD 57703	605-718-2438	7
B.H. State University	Eileen Thomas	1200 University, Unit 9002	Spearfish, SD 57799	605-642-6277	0
Dakota State University	Janelle Nielsen	820 N. Washington Ave.	Madison, SD 57042	605-256-5122	0
Industry Referral					4
KEVN TV Commercial	Nancy Reber	PO Box 677	Rapid City, SD 57709	605-394-7777	8
KEVN Website	Jack Caudill	PO Box 677	Rapid City, SD 57709	605-394-7777	2
Medialine	Mark Shilstone	PO Box 51909	Pacific Grove, CA 93950	800-237-8073	1
Mt. Marty College	Estelle Johnson	1105 W. 8th St.	Yankton, SD 57078	605-668-1363	0
National Weather Association	Steve Listemaa	228 West Millbrook Rd.	Raleigh, NC 27609-4304	919-845-1546	0
Northern State University	Dr. Beverly Werner	1200 S Jay St. #217	Aberdeen, SD 57401	605-626-2371	0
Ohio Ctr. Broadcasting *	Mark Lillie	1310 Wadsworth Blvd #100	Lakewood, CO 80214	303-937-7070	0
R.C. Journal / rapidcityjournal.com	Kris Frisk	PO Box 450	Rapid City, SD 57709	605-394-8337	1
S.D. Broadcasters Assn	Marla Willard	PO Box 1037	Pierre, SD 57501	605-224-7426	0
S.D. Career Center	Makayla Leech	111 New York St.	Rapid City, SD 57701	605-394-1652	3
S.D. School of Mines	Darrell Sawyer	501 E. St. Joe	Rapid City, SD 57701	605-394-2667	0
S.D. State University	Traci Johnson	1047 Medary Ave, Box 511	Brookings, SD 57007	605-688-4153	0
TV Jobs	Mark Holloway	PO Box 4116	Oceanside, CA 92052	800-374-0119	4
University of S.D.	Tara Rohan	414 E. Clark St.	Vermillion, SD 57069	605-677-5307	0
University of Sioux Falls	Mark Patterson	1101 W. 22nd St.	Sioux Falls, SD 57105	605-331-6648	0
Western Dakota Tech *	Curt Lauinger	800 Mickelson Drive	Rapid City, SD 57703	605-718-2438	2
Winona State University *	Vicki Decker	314 Maxwell, PO Box 5838	Winona, MN 55987	507-457-5878	0
			Total		32

* Indicates that recruitment source has requested and is entitled to notification of full-time vacancies pursuant to Section 73.2080(c)(1)(ii).



KEVN TV
P.O. Box 677
Rapid City, SD 57709

KEVN Inc.
Outreach Activities
For the period December 1, 2010 through November 30, 2011

The management of KEVN-TV considers our employees KEVN's most valuable asset. KEVN-TV strives to have diversity among our staff in order to bring different ideas and perspectives to our organization. We believe that this makes KEVN-TV a better place to work and a better station for the communities we serve.

During the period covered by this report, KEVN-TV has provided on-the-job training designed to enable station personnel to acquire skills that could qualify them for higher-level positions. Our Assistant Chief Engineer was promoted to Chief Engineer; he started out as a part time Production Assistant and moved up the ranks to Master Control Operator, Master Control Supervisor, IT Manager, Assistant Chief Engineer to Chief Engineer. A Production Assistant was promoted to a News Producer position; a Bench Tech was promoted to Assistant Chief Engineer; an intern was hired as a part-time News Reporter and promoted to a full time News Reporter when she graduated from college. It is the philosophy of the management of KEVN-TV to encourage employees to learn not only how to do their job, but also to learn and understand all aspects and departments of a television station and to realize their full potential for advancement.

On February 9, 2011, the Station Manager and Chief Engineer participated in the Western Dakota Tech Career Fair at the campus of Western Dakota Tech. They met with over 20 job candidates for various positions with KEVN-TV and interviewed two people for a Bench Tech position. On March 9, 2011, the Station Manager, News Director, Production Manager, Chief Engineer, Local Sales Manager and National Sales Manager participated in the Black Hills Regional Job Fair at the Rushmore Plaza Civic Center in Rapid City, South Dakota. Over 100 people visited our booth with 40 leaving applications and resumes with us. In 2011, KEVN-TV was a Platinum Sponsor of the Black Hills Regional Job Fair and aired over \$24,000 worth of commercials promoting the event. Our Station Manager currently volunteers his time to serve on the board that will plan, organize and oversee this major event for 2012.

In June 2011, one of KEVN's Account Executives spoke to the Youth Business Adventure class at Black Hills State University in Spearfish, S.D. about marketing plans, developing and producing a 30 second commercial. A student from Dakota State University spent the summer at KEVN-TV as an intern in our Production Department. KEVN's Sales Department had a Sturgis High School student job shadow an Account Executive to get a better understanding of television advertising and how it benefits each business in the Black Hills area. Several of KEVN's on air talent have made numerous visits to area schools to give talks about news and weather and careers in television. Jack Caudill, KEVN-TV News Director, volunteers as an instructor and mentor for Junior Achievement.

In February and May 2011, KEVN-TV and First Interstate Bank hosted the Rising Star of the West contest. Twenty area high school students competed for scholarships to the college of their choice by giving one-minute talks on topics of their choice on our nightly newscasts for four weeks in February. They were voted on by viewers online and a station panel of judges. Each week's winner then moved to the finalist round of presentations and voting in May. The first place winner won a \$4,000 scholarship, the second place winner won a \$2,000 scholarship, the third place winner won a \$1,000 scholarship and the fourth place winner won a \$500 scholarship. This contest gave area high school students a chance to experience first hand what our News employees do every day.