

**KOTA, KEVN-LD, KHSD, KSGW**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2020 – November 30, 2021**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Multimedia Journalist	1,2,3,4,5,6,7,9,10,11,28	11
Multimedia Journalist	1,2,3,4,5,6,7,9,10,11,28	11
Producer	1,2,3,4,5,6,7,9,10,11,28	1
Digital Producer	1,2,3,4,5,6,7,9,10,11, 19,28	1
Meteorologist (weekends)	1,2,3,4,5,6,7,9,10,11,19,28	1
Anchor/Reporter	1,2,3,4,5,6,7,9,10,11,19,28	11
Multimedia Journalist	1,2,3,4,5,6,7,9,10,11,19,28	11
Reporter/Anchor	1,2,3,4,5,6,7,9,11,19,28	11
Sports Reporter/Anchor	1,2,3,4,5,6,7,9,11,19,28	1
Producer	1,2,3,4,5,6,7,9,11,19,28	1
Assignment Editor	1,2,3,4,5,6,7,9,11,19,22,28	11
Producer	1,2,3,4,5,6,7,9,11,19,22,28	22
Account Executive	1,6,23	1
TMP	1,3,6	1
TMP	1,3,6	1
TMP	1,3,6,10	10

## II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Snagajob Gray HR All jobs are automatically posted to Indeed.com	NO	45
2	<b>Winona State University *</b> Vicki Decker 314 Maxwell, PO Box 5838 Winona, MN 55987 507-457-5878	Yes News Only	
3	Ohio Ctr. Broadcasting * Debbie Byrd dbyrd@beonair.com 303-479-4908	Yes News & Production	
4	Colorado State Univ. <a href="http://www.career.colostate.edu">www.career.colostate.edu</a> 970-491-5707	NO	1
5	University of Colorado Boulder <a href="http://www.colorado.edu/career">www.colorado.edu/career</a> 303-492-6541	NO	2
6	KOTATV.COM 2001 Skyline Dr, Rapid City SD 57701 605-394-7777	NO	1
7	University of Northern Colorado <a href="http://www.unco.edu">www.unco.edu</a> 970-351-2127	No	
8	University of Denver <a href="http://www.ucdenver.edu">www.ucdenver.edu</a> 303-315-7315	NO	
9	TVJobs <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Mark Holloway PO Box 4116 Oceanside, CA 92052 800-374-0119	NO	
10	Gray.TV career page <a href="https://gray.tv/index.php?page=gray-tv-careers">https://gray.tv/index.php?page=gray-tv-careers</a>	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Contacted By KOTA Phil Buehler 2001 Skyline Drive, Rapid City SD 57701 605-394-7777	NO	49
12	Gray TV news directors <a href="mailto:newsdir@gray.tv">newsdir@gray.tv</a>	NO	
13	Medialine Rich Everitt 1209 Wood Valley Rd. Augusta, GA 30909 706-364-7564	NO	
15	SW Minnesota State Univ. Lori Engelbretson <a href="mailto:Lori.Engelbretson@SMSU.edu">Lori.Engelbretson@SMSU.edu</a> Marshall MN. 56258 800-642-0684	NO	
16	SD Broadcasters Assn. Marla Willard PO Box 1037     Pierre, SD 57501 605-224-7426	NO	
17	University of SD Michelle Van Maanen 414 E. Clark St Vermillion, SD 57069 605-677-5478	NO	1
18	Teresa Hein MyMediaJobs <a href="https://www.mymediajobs.com/">https://www.mymediajobs.com/</a> (515) 224-3904	NO	
19	<a href="http://www.indeed.com">www.indeed.com</a>	NO	4
20	St. Cloud State Mark Mills <a href="mailto:mmills@stcloudstate.edu">mmills@stcloudstate.edu</a> St. Cloud, MN 56301	NO	
21	Bowling Green State University Kathy Bradshaw <a href="mailto:kabrads@bgsu.edu">kabrads@bgsu.edu</a> Bowling Green, KY 43403 419-372-2542	NO	
22	Internal Hire/Promotion	NO	2
23	General Referral Source	NO	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Loyola University Chicago Lee Hood lhood1@luc.edu Chicago, IL 312-915-8538	NO	
25	South Dakota State University Betty Nelson Betty.Nelson@sdsu.edu Brookings, SD 57007 605-688-4171	NO	2
26	Black Hills State University <a href="http://www.bhsu.edu/StudentLife/CareerDevelopment/EmployerServices">www.bhsu.edu/StudentLife/CareerDevelopment/EmployerServices</a> 1200 University St., Unit 9003 Spearfish, SD 57779 605-642-6750	NO	2
27	Minnesota State University, Mankato Amy Mattson Lauters amy.lauters@mnsu.edu Mankato, MN 56001 507-389-5523	NO	
28	<a href="http://www.Handshake.com">www.Handshake.com</a>  (275 colleges and universities approved job listings)	NO	
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			110

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Participate in Job Fair	On August 27, 2021 KOTA TV participated in the Black Hills State University Job Fair.
<b>2</b>	Co-Sponsor Job fair	<p>On March 3, 2021, the stations Co-Sponsored &amp; participated in the Black Hills Regional job fair held at The Rushmore Plaza Civic Center in Rapid City. Other Co-Sponsors include: The University Center, Kelly Services, and South Dakota School of Mines and technology.</p> <p>Participants from the stations included the Production Director, Director of Engineering, Director of Sales, and News Director.</p>
<b>3</b>	Participated in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	On April, our News Director hosted the Mass Communications Department head and staff from Black Hills State Univ. for a tour and discussion.
<b>4</b>	Internship Program	Our station group has internship programs available to college students. This program is designed to allow students to apply their formal course work in a day-to-day setting and to provide an opportunity to acquire the skills needed for broadcast employment. Our internship opportunities are available in the following departments: Operations & News. Available internships are posted on our website. Because of COVID19 protocols, our station was unable to host interns this year.
<b>5</b>	Participate in Scholarship Program for Students Interested in Pursuing a Career in Broadcasting	Our station group is actively involved in administering the Rising Star Scholarship program, including financial contributions, reviewing applications and selecting the

		recipient of the scholarship.
6	Participated in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	<p>On Oct. 18<sup>th</sup>, 2021 our news director and station general manager participated in the South Dakota High School Journalism Conference. The news director gave a presentation on tips to get started in a newsroom and our general manager participated on a panel discussion about Journalism in today's world.</p> <p>Also, during the reporting year, our management team speaks at various events to inform the community about jobs in broadcasting.</p>
7	Provide EEO Training to Management Level Personnel	<p>In May – August 2021, our ND and GM participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gender language, race, class and ability, how to apologize effectively.</p>