

KEVN EEO PUBLIC FILE REPORT

For the period December 1, 2009 through November 30, 2010



Job Title: News Reporter		Date Filled: December 28, 2009
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired
Augustana College	0	
B.H. State University	0	
Dakota State University	0	
Industry Referral	2	
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	8	1
University of S.D.	0	
University of Sioux Falls	0	
Winona State University *	0	
Number of Applicants Interviewed:	10	

Job Title: Account Executive		Date Filled: March 29, 2010
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired
B.H. Regional Job Fair	5	1
Industry Referral	1	
KEVN TV Commercial	1	
KEVN Website	1	
R.C. Journal / rapidcityjournal.com	3	
S.D. Broadcasters Association	0	
S.D. Career Center	0	
Number of Applicants Interviewed:	11	

Job Title: Traffic Assistant		Date Filled: September 27, 2010
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired
KEVN Website	2	
R.C. Journal / rapidcityjournal.com	7	
S.D. Broadcasters Association	0	
S.D. Career Center	1	1
Western Dakota Tech *	0	
Number of Applicants Interviewed:	10	

For the period December 1, 2009 through November 30, 2010



**Total Number of Persons Interviewed
For All Full-Time Vacancies Filled:**

36

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	Julie Smith	4300 S. Highway 79	Rapid City, SD 57701	605-388-7880	5
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	1
KEVN Website	Jack Caudill	PO Box 677	Rapid City, SD 57709	605-394-7777	3
Medialine	Mark Shilstone	PO Box 51909	Pacific Grove, CA 93950	800-237-8073	0
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		PO Box 450	Rapid City, SD 57709	605-394-8333	10
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	1
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	12
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	0
Winona State University *	Vicki Decker	314 Maxwell, PO Box 5838	Winona, MN 55987	507-457-5878	0
				Total	36

* 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, 2009 through November 30, 2010

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. A news reporter in KEVN's News Department was promoted to weekend anchor and a part time master control operator was made full time. Our General Manager was promoted to President, our CFO was promoted to Station Manager, our Local Sales Manager was promoted to take on the additional duties of Regional Sales Manager and our Traffic Manager was promoted to National Sales Manager and Traffic Operations Manager. 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 10, 2010, the CFO and Local Sales Manager participated in the Western Dakota Tech Career Fair at the campus of Western Dakota Tech. They met with over 30 job candidates for various positions with KEVN-TV. On March 10, 2010, the CFO, News Director, Production Manager, Chief Engineer, Local Sales Manager and General Manager participated in the Black Hills Regional Job Fair at the Rushmore Plaza Civic Center in Rapid City, South Dakota. Over 95 people visited our booth with 30 leaving applications and resumes with us. In 2010, 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 2011. On September 8, 2010, the CFO and Production Manager attended the Western Dakota Tech Part Time Job Fair at the campus of Western Dakota Tech.

In June 2010, 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 60 second commercial. A student from Black Hills State University spent the summer at KEVN-TV as an intern in our News Department, she is now working part time in our News Department. KEVN-TV had a student from the Stevens High School Learn and Serve Program intern with our News Department in December and January. KEVN's Weather Department had several students spend time with them learning how they prepare their forecasts for on air. 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 2010, 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.