

KEVN EEO PUBLIC FILE REPORT

For the period December 1, 2011 through November 30, 2012



Job Title: Account Executive		Date Filled: December 12, 2011	
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired	
Augustana College	0		
B.H. Regional Job Fair	2		
B.H. State University	0		
Dakota State University	0		
Industry Referral	0		
KEVN TV Commercial	1		
KEVN Website	5		
Mt. Marty College	0		
Northern State University	0		
R.C. Journal / rapidcityjournal.com	3	1	
S.D. Broadcasters Assn	0		
S.D. Career Center	0		
S.D. School of Mines	0		
S.D. State University	0		
University of S.D.	0		
University of Sioux Falls	0		
Western Dakota Tech *	0		
Number of Applicants Interviewed:		11	

Job Title: Chief Meteorologist		Date Filled: January 30, 2012	
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	3	1	
KEVN TV Commercial	0		
KEVN Website	0		
Medialine	0		
Mt. Marty College	0		
National Weather Association	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. School of Mines	0		
S.D. State University	0		
TV Jobs	2		
University of S.D.	0		
University of Sioux Falls	0		
Western Dakota Tech *	0		
Winona State University *	0		
Number of Applicants Interviewed:		5	

Job Title: Account Executive		Date Filled: March 27, 2012	
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	1	1	
KEVN TV Commercial	0		
KEVN Website	1		
Mt. Marty College	0		
Northern State University	0		
R.C. Journal / rapidcityjournal.com	0		
S.D. Broadcasters Assn	0		
S.D. Career Center	0		
S.D. School of Mines	0		
S.D. State University	0		
University of S.D.	0		
University of Sioux Falls	0		
Western Dakota Tech *	0		
Number of Applicants Interviewed:		3	

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For the period December 1, 2011 through November 30, 2012



Job Title: Account Executive		Date Filled: April 23, 2012
Referral Source	Number of Applicants Interviewed	Number of Applicants Hired
Augustana College	0	
B.H. Regional Job Fair	2	
B.H. State University	0	
Dakota State University	0	
Industry Referral	1	
KEVN TV Commercial	0	
KEVN Website	0	
Mt. Marty College	0	
Northern State University	0	
R.C. Journal / rapidcityjournal.com	1	1
S.D. Broadcasters Assn	0	
S.D. Career Center	0	
S.D. School of Mines	0	
S.D. State University	0	
University of S.D.	0	
University of Sioux Falls	0	
Western Dakota Tech *	0	
Number of Applicants Interviewed:		4

Job Title: Reporter		Date Filled: October 8, 2012
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	0	
KEVN TV Commercial	0	
KEVN Website	0	
Medialine	0	
Mt. Marty College	0	
National Weather Association	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. School of Mines	0	
S.D. State University	0	
TV Jobs	2	1
University of S.D.	1	
University of Sioux Falls	0	
Western Dakota Tech *	0	
Winona State University *	0	
Number of Applicants Interviewed:		3

Total Number of Persons Interviewed
For All Full-Time Vacancies Filled: 26

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	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					5
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	6
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	Kris Frisk	PO Box 450	Rapid City, SD 57709	605-394-8337	4
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	0
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	1
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	507-457-5578	0
Total					26

* 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, 2011 through November 30, 2012

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. One of our Account Executives was promoted to a new position of General Sales Manager. A part-time Production Assistant was promoted to a full-time Newscast Director; another part-time Production Assistant was promoted to a part-time Master Control Operator. Our weekend News Anchor was promoted to weekday News Anchor; a News Reporter was promoted to weekend News Anchor. 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 8, 2012, the Station Manager, Chief Engineer and Production Manager participated in the Western Dakota Tech Career Fair at the campus of Western Dakota Tech. They met with over 10 job candidates for various positions with KEVN-TV and interviewed one candidate for a part-time Production Assistant position who was hired. On March 7, 2012, 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 125 people visited our booth with 30 leaving applications and resumes with us. In 2012, KEVN-TV was a Platinum Sponsor of the Black Hills Regional Job Fair and aired \$26,000 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 2013.

In June 2012, KEVN's General Sales Manager 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. KEVN's News Department had a Newell High School student job shadowed our News Photographer to learn how to shoot video for news stories. In April 2012, KEVN's News Director hosted 7 sessions on television news at the Rapid City 8th grade Career Fair. Jack Caudill, KEVN-TV News Director, volunteers as an instructor and mentor for Junior Achievement. Cindy McNeill, KEVN-TV General Manager, was a speaker the Women's Business Conference held in Rapid City October 25, 2012.

In February and May 2012, 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.