

2023 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2022, through November 30, 2023

Station comprising the reporting Station Employment Unit:

KUSD TV; KBHE-TV; KCSD-TV; KDSD-TV; KESD-TV; KPSD-TV; KQSD-TV; KTSD-TV; KZSD-TV; KUSD-FM; KBHE-FM;
 KCSD-FM; KDSD-FM; KESD-FM; KJSD-FM; KPSD-FM; KQSD-FM; KTSD-FM; KYSD-FM; KZSD-FM

Job Announcements

i. Job Title	Date Filled	ii. Recruitment Sources	iii. Hiree Referral Source	iv. Number of People Interviewed
Public Broadcasting Media Specialist II	12/22/22	General*	Friend	1
Public Broadcasting Media Specialist II	1/9/23	General*	Online – Indeed	3
Public Broadcasting Media Specialist I	3/27/23	General*	Online – LinkedIn	8

Recruitment Source:

*General = All State Job Announcements are sent to a voluntary LISTSERV of over 5,342 recipients, plus to the Bureau of Human Resources (BHR) web site, Public Broadcasting web site, and Department of Labor (SDWORKS) web site. Additionally, all job announcements are automatically fed to LinkedIn and Indeed. Some recruitment sites scrape from our site as well.

Source	Contact Person	Address	Tel. No.
LISTSERV	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
BHR Website	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
Public Broadcasting website	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
SD WORKS Online	Bureau of Human Resources (Indeed, LinkedIn, Glassdoor, Facebook, Twitter, Keloland etc.)	500 East Capitol, Pierre	773-3148

v. **Data**

Total Number of Persons Interviewed for full-time Vacancies: 12

Total Number of Interviewees by Recruitment Source:

LISTSERV: 0

BHR Website: 2

Public Broadcasting: 3

SD WORKS: 0

Friend: 1

Existing Employee: 0

Internal Job Listing – Unspecified: 0

Keloland: 0

LinkedIn: 2

Indeed: 2

Facebook: 0

Handshake: 0

Did Not Indicate/Other: 2

Engagement Initiatives

Outreach Activity #1 (Internship Program to Assist Members of Community to Acquire Skills Needed for Broadcast Employment)

South Dakota Public Broadcasting (SDPB) participated in the State of South Dakota Executive Internship program during the reporting period. Intern positions were announced for the summer, spring, and fall intern seasons, and SDPB hired 4-6 interns for each term. Each intern opening announcement is distributed personally to the Media Department Directors at colleges and universities throughout the region. Internships are also listed on the Jobs page of the State of South Dakota website, maintained by the Bureau of Human Resources. These internships provide valuable work experience for college students who are interested in a career in in the media, and with SDPB. SDPB offers multiple internships in such areas as multi-media journalism, radio programming, TV production, marketing, and outreach. Spring internships run Jan. 9-April 28, 2023; Summer internships are May 8-Aug. 18, 2023; and Fall internships run Aug. 28-Dec. 11, 2023. Station employees that assisted include the Directors of Journalism Content, Entertainment Content, Programming & Communication.

Outreach Activity #2 (Participation in Job Fairs)

SDPB is represented by SDPB managers at several Job/Career Fairs. For the reporting period Dec. 1, 2022-Nov. 30, 2023, SDPB participated in the following:

Feb. 24, 2023 - CTE Academy Career Fair, Sioux Falls Community School District – Director of Engineering

Oct. 30, 2023 - USD Media and Journalism, University of South Dakota, Vermillion – Director of Programming & Communications

Outreach Activity #3 (Participation in Events/Programs Sponsored by Educational Institutions)

SDPB television provides numerous real-life opportunities for a variety of high school media classes to serve as active members of our live production team during our numerous sports broadcasts, and live music events. Overseen by SDPB’s Director of Entertainment Content, these opportunities include paid opportunities to run cameras and sound for live broadcasts of Soccer, Chorus & Orchestra, Cheer & Dance, All Nations Football, SDHSAA Football, Volleyball, Wrestling, Band, Jazz Band, Gymnastics, Basketball, and Track & Field. These opportunities took place Feb. 10-11, 2023; Feb. 24-25, 2023; March 9-11 and 16-18, 2023; March 25, 2022; May 6 and 27-28, 2023; Oct. 14 and 20-21, and 28, 2023; Nov. 4, 9-11 and 16-18, 2023.

Members of SDPB's Journalism Department participated in the SDHSAA Journalism and Press Convention. They participated in the panel about ethics, and about creating enticing storytelling. Discussions with participants about choosing Journalism as a career path were also held. The event was Oct. 17, 2023, at the University of South Dakota in Vermillion.

SDPB Director of Entertainment Content hosted high school students from Dupree, SD November 4, 2023, who participated in an immersive behind-the-scenes experience associated with the production of the All Nations High School Football Championship. He had embedded access to all aspects of the production, announcing, and pre- and post-event activities. These students are students at a school remotely situated on the Cheyenne River Reservation, and this provided many of the students with their first hands-on experience with professional broadcast equipment, in a professional setting.

SDPB’s Director of Programming & Communications is a member of the Western Iowa Technical Community College media advisory committee, which drives the development of curriculum content in media programs at the school. Advisory meetings are held monthly on specific Fridays on the WITCC campus in Sioux City, Iowa.