

2021 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2020 through November 30, 2021

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	9/9/21	General*	Online – SDPB Website	9
Broadcast Operating Technician	5/13/21	General*	Online – Indeed.com	2
Program Manager	6/3/21	General*	Online - Facebook	8
Public Broadcasting Media Specialist II	5/10/21	General*	Friend	7
Public Broadcasting Media Specialist III	3/1/21	General*	Internal Job Listing – Unspecified	2
Public Broadcasting Media Specialist III	1/8/21	General*	Internal Job Listing – Unspecified	1

Recruitment Source:

*General = All State Job Announcements are sent to a voluntary LISTSERV of over 4,975 recipients, plus to the Bureau of Human Resources (BHR) web site, Public Broadcasting web site, and Department of Labor (SDWORKS) web site.

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, etc.)	500 East Capitol, Pierre	773-3148

v. Data

Total Number of Persons Interviewed for full-time Vacancies: 29

Total Number of Interviewees by Recruitment Source:

LISTSERV: 3

BHR Website: 3

Public Broadcasting: 2

SD WORKS: 2

Friend/Existing Employee: 7

Internet Search/Online: 8

Did Not Indicate/Other: 4

Engagement Initiatives

Outreach Activity #1 (Internship Program)

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 SDPB. SDPB offers multiple internships in such areas as multi-media journalism, radio programming, TV production, marketing, and outreach. Spring internships run Jan. 11-April 30, 2021; Summer internships are May 10-Aug. 23, 2021; and Fall internships run Aug. 30-Dec. 8, 2021.

Outreach Activity #2 (Job Fairs)

SDPB is represented by SDPB managers at several Job Fairs. Due to the Coronavirus Pandemic some job fairs were cancelled or held virtually. For the reporting period Dec. 1, 2020-Nov. 30, 2021 SDPB participated in the following:

March 10, 2021 - Virtual Intern Fair, Augustana University

November 3, 2021 - SDSU Management, Economics and Communication Career Fair, South Dakota State University, Brookings (in person)

November 4, 2021 - SDSU Management, Economics and Communication Career Fair (virtual)

November 8, 2021 - USD Media and Journalism, University of South Dakota, Vermillion (in person)

Outreach Activity #3 (Experience Opportunities)

SDPB TV Production provided a work experience for a high school student interested in pursuing a career in the media. His work experience consisted of opportunities to work behind the scenes with TV production crew preparing for coverage of South Dakota High School Activities Association events. Work experience dates October 15-November 20, 2021.

Typically, SDPB hosts a number of Career and Technical Education students at our studios in Vermillion to speak with them about careers in the media. Due to the Coronavirus Pandemic, we were unable to host that event this year. We did make a virtual presentation in lieu of a personal tour of the facilities on Tuesday, October 5, 2021.

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. These opportunities include paid opportunities to run cameras and sound for live broadcasts of Soccer, Football, Volleyball, Wrestling, Gymnastics and Basketball. These opportunities took place Feb. 26-27, 2021; March 11-13 and 18-20, 2021; April 20, 2021; May 8 and 28-29, 2021; Oct. 26, 22-23, and 30, 2021; Nov. 11-13 and 18-20, 2021.

SDPB's Director of Programming was 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. His term ended in June 2021.

SDPB's Journalism Manager participated on the Ethics panel, and the SDPB Senior Editor participating in a Storytelling discussion during the SDHSAA Journalism and Press Convention. The event was Oct. 18, 2021 at Black Hills State University.

SDPB Director of Marketing participated as a judge for the Iowa College Media Association Better Student Newspaper Contest. This event offers opportunities to students to learn more about media and journalism and how their work measures up against that of their peers and generally accepted practices. Judging took place between Nov. 9-29, 2021.