

2020 EEO Public File Report

Employment Unit Covered

KOTA-AM, Rapid City, South Dakota
KQRQ-FM, Rapid City, South Dakota
KZZI-FM, Rapid City, South Dakota / Belle Fourche, South Dakota
KDDX-FM, Rapid City, South Dakota / Spearfish, South Dakota
KZLK-FM, Rapid City, South Dakota
KDSJ-AM, Deadwood, South Dakota

Reporting Period

December 1, 2019 – November 30, 2020

Full – Time Vacancies Filled During Reporting Period

1 Job Title: News Director Date Filled: September 2020 CJ K
Recruitment Source: All Access- Trade Publication

Recruitment / Referral Sources Used To Seek Candidates

<u>Source</u>	<u>Address</u>	<u>City</u>	<u>Zip</u>
All Access	Allaccess.com	Malibu, CA	
Riverfront Stations	518 St. Joseph St.	Rapid City, SD	57701
Employee Reference	518 St. Joseph St.	Rapid City, SD	57701
SD Broadcasters Asso.	Box 1037	Pierre, SD	57501
Job Fair.works	518 St. Joseph St.	Rapid City, SD	57701

Total Number of Interviewees For Open Positions During the Reporting Period Per Recruitment/Referral Sources

<u>Referral Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Number of Interviewees Referred</u>
SD Broadcasters	Marla W	Box 1037	(605)	1

Station Websites		Rapid City, SD 57701	342 – 2000	0
Personal Reference	Mike F	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	4
Employee Referral	Mike F	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	6
Job Fair.works	Jesse S	400 N. Rowley Mitchell, SD 57301	(605) 996 – 1490	0
Riverfront Stations	Mike F	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	1

Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation and Location	Station Staff Involved
On-Air Outreach	Monthly- Stations air announcements stating EEO status and soliciting assistance from organizations who may help provide qualified applicants for current or future openings.	Jim K.
Internship	Nov 2019-March 2020-Provided a Black Hills State University broadcast student with the opportunity to write and produce a series of features that were aired during college basketball broadcasts.	Jim K. Steve A.
Student Interviews	Nov 2019-March 2020- Conducted interviews 2 times per week with various local university student athletes covering their sports careers, and their education. Many of the students were broadcast majors providing them the opportunity to receive a hands-on look into the field.	Jim K.
Junior Achievement	December 5, 2019- Served as mentor for annual Ethics training at Belle Fourche High School. Provided an overview of the radio business, also conducted a number of ethics exercises explaining how ethics are applied in broadcasting and across the entire business community	Jim K.
Job Shadow	Feb 10, 2020-Student from local alternative school Who expressed interest in broadcasting visited KDDX studios to observe and participate in Hands on experience in radio broadcasting	Shane G.

American Advertising	Feb 21, 2020- Attended gathering of local media representatives to network and share ideas in the areas of improved messaging.	Jim K. Mike F.
Awards In Studio Visit	March 6, 2020- KZZI FM hosted 5 members of The Belle Fourche High School Rodeo team for a live on-air interview and station tour. The students were shown the inner workings of radio broadcasting including production of an announcement for their fundraiser.	Adrian F Jay W
LBS Webinar	March 26, 2020- Online sales training webinar featured 4 speakers providing insight on how to adjust sales strategies in the midst of the Covid-19 pandemic	Jim K. Mike F. Doyle B. Carolyn B.
Sales Leadership Webinar	April 14, 2020- Webinar offered tips on how to lead sales employees through adversity	Jim K. Mike F.
RAB Webinar	April 29, 2020- Webinar to exchange ideas during unusual times	Jim K. Mike F.
Operation Graduation	May 2020- Due to the Covid-19 pandemic, most area High Schools were not able to hold commencement ceremonies at their usual times. To help spotlight area High School seniors, and offer an introduction to broadcast writing, KZZI-FM conducted Operation Graduation inviting students to write a 30 second bio covering their High School career, achievements and future plans. The station aired nearly 180 segments through the month of May and awarded a \$500 scholarship at random to one of the participants.	Jim K April G Jay W Adrian F
Crisis Leadership Webinar	May 19, 2020- Presented by the SDBA shared ideas strategies and tactics to improve leadership skills in times of crisis.	Jim K.
Commercial Production	July 15, 2020- KZZI-FM Hosted 6 ag students from the Crook County Schools to record and produce a series of radio commercials to promote their Junior Livestock sale. Students wrote and recorded and were assisted by staff in the editing and production phase.	Jim K
Leadership\HR Training	November 12, 2020- Attended presentation by Glen Shepherd "How to Supervise People and Lead a Team in Yankton, SD earning 3.5 recertification credit hours.	Jim K. Mike F. Doyle B Carolyn B.