

## 2021 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, 2020 – November 30, 2021

### Full – Time Vacancies Filled During Reporting Period

1	Job Title: Promotions Director Recruitment Source: Employee Reference	Date Filled: Jan 5, 2021	AJ
2	Job Title: Operations Manager Recruitment Source: All Access	Date Filed: April, 6 2021 Allaccess.com Malibu, CA	IR
3.	Job Title: Sales Representative Recruitment Source: Riverfront Stations	Date Filed: July, 19 2021 518 St. Joseph St. Rapid City, SD	SP
4,	Job Title: Announcer Recruitment Source: Personal Reference	Date Filed: Sept, 6 2021 518 St. Joseph St. Rapid City, SD	JG
5.	Job Title: Director of Campaign Development Recruitment Source: Personal Reference	Date Filed: Sept, 6 2021 518 St. Joseph St. Rapid City, SD	JM

### 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	1019 Broadway	Yankton, SD	57078

Personal Reference      518 St. Joseph St.      Rapid City, SD      57701

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

<b>Referral Source</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>	<b>Number of Interviewees Referred</b>
SD Broadcasters	Marla W	Box 1037 Pierre, SD 57501	(605) 224-1034	1
Station Websites	Jim K	Rapid City, SD 57701	342 – 2000	2
Personal Reference	Jim K	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	2
Employee Referral	Jim K	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	2
Job Fair.works	Austin K.	1019 Broadway Ave Yankton, SD 57078	(605) 665-7892	2
Riverfront Stations	Jim K	518 St. Joseph St. Rapid City, SD 57701	(605) 342 – 2000	3

**Outreach Activities Performed During the Reporting Period**

<b>Initiative</b>	<b>Scope of Participation and Location</b>	<b>Station Staff Involved</b>
On-Air Outreach	Daily- Stations air announcements stating EEO status and soliciting assistance from Organizations who may help provide qualified applicants for current or future openings.	Jim K.
JobFair.Works	Monthly-Promoted station openings and openings for Other Businesses through station operated Website JobFair.Works	All On-Air
Junior Achievement	General Manager serves as local board member Assisting organization in developing skills and Traits in students for use in future employment Situations.	Jim K
Career Fair	March 23, 2021- Participated in Spearfish High School Career Fair. Discussed various positions with students and handed out detailed descriptions of various positions within the company	Jim K

Job Fair	April 30, 2021- Participated in Belle Fourche Chamber Job Fair. Discussed various positions with attendees and handed out detailed descriptions of various positions within the company	Jim K
Operation Graduation	May 2021- To help spotlight area High School seniors, and offer an introduction to broadcast writing, KZZI-FM and KDSJ-AM 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, Adrian F Cody O Ryan R Jay W.
SD Broadcasters Convention	August 28 & 29, 2021- Management and Sales staff attended convention in Rapid City. Participants attended Multiple training sessions and networked with broadcast Professionals from across the state	Jim K Mike F Jack M. Lil A Susan H Robert C Jeff M Sandra P Adrian F
Job Fair	October 5, 2021-participated in community job fair In Blue Earth, MN Sharing information on positions available in all Riverfront LLC markets	Ron R.
USD Media & Journalism Career Fair	October 18, 2021-Took part in Career Fair event at the University of South Dakota in Vermillion. Presented information on positions in all Riverfront Broadcasting LLC markets to participants	Bryce L.
FFA Regional Competition	October 22, 2021- Served as a judge for the Ag broadcasting competition of the FFA Regional Competition. Offered Feedback to contestants in the areas of news writing, Reporting and broadcasting and commercial copywriting And delivery.	Jim K.