

**KELO(AM), KELO-FM, KRRO(FM), KWSN(AM), KTWB(FM), KSQB-FM &  
KXQL(FM)**

**EEO PUBLIC FILE REPORT  
12/01/2010 – 11/30/2011<sup>1</sup>**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Receptionist	1-25, 27, 29, 31, 32	25
Sales Coordinator	1-25, 27, 29, 31, 32	24
Account Executive	1-20, 24, 25, 27, 29, 31, 32	22 <sup>2</sup>
KELO-FM Morning Co-Host	1-20, 25-32	26
Account Executive	1-20, 24, 25, 27, 29, 31, 32	20
Account Executive	1-20, 24, 25, 27, 29, 31, 32	22 <sup>2</sup>
Senior Level Account Executive	1-25, 27, 29, 31, 32	24
Senior Level Account Executive	1-25, 27, 29, 31, 32	27
KRRO(FM) Morning Co-Host	1-20, 25-32	26
Sales Coordinator	1-20, 24, 25, 27, 29, 31, 32	20
KWSN(AM) On-Air Announcer	1-19, 27, 31, 33	33
General Sales Manager	1-25, 27, 29, 31, 32, 34, 35	34
Account Executive	1-20, 24, 25, 27, 29, 31, 32	32
Account Executive	1-20, 24, 25, 27, 29, 31, 32	12
Account Executive	1-20, 24, 25, 27, 29, 31, 32	20
Account Executive	1-20, 24, 25, 27, 29, 31, 32	27
Account Executive	1-20, 24, 25, 27, 29, 31, 32	27
Account Executive	1-20, 24, 25, 27, 29, 31, 32	31

<sup>1</sup> This Report includes recruitment activity from November 21, 2010 through November 20, 2011.

<sup>2</sup> Applicant applied for Senior Level Account Executive, but was hired for Account Executive.

**KELO(AM), KELO-FM, KRRO(FM), KWSN(AM), KTWB(FM), KSQB-FM &  
KXQL(FM)**

**EEO PUBLIC FILE REPORT**

12/01/2010 – 11/30/2011

**II. MASTER RECRUITMENT SOURCE LIST (MRS L)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	Lutheran Social Services Refuge & Immigration Program Attn: Nancy Hayen 1609 W 11 <sup>th</sup> St. Sioux Falls, SD 57104 605-339-4601	Yes	0
2	American Indian Services, Inc. Attn: Marilyn Lone Hill 817 N Elmwood Ave Sioux Falls, SD 57104 605-334-4060	Yes	0
3	Augustana College Career Center Attn: Val Lietz or Sandi Vietor <a href="mailto:career@auguie.edu">career@auguie.edu</a> 605-274-4127	Yes	0
4	Bellevue University Attn: Heather Knight <a href="mailto:knight@bellevue.edu">knight@bellevue.edu</a> 605-335-8010	Yes	0
5	Black Hills State University Attn: Eileen Thomas <a href="mailto:careers@bhsu.edu">careers@bhsu.edu</a> 605-642-6277	Yes	0
6	Brown College-Career Services Attn: Karol Baumeister <a href="mailto:kbaumeister@browncollege.edu">kbaumeister@browncollege.edu</a> 651-905-3499	Yes	0
7	Colorado Technical University Attn: Wylla Satterness <a href="mailto:wsatterness@sf.coloradotech.edu">wsatterness@sf.coloradotech.edu</a> 605-361-0200	Yes	0
8	DSU Career Services Attn: Senior Secretary Janelle Nielsen <a href="mailto:career.services@dsu.edu">career.services@dsu.edu</a> 605-256-5122	Yes	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
9	Kilian Community College Attn: Sandy Garber <a href="mailto:sgarber@kilian.edu">sgarber@kilian.edu</a> 605-221-3100	Yes	0
10	National American University Attn: Walter Goodwin <a href="mailto:wgoodwin@national.edu">wgoodwin@national.edu</a> 605-334-5430	Yes	0
11	South Dakota Broadcasters Association Attn: Marla Willard <a href="mailto:marla@willardandassociates.com">marla@willardandassociates.com</a> 605-224-1034	Yes	2
12	South Dakota Career Center Attn: Amanda Schreck <a href="mailto:amanda.schreck@state.sd.us">amanda.schreck@state.sd.us</a> 605-367-5300	Yes	4
13	South Dakota School of Mines & Technology Attn: Kim B. Bold <a href="mailto:kim.bold@SDSMT.edu">kim.bold@SDSMT.edu</a> 605-394-2586	Yes	0
14	South Dakota State University CAP Center Attn: April Boesch, Recruiting Coordinator <a href="mailto:april.boesch@sdstate.edu">april.boesch@sdstate.edu</a> 605-688-4153	Yes	0
15	Southeast Tech/USDSU Campus Career Center Attn: JoAnne Weir <a href="mailto:dolcareercenter@southeasttech.edu">dolcareercenter@southeasttech.edu</a> 605-367-4819	Yes	0
16	University of Sioux Falls Attn: Mark Patterson <a href="mailto:cs@siouxfalls.edu">cs@siouxfalls.edu</a> 605-331-6740	Yes	0
17	Lutheran Social Services Attn: Tracy Gran 620 W 18 <sup>th</sup> St. Sioux Falls, SD 57104 605-357-0100	Yes	0
18	Minnesota Broadcasters Association Attn: Sarah Nelson 3033 Excelsior Blvd Suite 301 Minneapolis, MN 55416 612-926-8123	Yes	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
19	Iowa Broadcasters Association Attn: Sue Toma PO Box 71186 Des Moines, Iowa 50325 515-224-7237	Yes	0
20	SiouxFallsHelpWanted.com siouxfallshelpwanted.com One Civic Center Plaza Suite #506 Poughkeepsie, NY 12601	No	11
21	Sioux Falls Argus Leader Attn: Mary Anson <a href="mailto:manson@argusleader.com">manson@argusleader.com</a> 605-331-2346	No	4
22	Career Builder.com <i>(Job postings with the Sioux Falls Argus Leader are also posted on Careerbuilder.com.)</i>	No	10
23	Internal Posting	No	0
24	On-Air Announcement <i>(one or more SEU stations)</i>	No	13
25	Station Website <i>(all SEU stations)</i>	No	6
26	All Access Music Group allaccess.com 310-457-6616	No	5
27	Employee Referral	No	13
28	Radio & Music Pros 25379 Wayne Mills Place, #382 Valencia, CA 91355 323-656-8680	No	0
29	Walk-In/Self-Referral	No	1
30	The Conclave (The Tattler) 4517 Minnetonka Blvd #104 Minneapolis, MN 55416 952-927-4487	No	0
31	Non-Employee Referral	No	4
32	Internal Transfer/Promotion	No	1
33	Staatalent.com Attn: John Chelesnick 26101 Del Rey, Suite A Mission Viejo, CA 92691 949-215-6713	No	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
34	Radio Advertising Bureau 1320 Greenway Dr, Suite 500 Irving, TX 75038 972-753-6700	No	1
35	Inside Radio P.O. Box 567925 Atlanta, GA 31156 800-248-4242	No	0
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			77

**KELO(AM), KELO-FM, KRRO(FM), KWSN(AM), KTWB(FM), KSQB-FM & KXQL(FM)**

**EEO PUBLIC FILE REPORT**

**12/01/2010 – 11/30/2011**

**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On December 14, 2010, the stations hosted one student from West Central High School in the Programming Department as part of a job shadow program.
<b>2</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On January 25, 2011, the stations hosted one student from Joe Foss High School in the Programming Department as part of a job shadow program.
<b>3</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On March 1, 2011, the stations hosted one student from Joe Foss High School in the Programming Department as part of a job shadow program.
<b>4</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On September 27, 2011, the stations hosted one student from West Central High School in the Programming Department as part of a job shadow program.
<b>5</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On October 17, 2011, the stations hosted one student from Northeast Community College in the Programming Department as part of a job shadow program.
<b>6</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On October 25, 2011, the stations hosted one student from Washington High School in the Programming Department as part of a job shadow program.
<b>7</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating	On November 8, 2011, the stations hosted one student from West Central High School in the Programming Department as part of a job shadow

	to Careers in Broadcasting	program.
<b>8</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On April 8, 2011, the stations hosted students from Discovery Elementary School in the Programming Department as part of Discovery Day to educate the students on careers in broadcasting.
<b>9</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On April 8, 2011, the stations hosted a tour for members of Cub Scout Pack 153 in the Programming Department to educate the members on careers in broadcasting.
<b>10</b>	Host Event or Program Sponsored by or on Behalf of an Educational Institution Relating to Careers in Broadcasting	On April 22, 2011, the stations hosted a tour for members of Cub Scout Pack 490 in the Programming Department to educate the members on careers in broadcasting.
<b>11</b>	Provide Training to Management Level Personnel as to Methods of Ensuring Equal Employment Opportunity and Preventing Discrimination	On January 20, 2011 the General Manager conducted a video presentation on the basics of understanding the FCC's Equal Employment Opportunity rules. Station participants included all hiring managers.
<b>12</b>	Participated in Job Fair	On January 21, 2011, the stations participated in the South Dakota State University Job Fair in Brookings, SD. Station participants included our Business Manager and News Director.
<b>13</b>	Co-Sponsor a Job Fair	On February 24, 2011, the stations co-sponsored and participated in the South Dakota Big Job Fair at the Sioux Falls Convention Center in Sioux Falls, SD. Station participants included our Business Manager and Sales Manager.
<b>14</b>	Participated in Job Fair	On April 5, 2011, the stations participated in the University Center Career Fair at University Center North in Sioux Falls, SD. Station participant included our Business Manager.
<b>15</b>	Hosted In-House Job Fairs	On November 10, 2011, the stations hosted two In-House Recruiting Seminars at Backyard Broadcasting facilities in Sioux Falls, SD. Our

		<p>SEU invites interested individuals to the seminars via on-air announcements and on station websites. Attendees fill out applications, receive a tour of our facilities, and get information on current job openings. Station participants included our Business Manager, Sales Manager, and Account Executive.</p>
--	--	---