

2024 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2023, through November 30, 2024
(amended October 17, 2025)

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
Digital Strategy Manager	10/10/24	General*/Facebook/Instagram/Handshake	Other	10
Public Broadcasting Media Specialist II	10/15/24	General*/Facebook/Instagram/Handshake	Friend	10

Recruitment Source:

*General = All State Job Announcements are sent to a voluntary LISTSERV of over 5,534 recipients, plus to the Bureau of Human Resources (BHR) website, South Dakota Public Broadcasting (SDPB) website, and Department of Labor (SDWORKS) website. Additionally, LinkedIn, Indeed, and some other recruitment sites sometimes scrape and then repost vacancy information that was posted to the state websites; thus, some interviewees were referred by Indeed and LinkedIn.

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
SDPB Website	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
SD WORKS	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
Internal Recruiter	Bureau of Human Resources	500 East Capitol, Pierre	773-3148
Facebook			

v. **Data**

Total Number of Persons Interviewed for full-time Vacancies: 20

Total Number of Interviewees by Recruitment Source:

LISTSERV: 2

BHR Website: 2

SDPB Website: 1

SDWORKS: 0

Friend: 3

LinkedIn: 3

Indeed: 2

Facebook: 1

Google: 1

Internal Recruiter: 1

Did Not Indicate/Other: 4

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 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. 8-May 8, 2024; Summer internships are May 13-Aug. 23, 2024; and Fall internships run Aug. 26-Dec. 18, 2024. Station employees that assisted include the Directors of Journalism Content, Entertainment Content, and 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, 2023-Nov. 30, 2024, SDPB participated in the following:

Jan. 31, 2024 – Career Exploration Fair (virtual) – Director of Engineering & Operations
Feb. 14, 2024 – CTE Academic Career Fair (virtual) - Marketing and Brand Manager
Oct. 10, 2024 – SDSU Management, Economics and Communication Fair – Dir. of Programming; Dir. of Journalism
Oct. 28, 2024 - USD Media and Journalism, University of South Dakota, Vermillion – Dir. of Programming; Dir. of Engineering

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 (paid) opportunities include operating 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 in the 2023-2024 and 2024-2025 academic years: SPRING EVENTS: Feb. 9-10, Feb. 22-24, 2024; March 7-9 and 14-16, 2024; May 30-June 1, 2024; FALL EVENTS: Nov. 2, 8, 14-16, and 21-23, 2024.

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. 21, 2024, at the South Dakota State University in Brookings.

SDPB Director of Entertainment Content hosted high school students from a South Dakota Indian Reservation on November 8, 2024 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 Journalism Content teaches a course in news writing at the University of Sioux Falls. Besides the curriculum associated with the class, discussions frequently also involve incorporating learned skills in news writing and how they are available in various careers in the media.

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, and an day-long gathering took place Feb. 9, 2024.

SDPB's Director of Entertainment Content has provided individual tours of the Vermillion facilities to interested students considering a career in the media. These tours are sporadic and happen occasionally throughout the year. As one example, on June 20 and 27, 2024, the Director of Entertainment Content conducted tours for students participating in the University of South Dakota's Dakota Dreams Camp.