

2025 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): December 1, 2024, through November 30, 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; KWSD(FM)

Job Announcements

i. Job Title	Date Filled	ii. Recruitment Sources	iii. Hiree Referral Source	iv. Number of People Interviewed
Network Administrator – Senior Communications Technician	12/16/24	General*/Facebook/Instagram	Google	5
Public Broadcasting Media Specialist II – ATC Host	1/13/25	General*/Facebook/Instagram	Online – Not Specified	6
Public Relations Manager	6/24/25	General*/Facebook/Instagram	Friend	9
Public Broadcasting Media Specialist II – Multimedia Producer	7/14/25	General*/Facebook/Instagram	Facebook	3
Public Broadcasting Media Specialist II – Beat Reporter	6/24/25	General*/Facebook/Instagram	Friend	4

Recruitment Source:

*General = All State Job Announcements are sent to a voluntary LISTSERV of over 5,662 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, LinkedIn, and Google.

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			
Instagram			

v. Data

Total Number of Persons Interviewed for full-time Vacancies: 27

Total Number of Interviewees by Recruitment Source:

LISTSERV: 3

BHR Website: 1

SDPB Website: 0

SDWORKS: 2

Friend: 8

LinkedIn: 1

Indeed: 2

Facebook: 1

Google: 1

Instagram: 1

Internal Recruiter: 1

Online – Not Specified: 1

Did Not Indicate/Other: 5

Engagement Initiatives

Outreach Category #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 spring and summer intern seasons, and SDPB hired 3 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 in the media, and with SDPB. SDPB offers multiple

internships in such areas as multi-media journalism, TV production, marketing, and outreach. Spring internships ran Jan. 6-May 9, 2025; and Summer internships were May 12-Aug. 23, 2025. Station employees that assisted include the Directors of Journalism Content, Entertainment Content, and Programming & Communication.

Outreach Category #2 (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, Gymnastics, Basketball, Band, Jazz Band, and Track & Field. These opportunities took place in the 2024-2025 and 2025-2026 academic years. For example, during the reporting period, events were held on: Feb. 14-15, Feb. 27-March 1, 2025; March 13-15, 20-22, and 29, 2025; May 10, and 30-31, 2025.

SDPB Director of Journalism spoke with a Journalism class of 30 students at South Dakota State University in Brookings on Nov. 6, 2025. Topics included word choice, the future of journalism as a profession, journalistic ethics, and the current state of journalistic efforts in America.

SDPB Director of Entertainment Content hosted high school students from a South Dakota Indian Reservation on November 7, 2025, 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 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 provided a tour of the Vermillion SDPB facilities to a student from the University of South Dakota. The student was a Media and Journalism major who graduated in May 2025. He was interested in how the organization worked, information about the TV and Radio networks, and the variety of jobs at SDPB. The tour was conducted on Feb. 18, 2025.

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 semi-monthly on specific Fridays on the WITCC campus in Sioux City, Iowa. The faculty and students launched a low-power FM radio station, KWSR-LP, this year and a celebration and ribbon-cutting took place Oct. 3, 2025.