

2017 EEO PUBLIC FILE REPORT

Employment Unit Covered

KKYA-FM, Yankton, South Dakota
KYNT-AM, Yankton, South Dakota
KDAM-FM, Yankton, South Dakota

Reporting Period

DECEMBER 1, 2016 TO NOVEMBER 30, 2017

Full - Time Vacancies Filled During Reporting Period

1 **Job Title:** Sales and Marketing positions **DATE FILLED:** June 13, 2017 Lindsey Leonard
Recruitment Source:

Recruitment/Referral Sources Used to Seek Candidates for Sales and Marketing Positions

<u>Name</u>	<u>Address</u>	<u>City</u>	<u>Zip</u>
South Dakota Job Service	3113 Spruce St	Yankton, SD	57078
KYNT,KDAM & KKYA Radio	202 W 2nd Street	Yankton, SD	57078
Job Fair.works	400 N. Rowley	Mitchell, SD	57301
Walk in / Employee Reference	202 W. 2nd Street	Yankton, SD	57078

Total number of interviewees from all sources for this position:

South Dakota Job Service	3113 Spruce St	Yankton	57078
KYNT,KDAM,KKYA Radio	202 West 2nd Street	Yankton	57078
Job Fair.works	400 N. Rowley	Mitchell, SD	57301
Personal Reference	202 West 2nd Street	Yankton	3 57078

**Total Number of Persons Interviewed for Sales Positions Vacancy
During the Reporting Period: 3**

**Total Number of Interviewees for Sales Positions Vacancy During the
Reporting Period Per Recruitment/Referral Sources**

Referral Source	Contact	Address	Phone	Number of Interviewees Referred
Walk In/ Personal Referral	Curt Dykstra	202 W 2nd Street Yankton, SD 57078	665-7892	3
SD Dept of Labor Job Service	Online	3113 Spruce St Yankton, SD 57078	668-2900	0
KKYA & KYNT & KDAM Radio Ads	Cynthia Miller	202 W 2nd Street Yankton, SD 57078	665-7892	0
JOB FAIR .WORKS	Cynthia Miller	400 N. Rowley Mitchell, SD 57301	996-1490	0

Full - Time Vacancies Filled During Reporting Period

2 Job Title: Sales and Marketing positions
Recruitment Source:

DATE FILLED: Still Open

Recruitment/Referral Sources Used to Seek Candidates for Sales and Marketing Positions

<u>Name</u>	<u>Address</u>	<u>City</u>	<u>Zip</u>
South Dakota Job Service	3113 Spruce St	Yankton, SD	57078
KYNT, KDAM & KKYA Radio	202 W 2nd Street	Yankton, SD	57078
Job Fair.works	400 N. Rowley	Mitchell, SD	57301
Walk in / Employee Reference	202 W. 2nd Street	Yankton, SD	57078

Total number of interviewees from all sources for this position:

South Dakota Job Service	3113 Spruce St	Yankton		57078
KYNT,KDAM,KKYA Radio	202 West 2nd Street	Yankton	3	57078
Job Fair.works	400 N. Rowley	Mitchell, SI	1	57301
Personal Reference	202 West 2nd Street	Yankton		57078

**Total Number of Persons Interviewed for Sales Positions Vacancy
During the Reporting Period: 4**

**Total Number of Interviewees for Sales Positions Vacancy During the
Reporting Period Per Recruitment/Referral Sources**

Referral Source	Contact	Address	Phone	Number of Interviewees Referred
Walk In/ Personal Referral	Curt Dykstra	202 W 2nd Street Yankton, SD 57078	665-7892	0
SD Dept of Labor Job Service	Online	3113 Spruce St Yankton, SD 57078	668-2900	1
KKYA & KYNT & KDAM Radio Ads	Cynthia Miller	202 W 2nd Street Yankton, SD 57078	665-7892	3
JOB FAIR .WORKS	Cynthia Miller	400 N. Rowley Mitchell, SD 57301	996-1490	0

Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation and Location	Station Staff Involved
Training- Establishment of training for station personal designed to acquire skills for higher level positions.	Spirit Lake, Iowa Riverfront Broadcasting sales training, August 21 & 22 Various Sales speakers Steve Larson and Spirit Lake Business speakers Training on sales techniques for radio station sales people	Curt Dykstra, Cynthia Miller Nicole Dvorak,
Participation in Career Day at Yankton Middle School	On September 22, 2017 Station employees attended a career day for 8th grade students. We discussed the different types of jobs in broadcasting and did some hands on training with 60 students	Curt Dykstra Scott Kooistra
Participation in Job Fair	Northeast Community College in Norfolk, NE Career Fair Internship and Career Fair designed to find potential employees for Riverfront Broadcasting, March 15, 2017	Curt Dykstra
Participation in Broadcasting Forum	Northeast Community College, Norfolk, NE Broadcasting Forum, Answer questions from broadcasting students about a career in Broadcasting, April 21, 2017	Curt Dykstra
Summer Internship	Logan Haak participated in an internship with the radio stations from May 15, 2017 to August 11, 2017. Logan participated in the programming and sales department	Curt Dykstra
Participation in Career Forum	Scott Kooistra spoke to a communication class at Mount Marty College on April 14, 2017. Scott discussed with 12 students the job opportunities in Radio and about the Broadcasting industry	Scott Kooistra
Job Shadow	Megan Kass, Student at Northeast Community College shadowed the announcing staff on May 4, 2017	Dave Leshner
Job Shadow	Dylan Lynde, student at Yankton High School Shadow May 1- May 5 for World of Work program at YHS Interested in Computer Programming	Dave Leshner Curt Dykstra
Training - Programming for on-air and news staff	Yankton, SD Riverfront Broadcasting conducted a teleconference in which on-air staff shared ideas and air checks for announcing staff was set up in order to improve announcing skills June 7, 2017	Carolyn and Doyle Becker
Group Tour and Presentation Wayne State College Wayne, NE	On March 23, 2017 Wayne State College visited the studios in Yankton Lead by Dr Michael Marek, the group included 6 students and 3 faculty Radio staff members gave a tour and did presentations about tld	Curt Dykstra, Dave Leshner Scott Kooistra, Mary Mac David Leonard