

KDLO-TV, KELO-TV, KPLO-TV
EEO PUBLIC FILE REPORT
December 1, 2020 - November 30, 2021

Nexstar is an equal opportunity employer and considers applicants for all positions without regard to race, color, gender, national origin, age, religious creed, disability, marital status, pregnancy, sexual orientation, veteran status, citizenship or any other characteristic protected by law.

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Local Sales Manager	1, 3-4, 8-14, 16-22	8
Sports Director	1, 3-4, 8-14, 16-22	8
Digital Reporter	1, 3-4, 8-14, 16-22	17
Digital Reporter	1, 3-4, 8-14, 16-22	8
Administrative Assistant	1, 3-4, 8-14, 16-22	8
Sports Anchor/Reporter	1, 3-4, 8-14, 16-22	17
Marketing Strategist	1, 3-6, 8-22	6
Integrated Digital Specialist	1, 3-5, 8-14, 16-22	17
Sales Assistant	1, 3-4, 8-14, 16-22	14
Marketing Strategist	1, 3-4, 8-14, 16-22	17
Creative Service Photographer/Producer	1, 3-4, 8-14, 16-22	17
Sales Assistant	1, 3-4, 8-14, 16-22	17
Creative Services Photographer/Producer	1, 3-4, 8-14, 16-22	8
Technical Media Operator-Master Control	1, 3-4, 8-14, 16-22	17
Morning News Anchor/Reporter	1, 3-4, 8-14, 16-22	8
Marketing Strategist	1-5, 8-22	5
Technical Media Operator-Master Control	1-5, 8-14, 16-22	2
Digital Media Strategist	1-4, 8-22	15
Morning News Reporter	1, 3-4, 8-14, 16-22	8
Photographer	1, 3-4, 6, 8-14, 16-22	6
Technical Media Operator-Master Control	1-5, 8-14, 16-22	2
Sales Assistant	1, 3-5, 8-14, 16-22	5
Digital MMJ/Reporter	1, 3-4, 6, 8-14, 16-22	6
Digital News Producer	1, 3-4, 6, 8-14, 16-22	6
HR Business Administration	1-5, 7-22	5

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcast Education Association 1771 N Street, NW Washington, District of Columbia 20036-2891 Phone : (202) 602-0584 Url : http://www.beaweb.org/wp/ Heather Birks Manual Posting	N	0
2	Employee Referral	N	6
3	GetGrads.com (South Dakota Association of College Career Centers) P O Box388 Wall, South Dakota 57790 Phone : 605-279-2654 Url : http://getgrads.com/post.htm Mary Williams Manual Posting	N	0
4	Handshake Online Sioux Falls, South Dakota 57104 Url : joinhandshake.com Post Onine Manual Posting	N	0
5	Indeed.com	N	15
6	Internal Promotion	N	4
7	Intracompany Transfer	N	1
8	KELO-TV Internal Posting 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	9
9	KELO-TV iPad App 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	0

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10	KELO-TV Mobile App 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	0
11	KELO-TV on-air 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	0
12	KELOLAND Facebook 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	0
13	KELOLAND Twitter 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Lisa Blankers Manual Posting	N	0
14	KELOLAND.com 501 S. Phillips Ave Sioux Falls, South Dakota 57104 Phone : 605-336-1100 Url : http://www.kelolandemployment.com/ Lisa Blankers Manual Posting	N	3
15	Linked In	N	6
16	Medialine 1209 Wood Valley Rd Augusta, Georgia 30909 Phone : 800-237-8073 Email : medialine@medialine.com Rich Everitt	N	0

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17	Nexstar Media Group, Inc. 545 E. John Carpenter Freeway Suite 700 Irving, Texas 75062 Phone : 972-764-6715 Terri Bush Manual Posting	N	28
18	SD Department of Labor 700 Governors Drive Pierre, South Dakota Phone : 605-773-3101 Url : http://www.sdjobs.org/ Marcia Hultman Manual Posting	N	0
19	South Dakota Broadcasters Association 106 W Capitol Ave # 7 Pierre, South Dakota 57501 Phone : 605-224-1034 Email : marla@willardandassociates.com Marla Willard	N	0
20	South Dakota Department of Veterans Affairs 425 E. Capitol Avenue Pierre, South Dakota 57501 Phone : 605-773-3269 Url : http://vetaffairs.sd.gov/ Email : Audry.Ricketts@state.sd.us Audry Ricketts	N	0
21	TVJobs.com P O Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com Mark C. Holloway	N	0
22	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			72

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	The SEU has an established internship program that allows students to gain practical experience in all areas of our operations, including news, production, sports, and weather. The station had 2 interns, both in the summer semester. One is going to Augustana University and the other South Dakota State University.	2	General Manager News Director
2	5/4/2021	Hosting of Job Fair	The SEU hosted a job fair. The Keloland Career Expo was held in Rapid City, SD at the Rushmore Mall. The Station provided financial, administrative, and advertising efforts. The station paid for promotional material, promoted, and helped organize the fair. Hiring managers met with individuals.	3	General Manager HR News Director
3	11/9/2021	Provision of training to management	The SEU conducted a mandatory training session for hiring managers which focused on the EEO recruiting process including discussions regarding proper dissemination of job vacancy information, document retention and hiring procedures.	9	GM HR News Director Production Manager