

**KYBB(FM), KIKN-FM, KKLS-FM, KMXC(FM), KSOO(AM), KXRB(AM),
KSOO-FM, and KDEZ(FM)
EEO PUBLIC FILE REPORT
December 1, 2010 – November 30, 2011**

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
Account Executive	1-12, 14, 16-17, 20-21	1

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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	On-Air Announcements (<i>all SEU stations</i>)	No	4
2	Sioux Falls Shopping News Attn. Dee Johnson 4005 S. Western Ave. Sioux Falls, SD 57117	No	0
3	Main Street Marketing (<i>for programming talent</i>) Attn. Tom Kay 4517 Minnetonka Blvd. MPLS, MN 55416	No	0
4	South Dakota Broadcasters Association Attn. Steve Willard P. O. Box 1037 Pierre, SD 57501	No	0
5	Augustana Career Center Attn. Sandi Vietor 2001 S. Summit Ave. Sioux Falls, SD 57197	No	0
6	Univ. of Sioux Falls Career Center Attn. Mark Patterson 1101 W. 22 nd Street Sioux Falls, SD 57105	No	0
7	Univ. of South Dakota Career Development Center Attn. Keley Smith-Keller 414 E. Clark Vermillion, SD 57069	No	0
8	South Dakota State Univ. Career Center Attn. Carey Kilmer 1047 Medary Ave. Brookings, SD 57007-0298	No	0
9	Southeast Technical Institute Career Center Attn. Butch Reinesch 2320 N. Career Ave. Sioux Falls, SD 57107	No	0
10	Univ. of South Dakota Attn. Dr. Mary Jones 2205 Career Ave. Sioux Falls, SD 57107	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	South Dakota State Univ. Dr. Sharon Sopko 2205 Career Ave. Sioux Falls, SD 57107	No	0
12	Dakota State Univ. Attn. Dr. Peg O'Brien 2205 Career Ave. Sioux Falls, SD 57107	No	0
13	Allaccess.com Attn. Joel Denver	No	0
14	Word-of-Mouth Referral	No	2
15	Internal Promotion/Transfer	No	0
16	Station Website Postings (<i>all SEU stations</i>)	No	0
17	Cumulusjobs.com	No	0
18	South Dakota State Univ. Job Fair (<i>See Section III</i>)	No	0
19	South Dakota Veteran's Job Fair (<i>See Section III</i>)	No	0
20	Ohio Center for Broadcasting Attn: Joe Kelly 5330 E. Main St., Suite 200 Columbus, OH 43213, phone: 614-245-0555 placement.columbus@beonair.com	Yes (2/9/09)	0
21	Sioux Falls Argus Leader / Career Builder Dot Com Attn: Mary Manson 200 S. Minnesota Ave. Sioux Falls, SD 57117	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			6

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination	On January 20, 2011, our SEU's Market, Sales and Business Managers attended a one hour EEO Teleconference conducted by Cumulus General Counsel about how to comply with FCC's EEO rules.
2	Participate in Job Fair	On January 21, 2011, this SEU participated in the South Dakota State University Journalism Department Internship and Job Fair at Yeager Hall, in Brookings, South Dakota. Station participants included one SEU Sales Manager who provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted.
3	Spring Internship Program	During this reporting period our SEU hosted a sales intern from University of South Dakota for 13 weeks Feb-May, 2011 three days per week 1-5pm. The student intern was supervised by one of the SEU's Sales Managers. The intern's duties included research and copy writing.
4	Participate in Job Fair	On February 24, 2011, this SEU participated in the South Dakota Big Job Fair at the Sioux Empire Convention Center in Sioux Falls. SEU participants included two SEU Sales Managers and one SEU Operations Manager who manned the Cumulus booth and provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Spring Open House	On May 16, 2011, this SEU hosted an Open House at the SEU Offices in Sioux Falls. SEU participants included SEU Market Manager and two Sales Managers who provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted.
6	Participate in event/program sponsored by or on behalf of educational institution relating to careers in broadcasting	On July 21, 2011, our SEU's Sales Manager was the guest speaker at the University of South Dakota Business School Marketing Class at the South Dakota University Center in Sioux Falls, SD. He presented information about the field of broadcasting in general and what it is like to work with local business owners on behalf of the radio stations.
7	Participate in Job Fair	On August 17, 2011, this SEU participated in the Veteran's Job Fair at the Sioux Falls VFW Post in Sioux Falls. SEU participants included one SEU Sales Manager who manned the Cumulus booth and provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted.
8	Fall Open House	On October 11, 2011, this SEU hosted an Open House at the SEU Offices in Sioux Falls. SEU participants included SEU Market Manager, two Sales Managers and two Sales Representatives who provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted
9	Participate in Job Fair	On October 27, 2011, this SEU participated in the University of South Dakota Career Development Center's Career and Graduate School Fair at the USD Muenster University Center Ballroom in Vermillion, SD. Station participants included one SEU Sales Manager who provided information about careers in broadcasting and job opportunities within the SEU. Resumes were accepted.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
10	Participate in event/program sponsored by or on behalf of educational institution relating to careers in broadcasting	On November 4, 2011, our SEU's Sales Manager was the guest speaker at the University of South Dakota Business School Marketing Class at the USD Beacom School of Business in Vermillion, SD. He presented information about the field of broadcasting in general and what it is like to work with local business owners on behalf of the radio stations.