

# Annual EEO Public File Report

## Blooming Prairie Farm Radio, Inc.

Covering the Period from December, 2017 to November, 2018

Stations comprising Station Employment Unit

KOWZ-FM, KOWZ-AM, KRUE-FM, KNXR-FM

### Vacancy Information

The following are all full-time job vacancies filled between December 1, 2017 and November 30, 2018, identified by job title and indicating the recruitment source that referred the successful candidate.

Full-time Positions Filled by Job Title	DOE	Total # Interviewed	Recruitment Source of Hire	Recruitment Sources Utilized
Account Executive	2/1/2018	3x	Referral	Radio ads Referrals <a href="#">Indeed.com</a>
Sales Manager	3/1/2018	4x	Referral	Radio ads Referrals <a href="#">Indeed.com</a>
Traffic Manager	6/4/2108	15x	<a href="#">Indeed.com</a>	Radio ads <a href="#">Indeed.com</a> MN Workforce Center Referrals Facebook Facebook Radio ads Referrals <a href="#">Indeed.com</a>
Account Executive	7/2/2018	4x	Radio ads	Radio ads Referrals <a href="#">Indeed.com</a>
Account Executive	11/5/2018	4x	<a href="#">Indeed.com</a>	Radio ads Minnesota <a href="#">Works.net</a> <a href="#">Indeed.com</a> Referrals

### Recruitment Sources:

Type	Contact	Address	Method of Contact	#Interviews from Source
1. KOWZ/FM, KNXR-FM KOWZ/AM, KRUE-FM	Matt Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	13
2. <a href="#">Indeed.com</a>	Christine Dyr	6433 Champion Grandview Way Austin, TX 78750	Website	7
3. Personal Referral				8
4. Minnesota Broadcasters/ Association <a href="#">www.minnesotabroadcasters.com</a>	Megan Eischen	3033 Excelsior Blvd, Ste.301 Minneapolis, MN 55416	612-926-8123	N/A
5. Minnesota Workforce Center Website <a href="#">http://employer.mnworks.or</a>	Susan Wold	201 Lyndale Avenue, Suite S-1 Faribault, MN 55021	507-333-2047	N/A

## Recruitment Sources (cont.):

Type	Contact	Address	Method of Contact	#Interviews from Source
<a href="#">6. Facebook.com</a>	Molly Penny-Johnson	<a href="http://www.facebook.com/KOWZFM">www.facebook.com/KOWZFM</a>	Website	2

## SUPPLEMENTAL RECRUITMENT INITIATIVES – 2018

### KOWZ-FM, KRUE-FM, KOWZ-AM, KNXR-FM

#### Internship-

Provided an opportunity for a student who is attending the University of Wisconsin- River Falls to work with our radio stations June 20 through August 25, 2018, to help develop career skills in broadcasting. The intern was involved with everything from on air work, production, and promotions.

#### Job Fairs

Matt Ketelsen attended the Owatonna Chamber of Commerce Business Expo in May 2018, to talk about the radio stations to people from the community.

Tyler Maag manned a booth for our stations at a Job and Career Fair hosted at Holiday Inn & Suites in Owatonna on January 11, 2018, handing out literature and networking with people interested in employment.

#### Public Speaking-

Matt Ketelsen spoke at the Owatonna Rotary club on multiple dates in 2018, about the radio station and its role in the community

#### Education/Training:

Sales staff was taken on a training retreat September 23 – 25, 2018, to enrich and develop their skills in marketing and radio advertisement sales.

On-air staff members Andy Gott (Program Director) and Molly Penny (Music and Promotions Director) attended Music Master Training on July 11, 2018.