



**KQRS-FM, KXXR, WGVX, WRXP<sup>1</sup>, WGVZ**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2014 – November 30, 2015<sup>2</sup>**

**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	<b>Word-of-Mouth Referral</b>	N	37
2	<b>On-Air Announcements</b> <i>(one or more SEU stations)</i>	N	0
3	<b>Job Fair</b> <i>(see Section III)</i>	N	1
4	<b>Clues</b> 2700 Lake Street East Minneapolis, MN 55406 Attn: Karla Bachman 612-746-3500; Fax: 651-292-0347	N	0
5	<b>Minnesota Department of Employment</b> www.minnesotaworks.net	N	0
6	<b>HIRED</b> 1200 Plymouth Avenue N Minneapolis, MN 55411 Attn: Phylcia Freeman 612-287-1381 Phylcia.freeman@hired.com	N	0
7	<b>Stubbe &amp; Associates</b> 17808 Excelsior Boulevard Minnetonka, MN 55435 Attn: Kari Brustad 952-470-4920 voc@stubbe.com	N	0
8	<b>Multicultural Center Academic Excellence</b> 176 Klaeber Court Minneapolis, MN 55455 Attn: Juavah Lee 612-624-9028 leex048@umn.edu	N	0
9	<b>Multicultural Center (Duluth)</b> KSC 236 Duluth, MN 55812 Attn: Susana Pelayo 218-726-8444; Fax:218-726-6244	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	<b>American Indian OIC</b> 1845 E. Franklin Avenue Minneapolis, MN 55404 Attn: Stephanie Needham-Grey Eagle 612-341-3358; Fax: 612-341-3766	N	0
11	<b>Alliance for Women in Media</b> PO Box 50369 Minneapolis MN 55416 Attn: Catherine Flaherty 763-550-1102 info@awm-mn.org	N	0
12	<b>CAPI USA</b> 3702 E. Lake Street Minneapolis, MN 55406 Attn: Sean Watkins 612-721-0122; Fax: 612-724-6085	N	0
13	<b>Summit Academy OIC</b> 935 Olson Memorial Highway Minneapolis, MN 55405 612-278-6579; Fax: 612-377-0156	N	0
14	<b>Craigslist</b> minneapolis.craigslist.org	N	0
15	<b>Courage Center</b> 3915 Golden Valley Road Minneapolis, MN 55422 Attn: Sara Sundeen 763-520-0509; Fax: 763-520-0861 sara.sundeen@couragecenter.org	N	0
16	<b>Hmong American Partnership</b> 1075 Arcade Street St. Paul, MN 55106 Attn: Eric Bestrom 651-495-9160; Fax: 651-495-1699 eric@hmong.org	N	0
17	<b>IPR- Institute Production Recording-Art Institute</b> 312 Washington Avenue N Minneapolis MN 55401 Attn: Sandra Robinson 612-375-1900 srobinson@ipr.edu	N	0
18	<b>Jewish Family Placement Specialist</b> 13100 Wayzata Boulevard Minnetonka, MN 55305 Attn: Aaron Karasov 952-417-2127; Fax: 952-417-0227 akarasov@jfcsMinneapolis.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	<b>Minnesota Broadcasters Association</b> 3033 Excelsior Boulevard Minneapolis, MN 55416 Attn: Linda Lasere 612-926-8123; Fax: 612-926-9761 llasere@minnesotabroadcasters.com	N	1
20	<b>Minneapolis Urban League</b> 2100 Plymouth Ave N Minneapolis, MN 55411 Attn: Stephen Robinson 612-302-3100; Fax:612-521-1444	N	0
21	<b>ITT Technical Institute</b> 1-317-706-9200 Fax: 1-317-706-3040 Isabulsky@itt-tech.edu	N	0
22	<b>Minneapolis Media Institute</b> 4100 W. 76 <sup>th</sup> Street Edina, MN 55435 Attn: Drew Ailes 612-808-0171 kschmitigal@mediainstitute.edu	N	0
23	<b>Minneapolis American Indian Center</b> 1530 E. Franklin Avenue Minneapolis, MN 55404 Attn: Morgan Thompson 612-879-1710; Fax: 612-879-1795 mthompson@maicnet.org	N	0
24	<b>Phyllis Wheatley Community Center</b> 1301 10 <sup>th</sup> Ave N Minneapolis, MN 55411 Attn: Valerie Stevenson 612-374-4342; Fax: 612-377-9089	N	0
25	<b>Rise, Inc.</b> 2003 Central Avenue NE Minneapolis, MN 55418 Attn: Robert Reedy 612-781-3114; Fax: 612-781-1288 rreedy@rise.org	N	0
26	<b>St. Paul Urban League</b> 401 Selby Avenue St. Paul, MN 55102 651-224-5771; Fax:651-224-8009	N	0
27	<b>Council on Black Minnesotans</b> 332 Minnesota ST St. Paul, MN 55114 Attn: Edward McDonald 651-643-30155; Fax: 651-757-1751 Edward.McDonald@state.mn.us	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	<b>Lifeworks Services</b> 2965 Lone Oak Drive Eagan, MN 55121 Attn: Jean Grossman 651-454-2732 Fax: 651-454-3174 jgrossman@lifeworks.org	N	0
29	<b>Goodwill Easter Seals</b> skoritz@goodwilleasterseals.org	N	0
30	<b>Asian American Renaissance</b> ebatic@msn.com	N	0
31	<b>Station Website Postings</b> <i>(one or more SEU stations)</i>	N	0
32	<b>www.Linkedin.com</b>	N	8
33	<b>University of St. Thomas web-site</b>	N	0
34	<b>Art Institute Intl of MN - jeolson@aii.edu</b>	N	0
35	<b>Colleges/Universities of MN mnsu.edu</b>	N	0
36	<b>www.Cumulus.com/Careers</b>	N	0
37	<b>All Access</b>	N	0
38	<b>All Cumulus Markets/Stations</b>	N	0
39	<b>Info.clearcompany.com (included in this is <a href="http://www.indeed.com">www.indeed.com</a>, <a href="http://www.glassdoor.com">www.glassdoor.com</a>, <a href="http://www.simplyhired.com">www.simplyhired.com</a> &amp; <a href="http://www.linkup.com">www.linkup.com</a>).</b>	N	27
40	<b>Employee Referral</b>	N	1
	<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>		76

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Internship Program/KXXR Morning Show & Sanford-Brown College	From Dec 2014 to June 2015, members of the KXXR morning show staff mentored two students from Sanford -Brown College. The students performed various tasks including audio production (Adobe Audition), digital delivery system for music/spots/imaging (ENCO), proper microphone techniques, how to read commercial and music logs, the process of preparing for a show, appropriate ways to interact with listeners and social media strategies. This program provided the students with a unique understanding of what it takes to produce a fast-paced commercial radio morning show.
2	Internship Program/Promotions Department	Our SEU hosts an ongoing internship program designed to provide participants with “hands-on” experience and teach them “the world of radio” to facilitate a successful career in broadcasting. The SEU recruits interns from a wide variety of educational institutions which include: the University of Minnesota; the University of Wisconsin; the University of St. Thomas; Sanford-Brown College; IPR/Institute of Production Recording; Hamline University; St. Cloud State University; and, The Minnesota School of Business. Additionally, internship opportunities are posted on station websites, which are updated regularly. The internships run twelve months and interns are expected to devote 5-to-15 hours per week to the SEU. Individual station Promotion Directors supervise the interns during this reporting period, that included 10 interns for KQRS-FM and 8 for KXXR.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
3	Minneapolis Urban League – Job Fair	On June 18, 2015, the SEU General Sales Manager and Assistant Business/Human Resource Manager attended the Job Fair hosted by the Minneapolis Urban League Center in North Minneapolis. The General Sales Manager and Assistant Business/Human Resource Manager were able to reach out to job seekers in the community and inform them of job opportunities at the radio stations.
4	Internship Recruitment at The University of Minnesota	On October 6, 2015, the SEU Marketing Director, Promotions Director with WGVX, WRXP <sup>1</sup> , WGVZ and an Account Executive with WGVX, WRXP <sup>1</sup> , WGVZ, attended a recruiting session at The University of Minnesota to recruit educationally based interns. The students receive college credit for successfully completing their internship.
5	NAACP – Job Fair	On Monday, January 19, 2015 the SEU co-sponsored a job fair with The NAACP and The Professional Diversity Network. Both are organizations in the business and professional community whose membership includes substantial participation of women and minorities. Attending from the SEU was the General Sales Manager and Assistant Business/Human Resource Manager.  The SEU ran a total of 30 PSA's notifying the public of the job fair.
6	KQRS-FM, KXXR, WGVX, WRXP <sup>1</sup> , WGVZ Job Fair	On Friday, April 3, 2015 the SEU hosted a Job Fair at the Ramada Inn in Bloomington, MN. The SEU partnered with local businesses to recruit individuals from the community for available job opportunities. Several employers participated in the job fair, including Minnesotajobs.com, Cross Country Freight Solutions, Alliance One, and DLI.