



**KQRS-FM, KXXR, WGVX, WRXP, WWWM-FM  
EEO PUBLIC FILE REPORT  
December 1, 2016 – November 30, 2017<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	0
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	6
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: Lori Anderson 952-303-8313 Lori.Anderson@hired.org	Y	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
10	<b>American Indian OIC</b> 1845 E. Franklin Avenue Minneapolis, MN 55404 Attn: Latisha Connor 612-341-3358; Fax: 612-341-3766	Y	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 Kenny Rehab-MR#78404</b> 3915 Golden Valley Road Minneapolis, MN 55422 Attn: Nancy Robinow 763-775-2570; Fax:612-262-6724	Y	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	Y	0
17	<b>IPR- Institute Production Recording-Art Institute</b> 300 N. 1 <sup>st</sup> St Minneapolis MN 55401 Attn: Sandra Robinson 612-244-2815 Fax: 612-244-2801 srobinson@ipr.edu	Y	0
18	<b>Jewish Family Placement Specialist</b> 13100 Wayzata Boulevard Minnetonka, MN 55305 Attn: Brooke Greenwell 952-417-2123; Fax: 952-417-0227 bgreenwell@jfcsMinneapolis.org	Y	0
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	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Y	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	Y	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>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
27	<b>Lifeworks Services</b> 2965 Lone Oak Drive Eagan, MN 55121 Attn: Marie Rutz 651-454-2732 Fax: 651-454-3174	Y	0
28	<b>Goodwill Easter Seals</b> skoritz@goodwilleasterseals.org	N	0
29	<b>Asian American Renaissance</b> ebatic@msn.com	N	0
30	<b>Station Website Postings</b> (one or more SEU stations)	N	0
31	<b>www.Linkedin.com</b>	N	3

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32	University of St. Thomas web-site	N	1
33	Art Institute Intl of MN - jeolson@aia.edu	N	0
34	Colleges/Universities of MN mncsu.edu	N	0
35	www.Cumulus.com/Careers	N	14
36	All Access	N	0
37	All Cumulus Markets/Stations	N	0
38	www.indeed.com	N	0
39	Employee Referral	N	9
40	Tasks Unlimited-Kim Coleman	Y	0
41	www.glassdoor.com	N	0
42	www.simplyhired.com	N	0
43	www.linkup.com	N	0
	<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>		33

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Participate in Events or Programs sponsored by educational institutions relating to career opportunities in broadcasting.	Vantage Project is an innovation of the Minnetonka Public Schools. In this innovative new program, students will work on a project team, on location, solving real-world problems and learning about the challenges of project-driven work. Under the direction of our KXXR Programming personnel the students are mentored in the area of Digital Media. The students have visited the station and have attended the KXXR morning show. The programming personnel keep in contact with the students via e-mail and/or text a couple times a month to give advice to the students on projects they are working on in class. This program has been in place since early October 2016.
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 stations Promotion Directors supervise the interns during this reporting period, which included 1 intern for KQRS-FM and 5 interns for KXXR-FM.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
3	Co-Sponsorship of Diversity Career Job Fair	<p>On Monday, January 16, 2017 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 by women and minorities. The job fair was attended by the SEU's General Sales Manager.</p> <p>The SEU ran a total of 60 PSA's informing the public of the job fair.</p>
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