

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),
KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG(AM)**¹

EEO PUBLIC FILE REPORT

December 1, 2013 – November 30, 2014²

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
Receptionist / Traffic Director	1,3,6,7,8,14,23,30	1
Receptionist / Traffic Director	1,3,6,7,8,14,23,30	6
KWWK Afternoons	1,6,9,10,11,12	6
Engineer	1,3,6,8,28	1
Account Executive	1,3,6,8	1
Production Director	1,3,6	1

¹ This Report provides recruitment data collected from December 1, 2013 through November 30, 2014.

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),
 KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG0(FM)
 EEO PUBLIC FILE REPORT
 December 1, 2013 – November 30, 2014**

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	Employee Referral	N	5
2	Non-Employee Referral	N	0
3	On-Air Announcement (<i>all SEU stations</i>)	N	2
4	Charter Communications 1530 Greenview Dr SW Rochester, MN 55902 507-280-0551	N	0
5	KTTC/Fox 47 6301 Bandel Rd NW Rochester, MN 55901 507-288-4444	N	0
6	Rochester Post Bulletin 18 1 st Ave SE Rochester, MN 55904 507-285-7600	N	15
7	Express Personnel 2360 Broadway North Rochester, MN 55906 507-285-1616	N	1
8	MBA Job Bank C/O Minnesota Broadcasters – Michelle Lappin 3033 Excelsior Blvd, Suite 103 Minneapolis, MN 55416 612-926-8123	N	0
9	Main Street Tattler 4517 Minnetonka Blvd, #104 Minneapolis, MN 55416 952-927-4487 Tom Kay	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	Brown Institute 1440 Northland Drive Mendota Heights, MN 55120 651-605-3440	N	0
11	All Access allaccess.com	N	5
12	Radio Online radioonline.com	N	1
13	Radio & Records radioandrecords.com	N	0
14	Rochester Community and Technical College 851 30 th Ave SE Rochester, MN 55904 507-285-7210	N	0
15	Riverland Technical College 1900 8 th Ave NW Austin, MN 55912 507-433-0600 Amy Wangen	N	0
16	Winona State University 110 Gildemeister Hall Winona, MN 55987 507-457-5340	N	0
17	SEU Internship Program	N	0
18	Job Fairs	N	0
19	Fillmore Journal PO Box 496 Preston, MN 55965 507-765-2151	N	0
20	Bluff Country Shopper 119 Fillmore St Preston, MN 55965 507-765-2752	N	0
21	Star Tribune PO Box 1255 Minneapolis, MN 55440 612-673-7446	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Inside Radio insideradio.com	N	0
23	Workforce Center/MN Job Bank Rochester, MN 507-285-7315	N	0
24	Station Website Postings (<i>one or more SEU stations</i>) kroc.com, quickcountry.com, klxfm.com, y105fm.com 1520theticket.com		0
25	Workforce Development 100 Main SE Preston, MN 55965 507-765-2476	N	0
27	Olmsted County Journal 507-288-5201	N	0
28	JobVite	N	0
29	Cresco Shopper 116 2nd Ave SE Cresco, IA 52136 563-547-2025	N	0
30	MN School Of Business – Rochester 2521 Pennington Dr NW Rochester, MN 55901 507-536-9500 Bernadette Scharpen bscharpen@msbcollege.edu Brett Ott bott@msbcollege.edu	Y	2
		Total	0

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),
 KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG0(FM)
 EEO PUBLIC FILE REPORT
 December 1, 2013– November 30, 2014**

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On February 13, 2014 our Operations Manager participated in Leadership Greater Rochester 2014 Class Question and Answer session regarding Ethics and Communication.
2	Internship Program	<p>The KROC Early Morning Show intern program seeks to develop marketable broadcast skills while encouraging the individual’s personal strengths. Interns come to us from many different sources. Most are students of communication (enrolled in college courses), but some are high school students that show an interest in the broadcast arts. We utilize counseling departments of area high schools and colleges as well as on-air announcements to advertise our internship program. While in the program, the interns learn both on-air work, customer relations, commercial production, web site maintenance, public appearance and board work.</p> <p>During this reporting period, we hosted a total of <u>2</u> interns, as follows:</p> <p><u>Various Schools:</u></p> <p>May 2014 – August 2014, A student from Bethany Lutheran College interned on KROC-FM during the morning show.</p> <p>February 2014 – April 2014, A student from John Marshall High School interned on KROC-FM during the morning show.</p>
3	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Every Friday in October 2014 on-air talent from the KROC-FM morning show participated at Reading Blitz with the Rochester Public Schools.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Host event or program sponsored by or on behalf of an educational institution or community organization relating to careers in broadcasting	<p>Throughout the reporting period, on-air talent from the KROC Early Morning Show Person provided tours of our facilities to the Boy Scouts as well as the following organizations, providing behind-the-scenes insight into the operations of our stations.</p> <p>January 5, 2014 : Possibilities</p> <p>February 10, 2014 : Cub Scouts</p> <p>June 23, 2014 : Rochester Chamber</p> <p>August 22, 2014 : Cub Scouts</p> <p>September 19, 2014 : Girl Scouts</p>
5	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On June 24, 2014 our Sales Manager attended a Business Expo hosted by the Rochester Chamber to discuss careers in Radio.
6	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On April 23, 2014 our Operations Manager attended a Career Day at Brown College to discuss with students a career in Radio and how to qualify for scholarship programs.