



**KQRS(FM), KXXR(FM), WGVX(FM), WRXP(FM), WGVZ(FM)**  
**EEO PUBLIC FILE REPORT**  
**November 21, 2013 – November 20, 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	<b>Word-of-Mouth Referral</b>	N	28
2	<b>On-Air Announcements</b> <i>(one or more SEU stations)</i>	N	1
3	<b>Job Fair</b> <i>(see Section III)</i>	N	0
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: 612-721-7054	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> <a href="http://minneapolis.craigslist.org">minneapolis.craigslist.org</a>	N	0
15	<b>Courage Center</b> 3915 Golden Valley Road Minneapolis, MN 55422 Attn: Sara Sundeen 763-520-0509; Fax: 763-520-0861 <a href="mailto:sara.sundeen@couragecenter.org">sara.sundeen@couragecenter.org</a>	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 <a href="mailto:eric@hmong.org">eric@hmong.org</a>	N	0
17	<b>IPR- Institute Production Recording-Art Institute</b> 312 Washington Avenue N Minneapolis MN 55401 Attn: Sandra Robinson 612-375-1900 <a href="mailto:srobinson@ipr.edu">srobinson@ipr.edu</a>	N	2
18	<b>Jewish Family Placement Specialist</b> 13100 Wayzata Boulevard Minnetonka, MN 55305 Attn: Aaron Karasov 952-417-2127; Fax: 952-417-0227 <a href="mailto:akarasov@jfcsMinneapolis.org">akarasov@jfcsMinneapolis.org</a>	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	2
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> Isabulsky@itt-tech.edu	N	0
22	<b>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>State of Minnesota Council on Black Minnesotans</b> 2233 University Avenue W St. Paul, MN 55114 Attn: Lester Collins 651-643-30155; Fax: 651-643-3580 lestercollins@state.mn.us	N	0
28	<b>Indeed Website</b> Indeed.com	N	25



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29	<b>Lifeworks Services</b> 2965 Lone Oak Drive Eagan, MN 55121 Attn: Jean Grossman 651-353-8732 jgrossman@lifeworks.org	N	0
30	<b>Goodwill Easter Seals</b> skoritz@goodwilleasterseals.org	N	0
31	<b>Asian American Renaissance</b> ebatic@msn.com	N	0
32	<b>Station Website Postings</b> <i>(one or more SEU stations)</i>	N	0
33	<b>LinkedIn.com</b> <i>(not directly contacted by SEU)</i>	N	7
34	<b>University of St. Thomas web-site</b>	N	0
35	<b>Art Institute Intl of MN - jeolson@aia.edu</b>	N	0
36	<b>Colleges/Universities of MN mnsu.edu</b>	N	0
37	<b>Radio-On-Line.com</b>	N	0
38	<b>Glassdoor</b>	N	0
39	<b>SimplyHired</b>	N	0
40	<b>All Access</b>	N	0
41	<b>I-Seek.org</b>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			66

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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 & Brown College	KXXR, in close partnership with Brown College, has established an ongoing Morning Show internship program. Members of the KXXR morning show staff mentor Brown College students from 6-9 a.m. three days a week for 6 weeks. The student interns perform various tasks including recording and editing audio, screening telephone phone calls and facilitating contests. They gain experience preparing news and traffic reports, gathering information from prep services and assisting guests in and out of the studios for interviews. This Program provides the students with a unique understanding of what it takes to produce a fast-paced commercial radio morning show.
2	Internship Program/Promotions	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; Brown College; IPR/Institute of Production Recording; Hamline University; St. Cloud State; and, Minnesota School of Business. Additionally, internship opportunities are posted on station websites, which are updated regularly. Our Program runs for twelve months and interns are expected to devote 5-to-15 hours per week to the SEU. Promotions Directors supervised our interns during this reporting period, which included 16 interns for KQRS and 10 for KXXR in the promotions department.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
3	United Career Fair	<p>On February 19, 2014, our Local Sales Manager and General Sales Manager attended the job fair at the Hilton Hotel near the Minneapolis/St. Paul Airport. They were able to reach out to job seekers in the community and inform them of job opportunities at our radio stations.</p>
4	Student Mentorship	<p>In May 2014, our Promotions Director for KXXR assisted a student from North Hennepin Community College with their business class assignment, which entailed the student interviewing the Promotions Director. The student learned about the promotions department, concert promotions, the logistics of booking and promoting concerts.</p>
5	NAACP – Job Fair	<p>On Tuesday, September 9, 2014 the stations co-sponsored the job fair with NAACP and PDN, two organizations in the business and professional community whose membership includes substantial participation of women and minorities. The radio stations combined ran over 35,000 leaderboard impressions on their web-sites from August 30 to September 8, in return for branding of the event, which included logos on program guides, logo placement on the events page and on all marketing materials.</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
6	Alliance for Women in Media (AWM)-Mentorship	<p>The station's Local Sales Manager serves on the Board of the National and Local AWM (Alliance for Women in Media). In this leadership capacity she coordinates various events and seminars to advance women in the media industry. Locally they hold monthly board meetings, industry luncheons approximately six times a year. Nationally they hold four quarterly meetings and they plan, coordinate and execute national events like The Gracies (created to recognize exemplary programming created for women, by women and about women in all facets of media and entertainment, as well as individuals who have made contributions to the industry. This is an ongoing program.</p>