

EEO PUBLIC FILE REPORT
November 21, 2021 through November 20, 2022
Leighton Broadcasting

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This report was prepared by Brett Paradis, GM of the Leighton Enterprises operation in Alexandria MN, and covers the following radio stations:

KXRA-AM

KXRA-FM

KXRZ-FM

Preparer's Signature: **Brett Paradis**

Preparer's Telephone: 320-763-3131

Date Prepared: November 21, 2022

A. Following is list of all full-time vacancies filled during dates shown above:

	<u>Job Title</u>	<u>Date Opened</u>	<u>Date Filled</u>	<u>Referral Source for Hiree</u>
1.	Assistant PD KXRA	11/23/2021	12/7/2021	Employee Referral

There was one employment opening, and the following is a list of recruitment sources that were used in the search.

PRONG II SOURCES:

Alexandria Technical College

1610 Jefferson Street
Alexandria MN 56308

Stephanie Anderson

info@alextech.edu

320-762-0221

MN Broadcaster's Assoc. Website & Job Bank

401 North Third Street, Suite 370

Minneapolis, MN 55401

612.926.8123

Wendy Paulson 800-245-5838

Wendy.paulson@minnesotabroadcasters.com

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PRONG I SOURCES:

Minnesota Work Force Center & Job Bank

701 Broadway St. Suite 101

Alexandria MN 56308

www.minnesotaworks.net

www.voiceofalexandria.com

Brett Paradis 320-763-3131

Leighton Broadcasting website:

www.leightonbroadcasting.com

wwwIndeed.com

800-475-4361

<http://www.indeed.com/hire/contact-us>

www.allaccess.com

B. There was a total of nine (9) resumes/applications received, and a total of six (6) people interviewed for the Account Executive position.

C. <u>Recruitment Sources</u>	<u># of Actual Interviewees</u>
Alexandria Technical College	none
Minnesota Broadcasters Assoc.	none
MN Work Force Center	none
www.voiceofalexandria.com	none
KXRA Employee Referrals	Two
Leighton Broadcasting website	Two
Indeed.com	One
Allaccess.com	One

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D. This station employment unit also engaged in the following supplemental initiatives:

November 23, 2021

We listed the fulltime opening for an Assistant PD/Announcer on KXRA-AM on websites at the Minnesota Workforce Center, the Minnesota Broadcasters Association, Alexandria Technical College, Voice-of-Alexandria.com, Leighton Broadcasting website, Allaccess.com, and Indeed.com. Filled the position on 12/7/2021 and the referral source was a Leighton Broadcasting employee.

February 2, 2022

Activity: Alexandria Area Job Fair

Our three radio stations co-sponsor the Greater Alexandria Area Job Fair, held at the Alexandria Technical College. This event is not just for college students, but is intended to be a showcase of job opportunities available. The event is open to the public. It focuses not only on actual job openings, but provides job seekers with many resources, such as mini seminars on how to write a resume and how to interview well. The following Department Heads work our booth at the Job Fair: GM Brett Paradis, Sales Manager Chris Uhde, and KX92 PD Michael Right. In addition, our stations air some \$3,000.00 worth of airtime to promote the event, and also provide news stories and interviews with the leaders involved. We also include this event in stories on our website www.voiceofalexandria.com

March 31st, 2022

Activity: Senior High Career Expo Day at Alexandria High School

Hosted by the Alexandria High School, this event is attended by hundreds of area students in high school. This event is designed to inform students as to what kind of post-secondary education they might need in order to achieve their goals. Businesses brought employee representatives in to meet with students under one of the following academies of learning:

Business, Communications, Entrepreneurship, Health & Human Services, Engineering-Manufacturing-Technology, and Natural Resources.

Our Sales Manager Chris Uhde hosted a booth on behalf of Leighton Broadcasting, our radio stations, and our website. This was for students who are interested in a career in Communications covering both audio & video representations of the kind of work they will find in a career in radio broadcasting. In addition to the sales & on-air part of our business, this showed how everything ties in with the digital side of the business, on our website www.voiceofalexandria.com.

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November 2022

Activity: 5th Grade Marketing/Advertising classes in Alexandria Schools

On October 21st, Mrs. Victoria Vanwatermolen, a 1st Century Skills Class teacher for 5th grade students in the Alexandria school district, reached out to Sales manager Chris Uhde and Voice of Alexandria Operations Manager Melissa Amundson for help with educating the 5th grade students regarding Advertising and Marketing in today's business environment.

Over the span of one week from 11/9 – 11/16 at 6 different Elementary Schools throughout the District, Chris and Melissa spent one hour with each class presenting a power point on all aspects of advertising and marketing. It was a very interactive discussion with students, full of stats and knowledge as to how all types of media work together.

A total of 12 hours spent in classrooms over a one-week period of time.

Some of the questions discussed and presented were as follows:

Why do we have advertisements?

What are the components of an advertisement?

How do advertisers use digital and print advertisements to capture your attention?

How do audio, visual, digital and print ads persuade us?

How do commercials capture and hold our attention?

What are the different types of commercials?

How do advertisements use emotions to influence our choices?

Schools involved were located at:

Carlos

Garfield

Miltona

Voyager, Lincoln, and Woodland in Alexandria