

EEO PUBLIC FILE REPORT
November 21, 2022 through November 20, 2023
Leighton Broadcasting

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This report was prepared by Chris Uhde, Station Manager of the Leighton Enterprises operation in Alexandria MN, and covers the following radio stations:

KXRA-AM

KXRA-FM

KXRZ-FM

Preparer's Signature: **Chris Uhde**

Preparer's Telephone: 320-763-3131

Date Prepared: 11/21/23

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.	Account Exec	1/17/2023	4/12/2023	KXRA Radio Ads
2.	Account Exec	8/28/2023	9/25/2023	KXRA Radio Ads/Indeed

There were two employment openings, 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

Sandy Larson

<https://www.joinhandshake.com>

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

Chris Uhde 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 16 resumes/applications received, and a total of 12 people interviewed for the open positions.

C. <u>Recruitment Sources</u>	<u># of Actual Interviewees</u>
Alexandria Technical College	0
Minnesota Broadcasters Assoc.	0
MN Work Force Center	0
Indeed.com	2
Leighton Broadcasting Corp Website	1
www.voiceofalexandria.com	2
KXRA Employee Referrals	3
KXRA Radio Ads	5
February 1 st 2023 Job Fair	0

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

January 13, 2023

Activity: Fulltime Opening for AE

We listed the fulltime opening for an Account Executive on websites at the Minnesota Workforce Center, the Minnesota Broadcasters Association, Alexandria Technical College, Voice-of-Alexandria.com, Leighton Broadcasting website, and Indeed.com. Also, on-air spots on our three radio stations.

February through May 2023

Activity: Alexandria High School “Career Internship” Class

Our Sales Manager Chris Uhde coordinated this relationship with teacher Eric Hartmann, the Business Educator and Deca Advisor at the Alexandria Area High School. This class is called “Career Internship” and is designed to give the student a real hands-on experience over the course of thirty (30) days on-site. These days were spread out over the course of these four months.

The student we hosted was a senior in high school with an interest in audio and video career fields with a particular interest in radio broadcast sales. He spent time in virtually all areas of our operation, meeting and working with people in the following departments:

News (both audio for on-air and video for www.voiceofalexandria.com)

Sales Manager

General Manager

Operations Manager

Program Directors for all three radio stations

Individual Account Executives

This program is designed to help the student develop:

Time management skills

Professional ethics

Entrepreneurial spirit

Interview skills

Networking

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February 1, 2023

Activity: Alexandria Area Job Fair

Our three radio stations co-sponsored 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 \$5,000.00 worth of airtime to promote the event, and also provide news stories and interviews with the leaders involved. We also included this event in stories on our website www.voiceofalexandria.com

May 16th, 2023

Activity: High School Job Shadow

We hosted a student from Alexandria High School to job shadow several announcers for the morning from 8:30 – 12n. This student had expressed an interest in getting to know more about the profession of an on air DJ. Management put together a schedule together for his visit. It is as followed:

Michael Right - 8:30am til 9:30am. Learned live on air and some voice tracking.

D-Mac – 9:30am – 10:30am – Learn about Sports Broadcasting

Jackson 10:30am – 11:30am – Learn about News Talk Am Radio

Johnny Rocket – 11:30am – 12n – learn about production.

The student asked questions about the profession as to where to start, experience, colleges, details on Classic Rock, News talk and Sports programming and how it works.

August 28, 2023

Activity: Fulltime Opening for AE

We listed the fulltime opening for an Account Executive on websites at the Minnesota Workforce Center, the Minnesota Broadcasters Association, Alexandria Technical College, Voice-of-Alexandria.com, Leighton Broadcasting website, and Indeed.com. Also, on-air spots on our three radio stations.

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September 19, 2023:

Activity: High School Graduate Job Shadow

We hosted a recent High School graduate from Alexandria High School to job shadow our AE and Voice of Alexandria Ops Manager Kim Walker from 9a – 2pm on 9/19/23. He has expressed interest in pursuing other careers involving sales and other broadcasting options. Kim put together a run down of the day which included tours, station overview, met with other AE's and announcers and management. They also went through how to do production, day to day for announcers and the sales process. The guest for that day asked questions about the industry and profession of how to get started and how it works.