

WDSE·WRPT

EEO Public File Report Year

Ending November 30, 2023

WRPT operates as a satellite of WDSE, the three stations comprise a single employment unit with WDSE FM.

Primary Facility ID (WDSE): 17726  
Community of License: Duluth, MN

Satellite Facility ID (WRPT-DT): 159007  
Community of License: Hibbing, MN

Radio Facility ID (WDSE FM): 55571  
Community of License: Duluth, MN

Licensee:  
Duluth-Superior Area Educational Television Corporation  
632 Niagara Court  
Duluth, MN 55811

1. Full Time Vacancies filled during period: 6
  - a. Membership Assistant
  - b. On-Air Talent/Content Creator/Special Projects Producer
  - c. Native Report Producer
  - d. Director of Development
  - e. Radio Receptionist/Administrative Assistant
  - f. Annual Giving Manager

2. Recruitment Sources used to fill vacancies:

- a. Membership Assistant (7 applicants and 4 interviewees)

WDSE·WRPT In-House Employment Opportunity Notice

WDSE·WRPT Website [www.wdse.org](http://www.wdse.org)

Indeed <https://www.indeed.com>

MN Job Bank <https://minnesotaworks.net>

MN Council of Nonprofits <https://minnesotanonprofits.org>

North Force <https://site.northforce.org>

WI Job Bank <https://jobcenterofwisconsin.com>

Lake Superior College Handshake <https://www.lsc.edu/current-students/career-services/handshake>

b. On-Air Talent/Content Creator/Special Projects Producer

(18 applicants and 4 interviewees)

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Indeed <https://www.indeed.com>

Current <https://Publicmediajobs.org>

Jobs HQ <https://www.jobshq.com>

MN Council of Nonprofits <https://minnesotanonprofits.org>

National Federation of Community Broadcasters <https://nfcbb.org>

MN Job Bank <https://minnesotaworks.net>

North Force <https://site.northforce.org>

WI Job Bank <https://jobcenterofwisconsin.com>

Lake Superior College Handshake <https://www.lsc.edu/current-students/career-services/handshake>

c. Native Report Producer (8 applicants and 4 interviewees)

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Current <https://Publicmediajobs.org>

Jobs HQ <https://www.jobshq.com>

MN Council of Nonprofits <https://minnesotanonprofits.org>

MN Job Bank <https://minnesotaworks.net>

North Force <https://site.northforce.org>

WI Job Bank <https://jobcenterofwisconsin.com>

Lake Superior College Handshake <https://www.lsc.edu/current-students/career-services/handshake>

Facebook <https://www.facebook.com>

d. Director of Development (11 applicants and 3 interviewees)

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Indeed <https://www.indeed.com>

Current <https://Publicmediajobs.org>

Jobs HQ <https://www.jobshq.com>

Association of Fundraising Professionals <https://afpglobal.org>

Chronicle of Philanthropy <https://www.philanthropy.com>

MN Broadcasters Association <https://minnesotabroadcastors.com>

NETA National Educational Telecommunications Association  
<https://netaonline.org/careers-public-media>

National Federation of Community Broadcasters <https://nfcbb.org>

Instagram <https://www.instagram.com>

Chamber of Commerce <https://duluthchamber.com>

Association of Fundraising Professionals <https://afpglobal.org>

MN Council of Nonprofits <https://minnesotanonprofits.org>

MN Job Bank <https://minnesotaworks.net>

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- e. Radio Receptionist/Administrative Assistant (7 applicants and 5 interviewees)

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MN Council of Nonprofits <https://minnesotanonprofits.org>

North Force <https://site.northforce.org>

WI Job Bank <https://jobcenterofwisconsin.com>

Lake Superior College Handshake <https://www.lsc.edu/current-students/career-services/handshake>

Facebook <https://www.facebook.com>

f. Annual Giving Manager (24 applicants and 9 interviewees)

WDSE·WRPT In-House Employment Opportunity Notice

WDSE·WRPT Website [www.wdse.org](http://www.wdse.org)

The North website [www.thenorth1033.org](http://www.thenorth1033.org)

Indeed [https://www.indeed.com`](https://www.indeed.com)

MN Job Bank <https://minnesotaworks.net>

MN Council of Nonprofits <https://minnesotanonprofits.org>

North Force <https://site.northforce.org>

WI Job Bank <https://jobcenterofwisconsin.com>

Lake Superior College Handshake <https://www.lsc.edu/current-students/career-services/handshake>

Jobs HQ <https://www.jobshq.com>

LinkedIn <https://www.linkedin.com>

No recruitment sources have requested notification of Duluth-Superior Area Educational Television Corporation job vacancies.

3. Recruitment Source referring hire for each vacancy:

- a. Membership Assistant - Indeed
- b. On-Air Talent/Content Creator/Special Projects Producer – Current/Public Media Jobs
- c. Native Report Producer - Word of Mouth
- d. Director of Development - MN Council of Nonprofits
- e. Radio Receptionist/Administrative Assistant - WDSE website
- f. Annual Giving Manager - In-House Employment Opportunity Notice

Interviewees by Referring Source

A total of 29 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

a. Membership Assistant (4 interviewees)

- Indeed – 3

- WDSE website – 1
- b. On-Air Talent/Content Creator/Special Projects Producer (4 interviewees)
- Current/Public Media Jobs – 3
  - Indeed – 1
- c. Native Report Producer (4 interviewees)
- WDSE website – 1
  - Social Media (FB) – 1
  - Indeed – 1
  - Word of Mouth – 1
- d. Director of Development (3 interviewees)
- Indeed – 1
  - Current/Public Media Jobs – 2
- e. Radio Receptionist/Administrative Assistant (5 interviewees)
- Indeed – 3
  - Social Media (FB) – 1
  - WDSE website – 1
- f. Annual Giving Manager (9 interviewees)
- Indeed – 5
  - WDSE website – 3
  - In-House – 1

4. Recruiting Outreach Activities completed:

- a. Employee Development: To encourage professional development, DSAETC provides tangible reinforcement of Duluth-Superior Area Educational Television Corporation's commitment to continuing development of our valued employees. Employees have used various avenues of career and personal development opportunities to build their skills in technical areas, journalism, education, and effective communications.
- b. Training and review of methods of ensuring equal employment opportunity and preventing discrimination for management personnel undertaken before beginning recruitment for each

position opening and periodically as a part of supervisory employees' performance evaluation. Long term, and a few short term trainings, have occurred for the Director of Membership, Director of Content, Production Manager, Director of Engineering, Maintenance Engineer, Radio Station Manager, and the General Manager through programs provided by CPB – NAB training, independent contractors, online PBS Conference offerings, an ATSC 3.0 class, SBE webinars, an Intro to RF Broadcast Tech course, and the TRAC Media Development Conference.

- c. Employee Mentoring: Established mentoring relationship between seasoned employees and junior employees in complimentary career paths. By committing to offer mentoring to newly hired employees, Duluth-Superior Area Educational Television Corporation is able to broaden the range of candidates who can be considered for position openings. Mentoring of experienced employees provides increased opportunity for career advancement. Multiple mentorships occur including Director of Membership, Director of Content, Production department consisting of directors, videographers, producers and multimedia producers, Assistant to the Chief Engineer, providing subscriptions to engineering trade magazines, job shadowing/apprenticeship relationships, Education and Engagement Coordinator, Digital Marketing Analytics Manager, and the General Manager, preparing employees for greater responsibility and career advancement.

A copy of this public file report is posted on the WDSE website at [www.wdse.org](http://www.wdse.org).

Prepared by:

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Administrative Assistant  
November 30, 2023