

Annual EEO Public File Report Form

KUSQ FM / KITN FM / KWOA AM
WORTHINGTON MN

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KWOA AM, KITN FM, and KUSQ FM Worthington MINNESOTA, KZTP FM, Sibley IOWA and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning December 1, 2022 to and including November 30, 2023.

The FCC's 2003 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

**KWOA AM KUSQ-KITN FM
EEO PUBLIC FILE REPORT
[12/1/2022-11/30/2023]**

(Note: Period determined by FCC license renewal filing date and not on calendar basis)

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
1 – Marketing Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13	13

Job Title	Date of Hire
Marketing Specialist	8/1/22

KWOA-KUSQ-KITN
EEO PUBLIC FILE REPORT
[12/1/22– 11/30/23]

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS 12/1/22 – 11/30/23 period
1	On-air Broadcast Schedules on KZTP-FM 28779 County Highway 35 Worthington, MN 56187 (507) 376-6165	N	
2	Station web site, www.myradioworks.net	N	
3	LinkedIn Job Forum www.linkedin.com	N	
4	Iowa Lakes Community College 300 S. 18th Street Estherville, IA (712) 362-2604 Bob Pritchard rpritchard@iowalakes.edu	N	
5	MN Job Service Mary Mathia / Ron Kellen PO Box 159 Worthington, MN 56187 (507) 376-3116	N	
6	MN West College Career Board 1450 Collegeway Worthington, MN 56187 (507) 372-3400	N	
7	Southwest MN State University Career Services 1501 State Street Marshall, MN 56258 (507) 537-6221 www.mustangjobs.com	N	
8	Nobles Co. Integration Collaborative Leann Enninga 117 11th Avenue, Suite 1 Worthington, MN 56187 (507) 376-3300	N	
9	All Access Radio Magazine www.allaccess.com	N	
10	Northwest Iowa Community College Job Board 603 West Park Street Sheldon, IA 51201 (712) 324-5061	N	
11	Facebook	N	
12	Employee Referrals	N	1
13	Non-Employee Referrals / Walk-In	N	
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			1

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2022 to November 30, 2023

Station(s) Comprising Station Employment Unit: KUSQ-FM / KITN-FM / KWOA-AM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
KZTP-FM

- **Participate in Events Sponsored by Educational Institutions:**

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM GM/VP Chad Cummings spoke to local elementary students and did a community reading program with them. Cummings spoke of the importance of good reading in the on air capacity of radio.

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM participated in Noon Kiwanis and KKids Club, as part of the community businesses fostering work-readiness, entrepreneurship and financial literacy skills. KZTP On-Air Personality/Sports Director, Ryan McGaughey and Director of Promotions Andy Johnson presented a thirty minute session on media, communications, marketing and radio.

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM had a local intern, in a Job Shadow Program. They shadowed Director of Marketing Natalie Mulder, also working with on air staff Barry Roberts to learn about communications and promotions.

- **General Outreach**

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM General Manager, Chad Cummings and Marketing Specialist, Natalie Mulder, spoke to local Kiwanis, Booster Club and Students at Minnesota West Community and Technical College. This communication gave a glimpse into the business aspect of radio, rather than the typical knowledge of on air personalities.

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM sales staff attended a Big Deals training session in Minneapolis, MN, in May of 23. They attended various classes on different sales methods and procedures, interactive sales techniques and ways to improve and maximize sales dollars. The conference was attended by Marketing Specialists, Natalie Mulder, Andy Johnson, Coral Riley

KZTP-FM, KUSQ-FM, KITN-FM, KWOA-AM General Manager, Chad Cummings was a guest panelist for Early Risers Kiwanis talking about their digital marketing and how to reach more customers with information and advertising. Cummings also spoke of career opportunities with the company in the digital spectrum. Explaining our new features of marketing with Media Works.