

2022 EEO Public File Report

Employment Unit Covered

KBEW-AM, Blue Earth, MN

KBEW-FM, Blue Earth, MN

Reporting Period

December 1, 2022 to November 30, 2023

Full-Time Vacancies Filled During Reporting Period

1) Job Title: News Director	Sales and Marketing
Recruitment Sources Used:	<u>1</u>
Interviews from Sources:	1
Total Interviews for position:	1
Date Position Filled: 6/6/23	
2) Job Title: Sales Executive	Sales and Marketing
Recruitment Sources Used:	<u>1 2 7 8</u>
Interviews from Sources:	2 0 1 0
Total Interviews for position:	3
Date Position Filled: 12/5/22	
3.) Job Title: Announcer	Sales and Marketing
Recruitment Sources Used:	<u>1 2 7 8</u>
Interviews from Sources:	1 1 1 1
Total Interviews for position:	2
Date Position Filled: 7/3/23	

Recruitment/Referral Sources

	Name	Address	City	Contact
1)	KBEW Radio	705 Leland Parkway	Blue Earth, MN	Heather Anderson
2)	MN Broadcasters Assn	3033 Excelsior Bld	Minneapolis, MN	Heather Anderson
3)	Indeed.com	online		Heather Anderson
4)	jobfair.works	online		Heather Anderson
5)	Walk in/Employee Reference	705 Leland Parkway	Blue Earth, MN	Heather Anderson
6)	Faribault Count Register	125 N Main St.	Blue Earth, MN	Lori Naumann
7)	Digital Website/Facebook	705 Leland Parkway	Blue Earth, MN	Heather Anderson
8)	All Access	online		Heather Anderson

Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation and Location	Station Staff Involved
Training-Establishment of training for station personal designed to acquire skills for higher level positions.	Algona, IA Varous speakers, training on sales techniques for radio station sales people	Dave Brock, Royce Murra, Keith Hoye, Kateri Johanson
Training-Establishment of training for station management personal designed to acquire management skills.	Sioux Falls, SD, Sales and managing idea sharing round table designed to improve management skills	Dave Brock, Steve White
Training-Establishment of training for station personal designed to acquire skills for higher level positions.	Sioux falls, SD South Dakota Broadcasters Assn Conference Seminar training on air staff on news gathering and reporting techniques	Norm Hall, Dave Brock
Training-Establishment of training for station personal designed to acquire skills for higher level positions.	Des Moines IA Iowa Broadcasters Assn seminar training for on air staff on programming	Randy Frandle, Travis Fenske, Dave Brock
You Can Make a Difference	KBEW-AM and FM conducted the annual You Can Make a Difference Campout, a food drive and toy drive for families in needin downtown Blue Earth, Minnesota	Norm Hall
Jam the Food Shelf	KBEW-AM and KBEW-FM partnered in the effort by airing hourly remote broadcasts from the event and serving as a major sponsor. A total of \$5,000 was raised and 1,492 food items were donated. The event was held from 8AM to 8PM.	Melissa Walders, Royce Murra
Veteren's Fundraiser	4th Annual Support Our Warriors motorcycle & car ride, held Sept. 15th, Raised money for a Veteran's Memorial in Faribault County.	Dave Brock, Heather Anderson

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4)	jobfair.works	online		Steve White
5)	Walk in/Employee Reference	705 Leland Parkway	Blue Earth, MN	Dave Brock
6)	Waldorf University	106 S 6th St	Forrest City, IA	
7)	Radio 1 Broadcast School	308 Buchner Place	LaCrosse, WI	
8)	Faribault Count Register	125 N Main St.	Blue Earth, MN	