

**Annual EEO Public File Report**

**Blooming Prairie Farm Radio, Inc.**

**Covering the Period from December, 2019 to November, 2020**

**Stations comprising Station Employment Unit**

**KOWZ-FM, KRUE-FM, KFOW-AM and KNXR-FM**

**Vacancy Information**

The following are all full-time job vacancies filled between December 1, 2019 and November 30, 2020, identified by job title and indicating the recruitment source that referred the successful candidate.

<u>Full-time Positions Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Account Executive	1/10/2020	8x	Indeed.com	Radio ads Indeed.com Referrals Facebook
Account Executive	1/10/2020	8x	Referral	Radio ads Indeed.com Referrals Facebook
Account Executive	2/24/2020	4x	Radio ads	Facebook Radio ads Indeed
Sales Manager	10/26/2020	3x	Radio ads	Facebook Radio ads Indeed Website
Community Director Exigent hire: unique and exceptional skills with in-market experience	06/08/2020	1x		

**Recruitment Sources:**

<u>Type</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>#Interviews from Source</u>
1. KOWZFM, KNXRFM KFOWAM, KRUEFM	Matt Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	6

2. <u>Indeed.com</u>	Christine Dyr	6433 Champion Grandview Way Austin, TX 78750	Website	5
3. Personal Referral				1
6. Facebook.com	Molly Penny-Johnson	www.facebook.com/KOWZFM	Website	3

**SUPPLEMENTAL RECRUITMENT INITIATIVES – 2020**

**KOWZ-FM, KRUE-FM, KFOW-AM and KNXR-FM**

**Public Speaking-**

- Erin Rossow educated members of the Owatonna Business Women about careers in Broadcasting on November 4, 2020.
- 12/15/2019 Matt Ketelsen spoke to members of the Owatonna Chamber about careers in Broadcasting.

**Education/Training:**

- Sales staff was taken on a training retreat September, 2020, to enrich and develop their skills in marketing and radio advertisement sales.
- Sales staff was taken on a training retreat March, 2020, to enrich and develop their skills in marketing and radio advertisement sales.
- Management is mentoring multiple staff members who want to be in management at some point.
- Ben Merritt, our Program Director gave and tour of the station and talked to a student about careers in Broadcasting.
- All Managers have become very familiar with the FCC's FAQ website. A follow-up meeting was conducted with managers to ensure compliance.