

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),  
KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG(AM)**<sup>1</sup>

**EEO PUBLIC FILE REPORT**

**December 1, 2014 – November 30, 2015**<sup>2</sup>

**I. VACANCY LIST**

SEE SECTION II, THE “MASTER RECRUITMENT SOURCE LIST” (“MRSL”) FOR RECRUITMENT SOURCE DATA

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1,3,6,24,30	6
Account Executive	1,3,6,24,30	6
Brand Manager	1,6,9,10,11	1
Afternoon Announcer	1,6,9,10,11	1
Account Executive	1,2,3,6,24,30	2

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<sup>1</sup> This Report provides recruitment data collected from December 1, 2014 through November 30, 2015.

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),  
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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Employee Referral</b>	N	3
2	<b>Non-Employee Referral</b>	N	1
3	<b>On-Air Announcement</b> ( <i>all SEU stations</i> )	N	0
4	<b>Charter Communications</b> 1530 Greenview Dr SW Rochester, MN 55902 507-280-0551	N	0
5	<b>KTTC/Fox 47</b> 6301 Bandel Rd NW Rochester, MN 55901 507-288-4444	N	0
6	<b>Rochester Post Bulletin</b> 18 1 <sup>st</sup> Ave SE Rochester, MN 55904 507-285-7600	N	4
7	<b>Express Personnel</b> 2360 Broadway North Rochester, MN 55906 507-285-1616	N	0
8	<b>MBA Job Bank</b> C/O Minnesota Broadcasters – Michelle Lappin 3033 Excelsior Blvd, Suite 103 Minneapolis, MN 55416 612-926-8123	N	0
9	<b>Main Street Tattler</b> 4517 Minnetonka Blvd, #104 Minneapolis, MN 55416 952-927-4487 Tom Kay	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	<b>Brown Institute</b> 1440 Northland Drive Mendota Heights, MN 55120 651-605-3440	N	0
11	<b>All Access</b> allaccess.com	N	0
12	<b>Radio Online</b> radioonline.com	N	0
13	<b>Radio &amp; Records</b> radioandrecords.com	N	0
14	<b>Rochester Community and Technical College</b> 851 30 <sup>th</sup> Ave SE Rochester, MN 55904 507-285-7210	N	0
15	<b>Riverland Technical College</b> 1900 8 <sup>th</sup> Ave NW Austin, MN 55912 507-433-0600 Amy Wangen	N	0
16	<b>Winona State University</b> 110 Gildemeister Hall Winona, MN 55987 507-457-5340	N	0
17	<b>SEU Internship Program</b>	N	0
18	<b>Job Fairs</b>	N	0
19	<b>Fillmore Journal</b> PO Box 496 Preston, MN 55965 507-765-2151	N	0
20	<b>Bluff Country Shopper</b> 119 Fillmore St Preston, MN 55965 507-765-2752	N	0
21	<b>Star Tribune</b> PO Box 1255 Minneapolis, MN 55440 612-673-7446	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	<b>Inside Radio</b> <a href="http://insideradio.com">insideradio.com</a>	N	0
23	<b>Workforce Center/MN Job Bank</b> Rochester, MN 507-285-7315	N	0
24	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> ) kroc.com, quickcountry.com, klxfm.com, y105fm.com 1520theticket.com		0
25	<b>Workforce Development</b> 100 Main SE Preston, MN 55965 507-765-2476	N	0
27	<b>Olmsted County Journal</b> 507-288-5201	N	0
28	<b>JobVite</b>	N	0
29	<b>Cresco Shopper</b> 116 2 <sup>nd</sup> Ave SE Cresco, IA 52136 563-547-2025	N	0
30	<b>MN School Of Business – Rochester</b> 2521 Pennington Dr NW Rochester, MN 55901 507-536-9500 Bernadette Scharpen <a href="mailto:bscharpen@msbcollege.edu">bscharpen@msbcollege.edu</a> Brett Ott <a href="mailto:bott@msbcollege.edu">bott@msbcollege.edu</a>	Y	0
		Total	0

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On January 10, 2015 our Operations Manager participated in Leadership Greater Rochester 2015 Class Question and Answer session regarding Ethics and Communication.
<b>2</b>	Internship Program	<p>The KROC Early Morning Show intern program seeks to develop marketable broadcast skills while encouraging the individual’s personal strengths. Interns come to us from many different sources. Most are students of communication (enrolled in college courses), but some are high school students that show an interest in the broadcast arts. We utilize counseling departments of area high schools and colleges as well as on-air announcements to advertise our internship program. While in the program, the interns learn both on-air work, customer relations, commercial production, web site maintenance, public appearance and board work.</p> <p><b>During this reporting period, we hosted a total of <u>2</u> interns, as follows:</b></p> <p><b><u>Various Schools:</u></b></p> <p>May 18, 2015 – August 14, 2015, A student from Blooming Prairie High School interned on KROC-FM during the morning show.</p> <p>June 1, 2015 – August 13, 2015, A student from Byron High School interned on KROC-FM during the morning show.</p>
<b>3</b>	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Every Thursday in April 2015 on-air talent from the KROC-FM morning show participated at Reading Blitz with the Rochester Public Schools.

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>4</b>	Host event or program sponsored by or on behalf of an educational institution or community organization relating to careers in broadcasting	<p>Throughout the reporting period, on-air talent from the KROC Early Morning Show Person provided tours of our facilities to the Boy Scouts as well as the following organizations, providing behind-the-scenes insight into the operations of our stations.</p> <p>December 15, 2014 : Cub Scouts</p> <p>February 8, 2015 : Cub Scouts</p> <p>March 23, 2015 : Rochester Chamber Group</p> <p>June 19, 2015 : Boy Scouts</p> <p>August 10, 2015 : Daycare Center</p> <p>October 14, 2015 : ABC Building Center</p>
<b>5</b>	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On June 14, 2015 our Market Manager attended a Business Expo hosted by the Rochester Chamber to discuss careers in Radio.
<b>6</b>	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On April 8, 2015 our Operations Manager attended a Career Day at Brown College to discuss with students a career in Radio and how to qualify for scholarship programs.