

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KDCZ(FM),  
KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG0(FM)<sup>1</sup>**

**EEO PUBLIC FILE REPORT**

**December 1, 2016 – November 30, 2017**

**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	1,3,6,24,29,31	6
Account Executive	1,3,6,24,29,31	9
Digital Managing Editor	1,6,9,10,11	1
Traffic Coordinator	3,6,24,30,31	6
Business Manager	1,6,9,24,29,31	6

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<sup>1</sup> This Report provides recruitment data collected from December 1, 2016 through November 30, 2017.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Employee Referral</b>	N	1
2	<b>Non-Employee Referral</b>	N	0
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	2
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	5
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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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	1
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	1
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	1
20	<b>Bluff Country Shopper</b> 119 Fillmore St Preston, MN 55965 507-765-2752	N	1
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	N	0
25	<b>Workforce Development</b> 100 Main SE Preston, MN 55965 507-765-2476	N	0
26	<b>Olmsted County Journal</b> 507-288-5201	N	0
27	<b>JobVite</b>	N	0
28	<b>Cresco Shopper</b> 116 2 <sup>nd</sup> Ave SE Cresco, IA 52136 563-547-2025	N	0
29	<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
30	<b>Indeed</b>	N	1
31	<b>Facebook</b>	N	0
	<b>Total Interviewed Candidates</b>		13

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Our Brand Manager for KYBA spoke to students at CHS about radio and ways to discover and develop their life's passion.
2	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> <hr/>
3	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Brand Manager for KYBA hosted a 90 minute session at Folwell School teaching students about Creative Writing.

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
4	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>January 5, 2017 : Cub Scouts</p> <p>May 3, 2017 : Cub Scouts</p> <p>August 10, 2017 : Hiawatha Homes</p>
5	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On December 4, 2016 our Market Manager attended a Business Expo hosted by the Rochester Chamber to discuss careers in Radio.