

Annual EEO Public File Report

Blooming Prairie Farm Radio, Inc.

Covering the Period from December, 2017 to November, 2018

Stations comprising Station Employment Unit

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

Vacancy Information

The following are all full-time job vacancies filled between December 1, 2017 and November 30, 2018, identified by job title and indicating the recruitment source that referred the successful candidate.

Full-time Positions Filled by Job Title	DOE	Total # Interviewed	Recruitment Source of Hire	Recruitment Sources Utilized
Account Executive	2/1/2018	3x	Referral	Radio ads Referral Indeed.com
Sales Manager	3/1/2018	4x	Referral	Radio ads Referrals Indeed.com
Account Executive	3/12/2018	3x	Radio ads	Indeed.com Radio ads Facebook
Traffic Manager	6/4/2018	15x	Indeed.com	Radio ads Indeed.com MN Workforce Ctr. Referrals Facebook
Account Executive	7/2/2018	4x	Radio ads	Facebook Radio ads
Account Executive	11/5/2018	4x	Indeed.com	Radio ads MN WorksNet.com Indeed.com Referrals

Recruitment Sources:

Type	Contact	Address	Method of Contact	#Interviews from Source
1. KOWZFM, KNXRFM KOWZAM, KRUEFM	Matt Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	14
2. <u>Indeed.com</u>	Christine Dyr	6433 Champion Grandview Way Austin, TX 78750	Website	8

3. Personal Referral					8
4. Minnesota Broadcasters Association	Megan Eischen	3033 Excelsior Blvd, Suite 301 Minneapolis, MN 55416	612-926-8123		N/A
<u>www.minnesotabroadcasters.com</u>					
5. Minnesota Workforce Center	Susan Wold	201 Lyndale Avenue, Suite S-1 Faribault, MN 55021	507-333-2047		N/A
<u>http://employer.mnworks.org</u>					
6. <u>Facebook.com</u>	Molly Penny-Johnson	<u>www.facebook.com/KOWZFM</u>	Website		3

SUPPLEMENTAL RECRUITMENT INITIATIVES – 2018

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

Internship-

Provided an opportunity for a student who is attending the University of Wisconsin- River Falls to work with our radio stations June 20 through August 25, 2018, to help develop career skills in broadcasting. The intern was involved with everything from on air work, production, and promotions.

Job Fairs

Matt Ketelsen attended the Owatonna Chamber of Commerce Business Expo in May 2018, to talk about the radio stations to people from the community.

Tyler Maag manned a booth for our stations at a Job and Career Fair hosted at Holiday Inn & Suites in Owatonna on January 11, 2018, handing out literature and networking with people interested in employment.

Public Speaking-

Matt Ketelsen spoke at the Owatonna Rotary club on multiple dates in 2018, about the radio station and its role in the community

Education/Training:

Sales staff was taken on a training retreat September 23 – 25, 2018, to enrich and develop their skills in marketing and radio advertisement sales.

On-air staff members Andy Gott (Program Director) and Molly Penny (Music and Promotions Director) attended Music Master Training on July 11, 2018.