

Annual EEO Public File Report

Blooming Prairie Farm Radio, Inc./ Main Street Broadcasting

Covering the Period from December, 2016 to November, 2017

Stations comprising Station Employment Unit

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

Vacancy Information

The following are all full-time job vacancies filled between December 1, 2016 and November 30, 2017, 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>
Traffic Director	May 1, 2017	6x	Radio Ads	Radio Ads LinkedIn Indeed.com Facebook
2x New Account Executive	October 2, 2017	10x	Personal Ref.	Radio Ads Indeed.com Linkedin MN School of Business Personal Referral
New Account Executive	November 1, 2017	8x	Indeed	Radio Ads Indeed.com
New Announcer	November 1, 2017	3x	Personal Ref.	Radio Ads All Access The Unconsultant Indeed.com MN Broadcasters Personal Referral

## Recruitment Sources:

<u>Type</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>#Interviews from Source</u>
1. KOWZ/FM, KNXR-FM KOWZ/AM, KRUE-FM	Lynn Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	10x
2. Indeed.com	Christine Dyr	6433 Champion Grandview Way Austin, TX 78750	Website	9x
3. Minnesota Broadcasters Association <a href="http://www.minnesotabroadcasters.com">www.minnesotabroadcasters.com</a>	Megan Eischen	3033 Excelsior Blvd, Ste.301 Minneapolis, MN 55416	612-926-8123	0x
5. Minnesota State Mankato Job Board	Pam Weller	209 Wigley Administration Minnesota State University Mankato, MN 56001	507-389-6061	0x
6. MinnesotaWorks.net	Job Board	<a href="http://www.minnesotaworks.net">www.minnesotaworks.net</a>	Website	0x
7. Allaccess.com	Job Board	28955 Pacific Coast Highway #210 Malibu, CA 90265	310-457-6616	4x
8. Owatonna Peoples Press	Ginny Bergerson	135 West Pearl St Owatonna, MN 55060	507-451-2840	0x
9. LinkedIn	Job Board	<a href="http://www.linkedin.com">www.linkedin.com</a>	Website	1x
10. Monster.com	Job Board	<a href="http://www.monster.com">www.monster.com</a>	Website	0x
11. MN School of Business	Job Board	<a href="http://careerconnect.msbcollge.edu">careerconnect.msbcollge.edu</a>	Website	1x
12. Winona State University	Job Board	<a href="http://www.winona.edu/careers/employers.asp">www.winona.edu/careers/employers.asp</a>	Website	0x
13. Rochester, MN Chamber	Job Board	220 South Broadway STE 100 Rochester, MN 55904	507-288-1122	0x
14. The Unconsultant	Keith Hill	<a href="http://www.keithhill-theunconsultant.com">www.keithhill-theunconsultant.com</a>	956-874-8981	1x
15. Facebook	Mark Zuckerberg	<a href="http://www.facebook.com">www.facebook.com</a>		1x
16. Personal Referral	Laurie Jensen		507-456-1287	1x

## **SUPPLEMENTAL RECRUITMENT INITIATIVES – 2017**

### **KOWZ-FM, KRUE-FM, KOWZ-AM, KNXR-FM**

Internship. Provided an opportunity for a student who was attending Winona State for a period of several weeks working with the radio stations helping develop career skills in broadcasting. The Intern was involved with everything from on-air work, to promotions, production and more.

Internship. Provided an opportunity for a student who was attending Riverland Community College for a period of several weeks working with the radio stations helping develop career skills in broadcasting. The Intern was involved with everything from on-air work, to promotions, production and more.

KNXR FM attended a job fair on 4/27/27 to recruit new on-air talent and to fill an internship position. It was presented by Minnesota Workforce Center, RCTC, and the Post Bulletin. It was held at RCTC Sports Center 851 30<sup>th</sup> Avenue SE in Rochester, MN from 9AM to 1PM. We received 2 Job Applications and one Resume. We had good conversations with both students and people who were looking to better their career.

Matt Ketelsen spoke to many groups about the radio station and its role in the community.

- BNI
- Rotary
- Lions
- Elks

#### **Tours**

- Big Brothers Big Sisters: September 2017
- Boy Scouts: March 2017

### **Employment Recruitment Narrative**

This Employment Unit consists of four radio stations and employs 18 full time people and 5 part time people. Our broadcast service area is partly suburban and partly agricultural-based economy, so we program for both a farm and a non-farm audience. Our employees need to be diverse in their working knowledge of the area, and we seek individuals that will give us the best opportunity to provide information and to serve our listening area. Our recruiting efforts are built to recruit widely throughout our community.

We have used and are prepared to use job vacancy recruitment sources which are well-known to job seekers in our area:

- KOWZ-FM, KRUE-FM, KOWZ-AM, KNXR-FM broadcasts
- Newspaper
- Local College Campuses
- Indeed.com

- Minnesota Broadcasters Association Job Board

Our established 4 radio station cluster broadcasts quality entertainment and informational programming including local news, weather and items of regional significance. Our station formats and broadcast area serve a sizable area and many listeners. We find that job vacancy notices broadcast on our stations reach many people in our broadcast area.

The Indeed Job Board is an employment search engine used by more people than any other employment search engine.

Allaccess.com has a very extensive job board that is used industry wide by Radio Professionals seeking employment. It is also a great source for industry news and information which brings many people to its site, not just those looking for employment.

LinkedIn.com helps strengthens and extends our existing network of trusted contacts. LinkedIn is a networking tool that helps you find connections to other business people. It's the largest professional network that has hundreds of millions members.

Minnesota School of Business Rochester is the local campus for MN School of Business and Glob University. Their main goal is to provide career-focused higher education to their students on either a full time or part time schedule that fits their student needs.

Monster.com is a global online employment solution for people that are looking for a new career. Monster.com is also a global online employment solution for employers who are looking for a new employee to join their team. Monster.com has been around for more than 20 years.

Winona State University is one of the oldest members of the Minnesota State Colleges and Universities system. Winona offers 80 undergraduate, pre-professionals, licensure, graduate, and doctorate programs on 3 different campuses.

Keith Hill is a consultant for the Radio Industry that specializes in finding great talent that can fit with what a radio station needs.