

**Annual EEO Public File Report**

**Subarctic Media, Inc.**

**Covering the Period from December, 2018 to November, 2019**

**Stations comprising Station Employment Unit**

**KKCK-FM, KMHL-AM, KNSG-FM, KARZ-FM, KARL-FM**

**Vacancy Information**

The following are all full-time job vacancies filled between December 1, 2018 and November 30, 2019, identified by job title and indicating the recruitment source that referred the successful candidate.

<b>Full-time Positions Filled by Job Title</b>	<b>DOE</b>	<b>Total # Interviewed</b>	<b>Recruitment Source of Hire</b>	<b>Recruitment Sources Utilized</b>
<b>Market Manager</b>	<b>4/1/2019</b>	<b>2x</b>	<b>Indeed.com</b>	<b>Radio ads Indeed.com Facebook Personal Referral</b>
<b>Account Executive</b>	<b>4/1/2019</b>	<b>2x</b>	<b>Referral</b>	<b>Radio ads Indeed.com Referrals Facebook</b>

**Recruitment Sources:**

<b>Type</b>	<b>Contact</b>	<b>Address</b>	<b>Method of Contact</b>	<b>#Interviews from Source</b>
<b>1. Marshall Radio</b>	<b>Matt Ketelsen</b>	<b>255 Cedardale Drive Owatonna, MN 55060</b>	<b>507-444-9224</b>	<b>2</b>
<b>2. <u>Indeed.com</u></b>	<b>Christine Dyr</b>	<b>6433 Champion Grandview Way Austin, TX 78750</b>	<b>Website</b>	<b>1</b>
<b>3. Personal Referral</b>				<b>1</b>
<b>4. Facebook.com</b>	<b>Molly Penny-Johnson</b>	<b>www.facebook.com/KOWZFM</b>	<b>Website</b>	<b>0</b>

## **SUPPLEMENTAL RECRUITMENT INITIATIVES – 2019**

### **KKCK-FM, KMHL-AM, KNSG-FM, KARZ-FM, KARL-FM**

#### **Internship-**

- Two students from Marshall Senior High School conducted a job shadow experiences with Marshall Radio to gain knowledge on what a career in radio broadcasting would include. One job shadow experience was in sports broadcasting and the other was with the music director.
- Staff Members gave 3 group tours to local groups who wanted to see the radio station and learn about radio.

#### **Career Exploration Fair**

- Staff member Keith Petermeier attended the 2019 Southwest Minnesota Careerforce Expo. The event involves 1800 students over two days from 30 high schools. The booth featured equipment and a live radio broadcast in order to allow students to experience what a career in radio broadcasting would entail.

#### **Education/Training:**

- Sales staff was taken on a training retreat September, 2019, to enrich and develop their skills in marketing and radio advertisement sales.
- Sales staff was taken on a training retreat April, 2019, to enrich and develop their skills in marketing and radio advertisement sales.