

WDSE·WRPT
EEO Public File Report
Year Ending November 30, 2020

WRPT operates as a satellite of WDSE, the two stations comprise a single employment unit.

Primary Facility ID (WDSE): 17726
Community of License: Duluth, MN

Satellite Facility ID (WRPT-DT): 159007
Community of License: Hibbing, MN

Licensee:
Duluth-Superior Area Educational Television Corporation
632 Niagara Court
Duluth, MN 55811

1. Full Time Vacancies filled during period: 8

- a. Website Developer and Digital Distribution Coordinator
- b. Administrative Assistant
- c. Director of Engineering
- d. Lead IT Systems Administrator and Maintenance
- e. Multiplatform Producer
- f. Grants Manager
- g. Director of Development
- h. Administrative Assistant

2. Recruitment Sources used to fill vacancies:

- a. Website Developer and Digital Distribution Coordinator (18 applicants and 3 interviewees)

WDSE·WRPT In-House Employment Opportunity Notice

WDSE·WRPT Website
www.wdse.org

Indeed

[https://www.indeed.com`](https://www.indeed.com)

Word of Mouth

NorthForce

306 W Superior St.

Duluth, MN 55802

218.409.7407

<https://www.northforce.org/>

Job Center of Wisconsin

Wisconsin Workforce Center internet recruitment tool, veterans preference

1805 N. 14th St.

Superior, WI 54880

Chuck Gotschall, Center Manager

888-258-9966

<http://www.wisconsinjobcenter.org/>

Zip Recruiter

<https://www.ziprecruiter.com>

Linked In

<https://www.linkedin.com>

b. Administrative Assistant (41 applicants and 7 interviewees)

WDSE·WRPT Website

www.wdse.org

Indeed

<https://www.indeed.com>

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306 W Superior St.

Duluth, MN 55802

218.409.7407

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MN Council of Nonprofits

2314 University Ave. West #20

St. Paul, MN 55114

(651) 642-1904

<http://www.minnesotanonprofits.org>

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1805 N. 14th St.
Superior, WI 54880
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c. Director of *Engineering* (5 applicants and 2 interviewees)

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MN Council of Nonprofits

Minnesota Broadcasters Association
3033 Excelsior Blvd # 440
Minneapolis, MN 55416
612.926.8123
<http://minnesotabroadcasters.com/>

NorthForce
306 W Superior St.
Duluth, MN 55802
218.409.7407

d. Lead IT Systems Administrator and Maintenance (5 applicants and 3 interviewees)

WDSE·WRPT Website
www.wdse.org

Indeed
<https://www.indeed.com>

Minnesota Workforce Center
Minnesota's Job Bank internet recruitment tool
402 W. 1st Street
Duluth, MN 55802
Rhonda Rutford, Workforce Development Specialist
(218) 302-8400
<http://www.mnworks.org>

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Zip Recruiter
<https://www.ziprecruiter.com>

Handshake
<https://app.joinhandshake.com>

Jobs HQ
<https://www.jobshq.com>

NorthForce
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Linked In
<https://www.linkedin.com>

e. Multiplatform Producer (10 applicants and 1 interviewee)

Indeed
<https://www.indeed.com>

Word of Mouth

NAACP Posting

<https://duluthnaacp.org/Job-Postings>

MN Council of Nonprofits Website Posting

<https://jobs.minnesotanonprofits.org>

WDSE·WRPT Website

www.wdse.org

Handshake

<https://app.joinhandshake.com>

Native American Journalists Association

<https://najanewsroom.com/jobs>

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f. Grants Manager (28 applicants and 6 interviewees)

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MN Council of Nonprofits Website Posting
<https://jobs.minnesotanonprofits.org>

Zip Recruiter
<https://www.ziprecruiter.com>

Jobs HQ
<https://www.jobshq.com>

g. Director of Development (10 applicants and 2 interviewees)

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h. Administrative Assistant (32 Applicants and 4 Interviewees)

Handshake

<https://app.joinhandshake.com>

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No recruitment sources have requested notification of Duluth-Superior Area Educational Television Corporation job vacancies.

3. Recruitment Source referring hire for each vacancy:

- a. Linked In
- b. Indeed
- c. Word of Mouth
- d. Linked In
- e. Word of Mouth
- f. MN Council of Nonprofits
- g. Word of Mouth
- h. Word of Mouth

Interviewees by Referring Source

A total of 26 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

a. Website Developer and Digital Distribution Coordinator

1. 2-Indeed
2. 1-Linked In

b. Administrative Assistant

1. 7- Indeed

c. Director of Engineering

1. 1- Word of Mouth
2. 1-Indeed

d. Lead IT Systems Administrator and Maintenance

- a. 2-Linked In
- b. 1-Indeed

e. Multiplatform Producer

- a. 1- Word of Mouth

f. Grants Manager

- a. 1-WDSE website
- b. 1-MN Council of Non-Profits
- c. 2-Word of Mouth
- d. 2-Indeed

g. Director of Development

- a. 1-Word of Mouth
- b. 1-Linked In

h. Administrative Assistant

- a. 1-Word of Mouth
- b. 3-Indeed

5. Recruiting Outreach Activities completed:

- a. Employee Development: Maintained tuition reimbursement program for employees to encourage professional development in preparation for higher level positions. Tuition reimbursement provides tangible reinforcement of Duluth-Superior Area Educational Television Corporation's commitment to continuing development of our valued employees. Employees have used the tuition reimbursement program to build their skills in technical areas, journalism, education and effective communications.
- b. Internship – Promotion: Maintained an internship program designed to assist Communications majors at the University of Minnesota Duluth to acquire skills needed for broadcast employment
- c. Internship – Studio Production: Maintained an internship program designed to assist students at the University of Wisconsin Superior, University of Minnesota Duluth, Duluth-Superior area high schools and the public to acquire skills needed for broadcast employment. WDSE retained two student interns, one began in the fall and one in the winter. Both students were from the University of Minnesota Duluth.
- d. Internship – Series Production: Offered paid 5 month internship to Native American student to assist with production of the Native Report series.
- e. Training and review of methods of ensuring equal employment opportunity and preventing discrimination for management

personnel undertaken before beginning recruitment for each position opening and periodically as a part of supervisory employees' performance evaluation. Supervisory employees in Membership, Engineering and the General Manager attended trainings on equal opportunity employment at national conference PMDMC, The Invisible Thumbprint: How Unconscious Bias and White Culture Affect Public Media, July 22, 2020.

- f. Employee Mentoring: Established mentoring relationship between seasoned employees and junior employees in complimentary career paths. By committing to offer mentoring to newly hired employees, Duluth-Superior Area Educational Television Corporation is able to broaden the range of candidates who can be considered for position openings. Mentoring of experienced employees provides increased opportunity for career advancement. Currently three mentoring relationships, two in the Production Department and one in Engineering and Operations, are preparing employees for greater responsibility and career advancement.

A copy of this public file report is posted on the WDSE website at www.wdse.org.

Prepared by:
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30 November 2020

Revised Version by:
Michelle Walker
Administrative Assistant
18 January 2022