

Annual EEO Public File Report

Blooming Prairie Farm Radio, Inc.

Covering the Period from December, 2018 to November, 2019

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, 2018 and November 30, 2019, 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>
Program Director	4/1/2019	3x	Indeed.com	Radio ads Indeed.com Facebook
Traffic Manager	1/1/2019	10x	Referral	Radio ads Indeed.com MN Workfoce Ctr. Referrals Facebook
Announcer	5/28/2019	4x	Radio ads	Facebook Radio ads MN Broadcasters All Access
Program Director	11/25/2019	3x	Radio ads	Facebook Radio ads MN Broadcasters All Access

Recruitment Sources:

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

4. Minnesota Broadcasters Association www.minnesotabroadcasters.com	Megan Eischen	3033 Excelsior Blvd, Suite 301 Minneapolis, MN 55416	612-926-8123	4
5. Minnesota Workforce Center http://employer.mnworks.org	Susan Wold	201 Lyndale Avenue, Suite S-1 Faribault, MN 55021	507-333-2047	1
6. Facebook.com	Molly Penny-Johnson	www.facebook.com/KOWZFM	Website	1
7. Allaccess.com	Job Board	28955 Pacific Coast Highway #210 Malibu, CA 90265	310-457-6616	3

SUPPLEMENTAL RECRUITMENT INITIATIVES – 2019

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

Internship-

Provided an opportunity for a student who is attending the University of North Dakota State to work with our radio stations June through August, 2019, to help develop career skills in broadcasting. The intern was involved with everything from on air work, production, and promotions.

Job Fairs

Multiple Staff Members attended the Owatonna High School Job Fair in October 2019, 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 in January 2019, handing out literature and networking with people interested in employment.

Matt Ketelsen manned a booth for our stations at a Job and Career Fair hosted by Minnesota State Mankato in April 2019, handing out literature and networking with people interested in employment.

Public Speaking-

Matthew Hughes spoke at the Owatonna Rotary club on multiple dates in 2019, about the radio station and its role in the community

The Sacred Heart Montessori School toured the radio station in August 2019

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.