

WDSE·WRPT  
EEO Public File Report  
Year Ending November 30, 2021

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. Operations Engineer
  - b. Associate Producer
  - c. Director of Development
  - d. Director of Content
  - e. Educational Coordinator
  - f. Multiplatform Producer
  - g. Membership Manager
  - h. Director of Marketing and Communications

2. Recruitment Sources used to fill vacancies:

- a. Operations Engineer (3 applicants and 2 interviewees)

WDSE·WRPT In-House Employment Opportunity Notice

WDSE·WRPT Website  
[www.wdse.org](http://www.wdse.org)

Indeed  
<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. 14<sup>th</sup> St.  
Superior, WI 54880  
Chuck Gotschall, Center Manager  
888-258-9966  
<http://www.wisconsinjobcenter.org/>

b. Associate Producer (17 applicants and 4 interviewees)

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Duluth, MN 55802  
218.409.7407  
<https://www.northforce.org/>

MN Council of Nonprofits  
2314 University Ave. West #20  
St. Paul, MN 55114  
(651) 642-1904  
<http://www.minnesotanonprofits.org>

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Superior, WI 54880

Chuck Gotschall, Center Manager  
888-258-9966  
<http://www.wisconsinjobcenter.org/>

c. Director of Development (4 *applicants* and 2 interviewees)

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Superior, WI 54880  
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d. Director of Content (13 applicants and 5 interviewees)

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NETA/Careers in Public Media  
PO Box 50008,  
Columbia, SC 29250  
<http://www.netaonline.org/professional-development/careers-public-media>

Corporation for Public Broadcasting/ Public Media Employment Opportunities  
<https://www.cpb.org/jobline/>

Greater Public  
<https://greaterpublic.org/jobs/>

Current  
<https://Publicmediajobs.org>

e. Education Coordinator (23 applicants and 5 interviewees)

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

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

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Word of Mouth

f. Multiplatform Producer ( 13 applicants and 5 interviewees)

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Word of Mouth

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

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

g. Membership Manager (13 applicants and 5 interviewees)

WDSE·WRPT Website  
[www.wdse.org](http://www.wdse.org)

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

NorthForce  
306 W Superior St.  
Duluth, MN 55802  
218.409.7407  
<https://www.northforce.org/>

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

Job Center of Wisconsin  
Wisconsin Workforce Center internet recruitment tool, veteran's preference  
1805 N. 14<sup>th</sup> St.  
Superior, WI 54880  
Chuck Gotschall, Center Manager  
888-258-9966  
<http://www.wisconsinjobcenter.org/>

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Duluth, MN 55802  
218.409.7407

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

- h. Director of Marketing and Communications (15 Applicants and 5 Interviewees)

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

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

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

Current  
<https://Publicmediajobs.org>

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

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

3. Recruitment Source referring hire for each vacancy:

- a. WDSE In House Employment Opportunity Notice
- b. Word of Mouth
- c. Word of Mouth
- d. CPB Job line
- e. Indeed
- f. Indeed
- g. WDSE website
- h. WDSE website

Interviewees by Referring Source

A total of 33 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

- a. Operations Engineer
  - 1. 1-Indeed
  - 2. 1-WDSE·WRPT In-House Employment Opportunity Notice
- b. Associate Producer
  - 1. 2- Indeed
  - 2. 1 Word of Mouth
  - 3. 1-wdse.org
- c. Director of Development
  - 1. 1- Word of Mouth
  - 2. 1-Indeed
- d. Director of Content
  - a. 1-WDSE.org
  - b. 3-CPB Job link
  - c. 1-Current
- e. Education Coordinator (5)
  - a. 1- Word of Mouth
  - b. 4-Indeed
- f. Multiplatform Producer
  - a. 1-WDSE website
  - b. 1-MN North force
  - c. 1-Word of Mouth
  - d. 2-Indeed
- g. Membership Manager (5)
  - a. 1-Word of Mouth
  - b. 2-Linked In
  - c. 2-wdse.org
- h. Director of Marketing and Communications (5)
  - a. 1-Word of Mouth
  - b. 3-Indeed
  - c. 1-WDSE·WRPT In-House Employment Opportunity Notice

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. 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 conferences, Tech-Con, NAB and PMDMC.
- d. 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, one in the Production Department, one in Development Department and one for the General Manager, are preparing an employees for greater responsibility and career advancement.

A copy of this public file report is posted on the WDSE website at [www.wdse.org](http://www.wdse.org).

Prepared by:  
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Administrative Assistant  
30 November 2021