

Annual EEO Public File Report

Blooming Prairie Farm Radio, Inc.

Covering the Period from December, 2010 to November, 2011

Stations comprising Station Employment Unit

KOWZ-FM, KOWZ-AM, KRUE-FM

Vacancy Information

The following are all full-time job vacancies filled between December 1, 2010 and November 30, 2011, 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>
Salesperson	06/21/11	9	#6	#1, #2, #3, #5, #6
Salesperson	07/20/11	8	#6	#1, #2, #3, #5, #6
Salesperson	05/11/11	1	#6	#1, #6
Announcer	05/20/11	4	#2	#1, #2, #3, #5, #6

Recruitment Sources:

<u>Type</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>#Interviews from Source</u>
1. KOWZ/FM KOWZ/AM, KRUE-FM	Lynn Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	6
2. Owatonna Peoples' Press	Ron Ensley	135 Pearl Street Owatonna, MN 55060	507-451-2840	4
3. Minnesota Broadcasters Association www.minnesotabroadcasters.com	Megan Eischen	3033 Excelsior Blvd, Ste.301 Minneapolis, MN 55416	612-926-8123	3
4. Minnesota Workforce Center Website http://employer.mnworks.org	Susan Wold	201 Lyndale Avenue, Suite S-1 Faribault, MN 55021	507-333-2047	0
5. Mankato State Job Service	Pam Weller	209 Wigley Administration Minnesota State University Mankato, MN 56001	507-389-6061	5
6. Personal Referral				4

SUPPLEMENTAL RECRUITMENT INITIATIVES – 2011

KOWZ-FM, KRUE-FM, KOWZ-AM

05/20/11 – 07/31/11 Internship. Provided DJ Buck an opportunity to Intern at the radio station for a period of several weeks working with the radio stations and the Linder Farm Network to help him develop career skills in broadcasting. DJ was involved with everything from on-air work, market reports, to promotions, production and more. DJ was hired as a full-time announcer for the radio group.

03/14/11 Tour of Stations. Conducted a 20-minute tour for a local Boy Scout Troop. Informed over 15 scout members and their parents on different aspects of day-to-day events at a radio station. The troop members were able to see an announcer go on air and talk about the importance to letting our listeners know about News, Weather and other breaking information. Station Personnel, Peter Clayton.

10/18/11-10/20/11 – Job Shadow. Josh Geary (Junior – Owatonna High School) came to the radio stations and job shadowed two Announcers for 8 hours. The Announcers answered a series of questions for his 'Life on Your Own' class. He observed the announcers during their on-air broadcast and he discussed the education, job skills and talent traits required to work in radio and conducted a tour of the radio station(s). Station Personnel, Craig Stevens and Melissa Hall.