

2011 ANNUAL EEO PUBLIC FILE REPORT

BL Broadcasting

Station(s): KWAD-AM, KNSP-AM, KKWS-FM

Community(ies) of License: Wadena and Staples, MN

Date Range of Annual Report: 12/1/10-11/30/11

No. of Full-time Employees: 5 – 10 _____ / More than 10 X _____

Small Market Exemption:

During the Reporting Period, a total of 0 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

- _____ Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.
- 1) 2/9/11 Greater Alexandria Area Job Resource Fair, Alexandria Technical and Community College, Alexandria, MN. Staffed by Dave Vagle, General Manager, Trudy Blanshan, Sales Manager.
 - 2) 2/11/11 Leech Lake Band of Ojibwe Career/Job Fair, Walker, MN. Staffed by Todd Haugen, Program Director/Operations Manager.
 - 3) 3/22/11 Career Connections/Career Fair, Bemidji State University/Northwest Technical College, Bemidji, MN. Staffed by Jack Hicks, Program Director.
 - 4) 3/29/11 St. Cloud Technical and Community College Job Fair. Staffed by Tom Albrecht, Station

Manager.
5) 11/23/11 Community Career
Exploration Day, Runestone
Education Association,
Alexandria, MN. Staffed by Dave
Vagle, General Manager and
Trudy Blanshan, General Sales
Manager.

_____ Hosted at least one **job fair**.

1) _____
(Date/Location/Event)

- _____ Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

10/5/11 Lakes Area Job Fair, Central Lakes College, Brainerd, MN. Staffed by Tom Albrecht, Station Manager. (Note: BL Broadcasting was a sponsor of this fair and is part of Omni Broadcasting group.)
- _____ Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

1) _____
(Date/Location/Event)

2) _____
(Date/Location/Event)

3) _____
(Date/Location/Event)

4) _____
(Date/Location/Event)
- _____ Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe:
- _____ Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (*i.e.*, that are not primarily directed to providing notification of specific job vacancies).

Describe:
- _____ Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.

Minnesota Broadcasters Association Scholarship Program.
- _____ Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Describe: BL Broadcasting stations in Wadena and Staples have provided training for 2 high school students in the past year. The training included board operation, training in production facilities to create weather and news reports. The individuals are trained to take transmitter readings to be sure stations are in compliance. The training gives individuals insight into our industry and can provide a stepping stone or advancement at our stations or stations in other communities.
- _____ Established a **mentoring** program for station personnel.

Describe:

_____ Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.

- 1) _____
(Date/Location/Event)
- 2) _____
(Date/Location/Event)
- 3) _____
(Date/Location./Event)
- 4) _____
(Date/Location/Event)

_____ Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.

- 1) _____
(Date/Location/Event)
- 2) _____
(Date/Location/Event)

_____ **Listed** each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Identify job banks/newsletters

_____ Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting

Describe:

_____ Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

Describe:

_____ Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

Describe:

_____ Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who

Describe:

might otherwise be unaware of such opportunities.

RECRUITING SOURCES USED

Use Separate Sheet for Each Opening

Job Title of Position: _____

Date of Hire: _____

Page ___ of ___

List all recruiting sources utilized to fill the vacancy (*e.g.*, employment advertisements in print media, educational institutions, minority and/or women’s organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies. *See Rule 73.2080(c)(1)(ii).*

Retain for each position filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station’s local public inspection file and post the list on the station’s web site if it has one.

