

**KROC(AM), KROC-FM, KYBA(FM), KWWK(FM), KLCX(FM),  
KDZZ(FM), KOLM(AM), KFIL(AM), KFIL-FM and KVG0(FM)<sup>1</sup>**

**EEO PUBLIC FILE REPORT**

**December 1, 2008 – November 30, 2009<sup>2</sup>**

**I. VACANCY LIST**

SEE SECTION II, THE “MASTER RECRUITMENT SOURCE LIST” (“MRSL”) FOR RECRUITMENT SOURCE DATA

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Market Manager (May 2009)	“Exigent Circumstance”	
AE Rochester (July 2009)	1, 3, 24, 26, 27	1
AE Preston (July 2009)	1, 3, 19, 26, 29	26

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<sup>1</sup> This Report provides recruitment data collected from December 1, 2008 through November 30, 2009.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Employee Referral</b>	N	1
2	<b>Non-Employee Referral</b>	N	0
3	<b>On-Air Announcement</b> ( <i>all SEU stations</i> )	N	0
4	<b>Charter Communications</b> 1530 Greenview Dr SW Rochester, MN 55902 507-280-0551	N	0
5	<b>KTTC/Fox 47</b> 6301 Bandel Rd NW Rochester, MN 55901 507-288-4444	N	0
6	<b>Rochester Post Bulletin</b> 18 1 <sup>st</sup> Ave SE Rochester, MN 55904 507-285-7600	N	0
7	<b>Express Personnel</b> 2360 Broadway North Rochester, MN 55906 507-285-1616	N	0
8	<b>MBA Job Bank</b> C/O Minnesota Broadcasters – Michelle Lappin 3033 Excelsior Blvd, Suite 103 Minneapolis, MN 55416 612-926-8123	N	0
9	<b>Main Street Tattler</b> 4517 Minnetonka Blvd, #104 Minneapolis, MN 55416 952-927-4487 Tom Kay	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	<b>Brown Institute</b> 1440 Northland Drive Mendota Heights, MN 55120 651-605-3440	N	0
11	<b>All Access</b> allaccess.com	N	0
12	<b>Radio Online</b> radioonline.com	N	0
13	<b>Radio &amp; Records</b> radioandrecords.com	N	0
14	<b>Rochester Community and Technical College</b> 851 30 <sup>th</sup> Ave SE Rochester, MN 55904 507-285-7210	N	0
15	<b>Riverland Technical College</b> 1900 8 <sup>th</sup> Ave NW Austin, MN 55912 507-433-0600 Amy Wangen	N	0
16	<b>Winona State University</b> 110 Gildemeister Hall Winona, MN 55987 507-457-5340	N	0
17	<b>SEU Internship Program</b>	N	0
18	<b>Job Fairs</b>	N	0
19	<b>Fillmore Journal</b> PO Box 496 Preston, MN 55965 507-765-2151	N	1
20	<b>Bluff Country Shopper</b> 119 Fillmore St Preston, MN 55965 507-765-2752	N	0
21	<b>Star Tribune</b> PO Box 1255 Minneapolis, MN 55440 612-673-7446	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	<b>Inside Radio</b> <a href="http://insideradio.com">insideradio.com</a>	N	0
23	<b>Workforce Center/MN Job Bank</b> Rochester, MN 507-285-7315	N	0
24	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> ) kroc.com, quickcountry.com, klxfm.com, y105fm.com 1520theticket.com		0
25	<b>Workforce Development</b> 100 Main SE Preston, MN 55965 507-765-2476	N	0
26	<b>cumulusjobs.com</b>	N	0
27	<b>Rochester Buyer's Guide</b> 507-288-5201	N	0
28	<b>Ohio Center For Broadcasting</b> <b>5330 East Main St, Suite 200</b> <b>Columbus, OH 43213</b> <b>614-245-0555</b> <a href="mailto:gary@beonair.com">gary@beonair.com</a>	Y	0
29	<b>Cresco Shopper</b> <b>116 2<sup>nd</sup> Ave SE</b> <b>Cresco, IA 52136</b> <b>563-547-2025</b>	N	0
30	<b>MN School Of Business – Rochester</b> <b>2521 Pennington Dr NW</b> <b>Rochester, MN 55901</b> <b>507-536-9500</b> <b>Bernadette Scharpen</b> <a href="mailto:bscharpen@msbcollege.edu">bscharpen@msbcollege.edu</a> <b>Brett Ott</b> <a href="mailto:bott@msbcollege.edu">bott@msbcollege.edu</a>	Y	0

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	9/17/09 – Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On September 17, 2009 Brent Ackerman attended the Brown College Career Fair & Graduate Expo. He was there to speak with students regarding careers in radio.
<b>2</b>	10/1/09 – Open House/Job Fair at our building	Cumulus Rochester hosted a Open House/Job Fair at our building and invited the public to stop by. We had 4 guests stop by and we did interviews with each of them and gave them a tour of our building.
<b>3</b>	Internship Program	<p>The KROC Early Morning Show intern program seeks to develop marketable broadcast skills while encouraging the individual’s personal strengths. Interns come to us from many different sources. Most are students of communication (enrolled in college courses), but some are high school students that show an interest in the broadcast arts. We utilize counseling departments of area high schools and colleges as well as on-air announcements to advertise our internship program. While in the program, the interns learn both on-air work, customer relations, commercial production, web site maintenance, public appearance and board work.</p> <p><b>During this reporting period, we hosted a total of <u>5</u> interns, as follows:</b></p> <p><b><u>Various Schools:</u></b>          5 interns, one each during the following timeframes:          January 2009 – June 2009: Production Department/On-Air, from St. Charles High School          January 2009 – March 2009: On-Air, from Mayo High School          May 2009 – June 2009: Production</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
		Department, from University Of Minnesota April 2009 – November 2009: On-Air, Radio Connection Course (Online Program) November 2009 – Present: On-Air, Studio Academy
4	Participate in event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On May 15, 2009, on-air talent from the KROC-FM morning show conducted a presentation for the Career Class at Zumbrota High School in Zumbrota, MN, providing information radio broadcasting
5	Host event or program sponsored by or on behalf of an educational institution or community organization relating to careers in broadcasting	Throughout the reporting period, on-air talent from the KROC Early Morning Show Person provided tours of our facilities to the Boy Scouts as well as the following organizations, providing behind-the-scenes insight into the operations of our stations.  February 10, 2009: Broadcasting Class, Rochester Community & Technical College  April 14, 2009: Mayo High School Key Club  October 14, 2009: Broadcast Club, RCTC
6	Host event or program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On March 9 – April 10 2009 and April 20 – May 15, 2009, we hosted 2 students, one from Rochester Community Technical College, one from the Minnesota School of Business as job shadows of our on-air talent for the KROC Early Morning Show. The students were here to learn about radio, being exposed to board operation in the studio, the prep work that goes into getting the shows ready and newscast delivery.