

Annual EEO Public File Report

Subarctic Media, Inc.

Covering the Period from December, 2018 to November, 2019

Stations comprising Station Employment Unit

KKCK-FM, KMHL-AM, KNSG-FM, KARZ-FM, KARL-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.

Full-time Positions Filled by Job Title	DOE	Total # Interviewed	Recruitment Source of Hire	Recruitment Sources Utilized
Market Manager	4/1/2019	2x	Indeed.com	Radio ads Indeed.com Facebook Personal Referral
Account Executive	4/1/2019	2x	Referral	Radio ads Indeed.com Referrals Facebook

Recruitment Sources:

Type	Contact	Address	Method of Contact	#Interviews from Source
1. Marshall Radio	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	1
3. Personal Referral				1
4. Facebook.com	Molly Penny-Johnson	www.facebook.com/KOWZFM	Website	0

SUPPLEMENTAL RECRUITMENT INITIATIVES – 2019

KKCK-FM, KMHL-AM, KNSG-FM, KARZ-FM, KARL-FM

Internship-

- Two students from Marshall Senior High School conducted a job shadow experiences with Marshall Radio to gain knowledge on what a career in radio broadcasting would include. One job shadow experience was in sports broadcasting and the other was with the music director.
- Staff Members gave 3 group tours to local groups who wanted to see the radio station and learn about radio.

Career Exploration Fair

- Staff member Keith Petermeier attended the 2019 Southwest Minnesota Careerforce Expo. The event involves 1800 students over two days from 30 high schools. The booth featured equipment and a live radio broadcast in order to allow students to experience what a career in radio broadcasting would entail.

Education/Training:

- Sales staff was taken on a training retreat September, 2019, to enrich and develop their skills in marketing and radio advertisement sales.
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