

2008 ANNUAL EEO PUBLIC FILE REPORT

[BL Broadcasting]

Station(s): KWAD-AM, KNSP-AM, KKWS-FM
(list all that are included within Employment Unit)

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

Date Range of Annual Report: 11/14/07-11/30/08

No. of Full-time Employees: 5 – 10 _____ / More than 10
(check the number that applies)

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):

- X Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.
- 1) 2/6/08 Alexandria Technical College Job Fair Alexandria, MN. Staffed by General Manager Dave Vagle and Sales Manager Trudy Blanshan.
 - 2) 2/8/08 Leech Lake Band of Ojibwe Career/Job Fair Walker, MN. Staffed by Station Manager Harry Hastings.
 - 3) 3/12/08 Brainerd Chamber of Commerce Job Fair at Central Lakes College in Brainerd, MN. Staffed by Station Manager Tom Albrecht.
 - 4) St. Cloud Technical College Job Fair, St. Cloud, MN. Staffed by Station Manager Tom Albrecht.
 - 5) 4/2/08 Career Connections/Career Fair, Bemidji State University/Northwest

Technical College, Bemidji, MN.
Staffed by Harry Hastings Station
Manager.

6) 11/25/08 Community Career
Exploration Day, Runestone
Education Association,
Alexandria, MN. Staffed by Dave
Vagle General Manager and John
Rice, Program Director.

_____ 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. 1) _____
(Date/Location/Event)

_____ 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. Describe:

X Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Describe: BL Broadcasting and stations KWAD/KNSP and KKWS is concerned about the future of broadcasting. In 2008 we provided training for 3 college students, 2 high school students and 1 displaced worker. Our training includes but is not limited to board operation, commercial production training and training in news gathering and reporting, sportscasts and weather reporting. Individuals are also trained to take transmitter readings to ensure we are in compliance with regulations. Our training provides an insight into the industry and provides a stepping stone for advancement at our stations or stations in other communities.

_____ Established a **mentoring** program for Describe:

station personnel.

_____ 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:

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

Describe: 11/24/08 Provided Human Resource Training. Rick Youngbauer , General Manager attended the meeting. The object of the training was to ensure awareness of employment laws, recruitment and hiring practices, as well as preventing discrimination within the company. Megan Anderson, Attorney and Human Resource Specialist with Gray, Plant, Mooty of Minneapolis, MN provided the training.

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.

_____ Participated in **other** activities designed by the station employment

Describe:

unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who 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.

