

Radio Fargo-Moorhead, Inc.

Annual EEO Public File Report

The purpose of this EEO Public File Report is to comply with Section 73.2080(e) (6) of the FCC's 2002 EEO Rule. This EEO Public File Report is on behalf of the Station Employment Unit that is comprised of the following stations:

KQWB-FM, Breckenridge, MN (FIN: 64359)
KBVB-FM, Barnesville, MN (FIN: 37001)
KPFX-FM, Fargo, ND (FIN: 47310)
KLTA-FM, Moorhead, MN (FIN: 21191)
KQWB-AM, West Fargo, ND (FIN: 87146)
KBMW-AM, Breckenridge, MN (FIN: 70500)
KDLB-FM, Frazee, MN (FIN: 49094)

The information contained in this EEO Public File Report covers the period from October 1, 2014 to, and including, September 30, 2015. The FCC's 2002 EEO Rule requires that this EEO Public File Report contain the following information:

1. A list of all full-time vacancies filed by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment sources utilized to fill the vacancy;
3. The recruitment source that referred the hire for each full-time vacancy;
4. Data reflecting the total number of persons interviewed for full-time vacancies and the total number of interviewees referred by cash recruitment sources utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(e) (2) of the FCC Rules.

Appendices 1, 2 and 3 which follow provide the required information.

Originally placed in Public Files on December 1, 2015.

Radio Fargo-Moorhead, Inc.

Appendix 1

Radio Fargo-Moorhead, Inc.
 Annual EEO Public File Report
 Period Covered October, 2014 to September 30, 2015

Vacancy Information:

Full Time Positions By Job Title	Recruitment Source Hire	Total Number of Interviewees from all recruitment sources
Marketing Consultant (Fargo)	Transfer from on-air/sales assistant	1
Sales Assistant (Fargo)	In-forum	4
Sales Assistant (Fargo)	Referral/radio advertising	2
On-air (Wahpeton)	Radio advertising	4
On-air (Wahpeton)	Re-hire of a previous employee	1
On-Air (Fargo)	Position filled with employee adding additional duties	1
Talent/promotions/internal operations/sales	Promotion for part-time employee to full-time	1

Total number of Interviewees for all positions 14:

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Appendix 2

Radio Fargo-Moorhead, Inc.
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Recruitment Source Information

Recruitment Source	Total Number of Interviewees	Full Time Position This Source was Utilized For
Radio Fargo-Moorhead, Inc. Internship Program Travis Hopkins 2720 7 th Avenue South Fargo, ND 58103 (701) 237-4500	7	Sales Positions
North Dakota State University Job Placement Office Fargo, ND 58105		Sales Positions
North Dakota Job Service – (Local Office) 1350 32 nd Street, SW Fargo, ND 58103 And Wahpeton, ND 58075 www.jobsnd.com (701) 239 7300	1	All Positions
The Forum (newspaper) 101 5 th Street North Fargo, ND 58102 www.in-fourm.com classified ads – (701)241-5500	1	All Positions
Station on Air Announcements: KLTA-FM, KBVB-FM, KPFX-FM, KQWB-FM, KQWB-AM, KBMW-AM Nancy Odney – (701)237-4500	4	All Positions
On-Line Advertisements www.fargojobs.com Nancy Odney-(701)237-4500	2	All Positions
All Access.com 28955 Pacific Coast Highway Malibu, CA 90265 Contact: Joel Denver jdenver@allaccess.com		Program Positions

Referrals Radio Fargo-Moorhead, Inc. 2720 7 th Avenue South Fargo, ND 58103 (701) 237-4500	1	All Positions
Globe University Job Placement Office 2777 34 th Street South Moorhead, MN 56560 (218) 422-1000		Sales Positions
Station Walk In Radio Fargo-Moorhead, Inc. Resumes Nancy Odney (701) 237-4500		All Positions
Rasmussen College Job Placement Office 4012 19 th Avenue SW Fargo, ND 58103 (701) 277-3889		Sales Positions
Concordia College Job Placement Office 901 8 th Street South Moorhead, MN 56560 (218) 299-4000		Sales Positions
Minnesota State University Job Placement Office 1104 7 th Avenue South Moorhead, MN 56560 (218) 477-4000		Sales Positions
North Dakota State University Career Center 306 Ceres Hall Fargo, ND 58108 (701) 231-7111		All Positions
Tri-College Career & Internship Fair		All Positions
MSUM Spring Internship & Career Fair		All Positions

Total number of Interviewees for all positions 15 :

No organizations have requested notification of all job openings. Thus, all of the sources listed above were selected by the Employment Unit

Appendix 3

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Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Radio Fargo-Moorhead, Inc. licensee of the above referenced station, has and will continue to be an Equal Opportunity Employer. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach, including the following:

- 1) Internship Programs (73.2080(c) (2) (v)). The program is designed to help college students acquire skills needed to obtain broadcast employment. Area colleges, including North Dakota State University, Concordia College, and Minnesota State University Moorhead, are notified of the opportunity to participate. Radio Fargo-Moorhead, Inc. also utilized their respective on-line websites to solicit for Interns. The interns are given the chance to explore various areas of broadcast and promotional employment. During the reporting period there were 7 college students who participated in Radio Fargo-Moorhead Inc.'s Internship Program.
- 2) Radio Station Building Tours (73.2080(c) (2) (xvi)). This program offers area schools and students the opportunity to tour the Stations' broadcast facilities and talk to on-air staff to learn about the broadcast industry. Area students have used this as an opportunity to learn more about careers in broadcasting and to meet on air personalities at the stations.
- 3) Radio Station Building Tours (73.2080(c) (2) (xvi)). This program offers area day care facilities, Girl Scout Troops, Boy Scout Troops and Assisted Living Facilities the opportunity to tour the Stations' broadcast facilities and talk to on-air staff to learn about the broadcast industry. Area listeners have used this as an opportunity to learn more about careers in broadcasting, to meet on air personalities at the stations and to earn their Media Badge. We have opened our conference room for the autism center & girl scouts to hold meetings.
- 4) Career Day @ Davies (73.2080(c) (2) (xvi)). The Fargo Public Schools Career Exploration curriculum and each high school offers this event at their high school every other year. Travis Hopkins was a guest speaker at Davies High School for Career Day on Wednesday, April 8th. The class consisted of 15 students interested in Radio Broadcasting. The topics covered included an introduction of the radio stations, job description, responsibilities and outlined a typical day in the world of radio. Travis talked about his Promotions Department and how to become an intern. It was wrapped it up with a "Q" and "A" session plus a picture for Facebook!
- 5) Career Days Outreach (73.2080(c) (2) (IV)). The program is designed to help area students to understand the skills needed to obtain broadcast employment. The career days were held

throughout the school year and involve station employees visiting local area high schools and universities and participating in question and answer sessions to help students understanding the issues surrounding employment in the broadcast industry.

- 6) Tri-College Career & Internship Fair (73.2080(c)(2)(i)). Wednesday, March 11th 2015, Travis Hopkins, our Radio FM Media promotions director attended the Tri-College Career fair at NDSU. From 1pm to 4pm he manned our booth, spoke with students about potential internships and provided public information about our company and the radio stations. He was also asked to speak to a class that same day about media and public relations once the career fair wrapped

- 7) Radio Fargo-Moorhead, Inc. Job Fair (73.2080(c)(2)(i)). Various Employees from the programming, sales and promotions department attended the Radio Fargo-Moorhead, Inc. Job Fair called “Hired” at the Hilton Garden Inn in January 2015. The station employees attended the Job Fair to solicit for on-air talents, sales positions and promotions at the stations and to accept resumes from interested applicants. There were 55 participants.

- 8) Communications Week @ NDSU (73.2080(c) (2) (IV)). Travis Hopkins was a guest speaker at NDSU PSSR’s COMM week Discussion Panel on April 21, 2015. He was asked to return this year after having been a guest at the 2014 session. Past interns have spread positive feedback amongst their peers regarding the company and the promotions department raising further interest. The event began at 6pm and lasted until 7:30pm. As a guest speaker he informed the students and teachers in attendance how Radio FM Media provides promotions, marketing and advertising through broadcast and social media. He shared basic information on the company’s core radio stations. He then hosted a question and answer segment and discussed potential internship possibilities. In attendance was a previous intern, a current intern rounding out her college career and experience with us and an intern new to our team.

- 9) Live Audience Fridays. KLTA-FM invites 10 to 12 new people every Friday to tour our facility and sit in on the morning show to see how radio operates and give them a broadcast experience.