

**Annual EEO Public File Report
City of Lakes Media
Covering the Period from December 2019 to November 2020
Stations comprising Station Employment Unit
KFMC-FM and KSUM-AM**

Vacancy Information

The following are all full-time job vacancies filled between December 1, 2019 and November 30, 2020, 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
Account Executive	7/27/2020	5x	Referral	Radio Indeed.com Referrals Facebook
Account Executive	8/11/2020	5x	Radio	Radio Indeed.com Referrals Facebook

Recruitment Sources:

Type	Contact	Address	Method of Contact	#Interviews from Sources
1. KFMC-FM, KSUM-AM	Matt Ketelsen	255 Cedardale Drive Owatonna, MN 55060	507-444-9224	4
2. Indeed.com	Christine Dyr	6433 Champion Grandview Way Austin, TX 78750	Website	3
3. Personal Referral				1
6. Facebook.com		www.facebook.com	Website	2

SUPPLEMENTAL RECRUITMENT INITIATIVES – 2020

KFMC-FM and KSUM-AM

Education/Training:

- Sales staff was taken on a training retreat September, 2020, to enrich and develop their skills in marketing and radio advertisement sales.
- Sales staff was taken on a training retreat March, 2020, to enrich and develop their skills in marketing and radio advertisement sales.
- Managers have become very familiar with the FCC’s EEO FAQ website. A follow-up meeting was conducted with managers to ensure compliance on 11/11/2020.