

**KQAD(AM) & KLQL(FM)**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2023-November 30, 2024**

**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>
Interactive Media Sales	4,5,7	4

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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>Minnesota Broadcasters Association</b> 3033 Excelsior Boulevard, Suite 440 Minneapolis, Minnesota 55416 Phone: 612-926-8123 Fax #: 1-612-926-9761 Contact: Linda Lasere	No	0
2	<b>South Dakota State University</b> Yeager Hall 211 Box 2235 Brookings, SD 57007 Contact; Lyle D. Olson, EdD. Director School of Communication and Journalism Ph; 605-688-4171	No	0
3	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	0
4	<b>Alpha Media Careers Website</b> www.alphamediausa.com/careers	No	2
5	<b>Word-of-Mouth Referral</b>	No	0
6	<b>STAA ( Sports Talent Agency of America )</b> PO Box1024 Del Mar, CA 92014 http://staatalent.com/	No	0
7	<b>Southwest Minnesota State</b> Contact: Mark Fkken, Associate Professor of Communication Ph: (507)537-7370 Emial: mark.fokken@smsu.edu	No	
7	<b>Indeed Website</b> www.indeed.com	No	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>3</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Training Program for Station Employees that Teaches Skills Needed for Promotion to a Higher Level Position	In December 2023, our SEU offered four HR training programs for management employees on skills needed to advance their career and cultivate effective management.
<b>2</b>	Training Program for Station Employees that Teaches Skills Needed for Promotion to a Higher Level Position	On a monthly basis in 2024, our SEU offered a training program titled “DAARE” to strengthen employees’ sales and on-air skillsets. This program gave individuals the training necessary for future advancement.
<b>3</b>	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	On January 17 and 18, 2024, our Market Manager Participated in a high school career exploration program for juniors and seniors interested in careers in broadcasting.
<b>4</b>	Participate in Job Fair	On January 28, 2024, our SEU participated in the Lyon County Economic Development Careers Fair. Station participants included our Market Manager, who discussed careers in broadcasting with interested attendees.
<b>5</b>	Provide EEO Training to Management Level Personnel	On November 18, 2024, our SEU’s Regional Vice President and Regional Business Manager participated in a PERFORM course titled “Understanding Diversity and Inclusion.”