

Equal Employment Initiatives

BL Broadcasting – December 1, 2010

Station(s): WJJY-FM, KLIZ-FM, KBLB-FM, KUAL-FM, KLIZ-AM, KVBR-AM
(list all that are included within Employment Unit)

Community(ies) of License: WJJY/KLIZ-FM/KLIZ-AM/KUAL-FM /KVBR-AM - Brainerd, MN---KBLB-FM-Nisswa, MN

Date of Annual Report: 12/1/10
(enter the anniversary of the date the renewal application must be filed, which is four months prior to expiration of license)

No. of Full-time Employees:¹
5 – 10 _____ / More than 10 X
(check the number that applies)

In the preceding year, the Employment Unit has engaged in (check all that apply):

- X Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.
- 1) “Lakes Area Career Fair & Training Expo” on March 24 2010 staffed by Tom Albrecht, BL Broadcasting Station Manager
 - 1) Alexandria Job Fair 2/10/10 staffed by Trudy Blanshan, Sales Mgr and Dave Vagle, GM
 - 2) Career Day, Alexandria 11/23/10 staffed by Trudy Blanshan SM and Dave Vagle GM
 - 3) Leech Lake Career/Job Fair, Walker MN, Attended by Todd Haugen, Operations Director, February 12, 2010
 - 5) Career Connections Job Fair, Bemidji State University, Bemidji MN, Attended by Jack Hicks, Program Director, March 23, 2010
 - 6) Sixth Annual Conclave/Brown College, Learning Conference Career Fair, Minneapolis MN Attended by Kevin Jackson, Operations Director, July 17, 2010
- X Co-sponsored at least one **job fair** with organizations in the business and
- 1) Co-sponsored with Brainerd Chamber of Commerce “Lakes Area Career Fair &

¹ An employee with 50% or more ownership, or employees with 20% or more ownership where there is no owner with 50% or more ownership, are not regarded as employees.

professional community whose membership includes substantial participation by women and minorities.

Training Expo” on March 24, 2010 at Central Lakes College, Brainerd

_____ 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: _____

_____ X Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.

Describe: MN Broadcasters Assoc Scholarship program _____

_____ Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Describe: _____

_____ Established a **mentoring** program for station personnel.

Describe: _____

_____ 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.

_____ 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: _____

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

_____ 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.

Describe: _____

 X Participated in **other** activities designed by the station employment 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.

Describe: _____

Ongoing radio schedule on WJYY/KBLB/ KLIZ/KUAL radio stations asking interested organizations to let us know if they would like to receive job opening notices from BL Broadcasting. 259 announcements were aired between December 2008 and November 2009.

