

EEO PUBLIC FILE REPORT

For the reporting period of 12/1/15 through 11/30/16

This report covers the following station employment unit (SEU):

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
Common Ground Broadcasting, Inc.	KDIZ(AM)	Golden Valley, MN	10828	N/A
Common Ground Broadcasting, Inc.	KKMS(AM)	Richfield, MN	18518	N/A
Common Ground Broadcasting, Inc.	KYCR(AM)	Golden Valley, MN	35504	N/A
Salem Media of Massachusetts, LLC	WWTC(AM)	Minneapolis, MN	9676	N/A

I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	Production Director	MN Broadcasters Assoc.	03/11/16	1-4, 11, 13-16, 25
2	Business Manager	Internal Promotion	03/21/16	13, 15, 22, 25
3	Events & Promotions Manager	Indeed.com	04/04/16	1-3, 11-15, 18-25
4	Multimedia Account Manager	Indeed.com	04/25/16	1-3, 11-15, 18-26
5	Executive Assistant	Indeed.com	07/05/16	1-3, 11-15, 18-19, 22, 24, 25
6	Programming & Production Assistant	Internal Promotion	10/11/16	1-3, 13-14, 19, 22, 25
7	Multimedia Account Manager	On-Air Announcement	11/14/16	1-3, 11-15, 18-26
8	Multimedia Account Manager	On-Air Announcement	11/28/16	1-3, 11-15, 18-26

II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 35 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	All Access		28955 Pacific Coast Highway Suite 210, Malibu, CA 90265 310-457-6616 Phone 310-457-8058 Fax	1
2	American Women in Radio and TV (AWART)		e-mail: aflaherty@moneymailer.com	
3	Bethel College		3900 Bethel Drive St. Paul, MN 55112; Career Services; 651 638 6460, Fax 651 635 1467	

4	Sanford/Brown College	*	1440 Northland Drive Mendota Heights, MN 55120 Contact: Beth Emahiasonr Fax 651 905 3550	
5	Concordia College		275 North Syndicate St. St. Paul, MN 55104; Rosemary Braum, 651 651 8708 Fax. 651 649 0207	
6	Craigslist.org		www.craigslist.org	2
7	Dakota County Technical College	*	1300 145 th St. East, Rosemount, MN 55058, Ramie Chackan, 651 423 8560 Fax 651 423 8416	
8	Employment Action Center	*	900 20 th Ave South, Mpls, MN 55404, Cris Halverson 612 752 8634, Fax 612 752 8801	
9	H.I.R.E.D.		1200 Plymouth Ave N Mpls, MN 55411, Jennifer Yates, 612 302 8507	
10	Hennepin Technical College		900 Brooklyn Blvd Brooklyn Park, MN 55445, Cheryl Benkofske, 952 995 1300, Fax 763 488 2953	
11	Indeed.com		www.indeed.com	6
12	Macalester College Career Development		1600 Grand Avenue St. Paul, MN 55105, Linda Schindler, 651 696 6384 , Fax 651 696 6131	
13	Linkedin.com		2029 Sterlin Court Mountain View, CA 94043 www.linkedin.com	4
14	Minnesota Broadcasters Assoc.	*	3003 Excelsior Blvd Ste 301, Mpls, MN 55516, Linda Lasere 612 926 8123, Fax 612 926 9761	5
15	Minnesota Works		www.minnesotaworks.net	
16	NACELink		www.nacelink.com	
17	University of St. Thomas		2110 Summit Ave #5020, St. Paul, MN 55105 Ginny Nelson 651 962 6761	
18	Transform MN		www.transformmn.org	
19	TV and Radio Jobs		www.TVandradiojobs.com	
20	America's Job Exchange		www.americasjobexchange.com	
21	National Association of Broadcasters		www.nab.org/bcc/personnel	
22	Christian Jobs		www.Christianjobs.com	
23	National Religious Broadcasters		www.news@nrb.org	
24	Zip Recruiter		On-Line Posting	3
25	Salem Media Group, Inc.		4880 Santa Rosa Rd Camarillo, CA 93012 Contact: karendavenport@salemmedia.com	4

OTHER SOURCES OF INTERVIEWEES		
No.	Description of Other Sources	Number of Interviewees
25	RADIO AD – WWTC (AM) KKMS (AM), KYCR (AM), KDIZ (AM)	2
26	WWTC, KKMS, KYCR, KDIZ – websites	1
27	Internal Referral	3
28	Outside Referral	1
29	Station Event	1
30	Internal Promotion	2
Total Number of Interviewees		35

III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

A. Internship Program:

This program is designed to expose the intern to the basics of the radio broadcasting business. This includes doing market research on businesses in the Twin Cities, observing creation of advertising proposals, and accompanying the Sales Manager on sales calls to observe the process.

- One intern student from the Christian Heritage Mentorship Program participated in the SEU’s internship program during this reporting period.

B. Management Training:

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and Powerpoint presentations. During this reporting period, the Business Manager of the SEU participated in an EEO Compliance presentation. The Business Manager routinely communicates with the General Manager and other management team members to keep all employees apprised of the company and the station’s policy on equal employment.
2. The SEU participates in an on-line Ethics and Harassment Training, which is an ongoing program for all entry level managers and above to train them in methods of ensuring equal opportunity and preventing discrimination. Training modules include “Lawful Terminations”, “Equal Employment”, “Workplace Harassment”, and “Lawful Terminations”. During this reporting period, 1 employee participated in the on-line training.

C. On the Job Training to Qualify for Higher Level Positions:

The SEU promotes an on-the job training program designed to enable station personnel to acquire skills that could qualify them for higher level positions. Production & operations training, including ENCO

training was provided to the Board Operator to qualify him for a higher level position (Programming & Production Assistant).

D. Job Banks and Internet Programs:

The SEU participated in job banks and internet programs designed to provide general information about opportunities in broadcasting and to encourage minorities and women to consider future employment. All upper level openings have been posted on web sites and sent to various organizations to ensure broad and inclusive outreach. In the reporting period the following sites have been used:

American Women in Radio & TV
TV & Radio Jobs
Minnesota Broadcasters Association
National Religious Broadcasters