

Red Rock Radio

Report Period: December 1, 2014 – December 1, 2015

Full and Part Time Positions Filled

<u>Job Title</u>	<u>Date Position Filled</u>	<u>Recruitment</u>	<u>Source Of Hire</u>
(2) Announcers	08/01/15	Attachment A: 2	Interoffice Resources
* Part Time	10/02/15	Attachment A: 2	Interoffice Resources
(2) Account Execs.	12/29/14	Attachment A: 1	Herald Review
*Full Time	12/29/14	Attachment A: 2	Interoffice Resources

*REPORT AS OF NOVEMBER 1, 2015

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<u>List of recruitment sources and referrals</u>	Contact Information	Total # of applicants referred	Persons interviewed by source	Persons hired by source
1. Grand Rapids Herald Review 301 1 st Ave NW Grand Rapids, MN 55744	Melissa Roberts 218-313-3216	3	3	1
2. Interoffice Resources		14	14	3
*Report as of November 1, 2015 *No Sources asked for our job listings				

Attachment A

1. Grand Rapids Herald Review (Newspaper)
2. Interoffice Resources

2015 Red Rock Radio EEO outreach initiatives

Red Rock Radio conducted a number of outreach initiatives in 2015 with the purpose being to serve the general public and to inform women and minorities in particular about the opportunities available in the radio business.

Attached is a description of those activities.

Memo

To: Shawn Skramstad
From: Karina Bite
CC:
Date: November 4, 2015
Re: EEO - Interns December 1, 2014 – November 30, 2015 and
Job Fairs
Hi Shawn,

These are the interns who have worked for us from December 1, 2014 through November 30, 2015.

Rebecca Braun – UMD – December 1, 2014 – May 5, 2015
Katelyn Schwening – UMD – December 1, 2014 - May 14,
2015
Amanda Roof – UMD - December 1, 2014 – May 6, 2015

Daniel Baga – UWS – May 26 – August 27, 2015
Jackson Soshnick-Tanquist – UMD – May 27 – July 29, 2015
Will Peterson – CSS – June 8 – July 7, 2015

Joey Mulcare – UMD – September 15 – November 30, 2015

Intern duties included: Assist Promotions Director with contests, prizes, ticket proposals, and serve as programming and event support staff. Research, on-site event set-up and tear down, office support, other duties as assigned. Opportunity to observe and work in programming and sales departments if interested.

Objectives and goals: Experience what it's like to work in a broadcast center and office environment. Learn to set up sound system, the importance of signage and visibility at events, customer service and public relations skills and be able to explain each radio station's format, demographic, target audience. Ability to explain contests to the general public. Learn the importance of being the "face of the radio station" at events and be able to answer any questions. Learn how to write proposals for ticket giveaways for promoters and venues such as Target Center, Xcel Energy Center.

Performance Review: Each intern listed above passed their school's performance review and was required to write a report/paper for their

internship advisor in order to receive school credit for the internship.

Job Fairs

April 17, 2015 – Lake Superior College

Head of the Lakes Job Fair – October 8, 2015 – University of Minnesota
Duluth

November 5, 2015 – Lake Superior College

We represented the Red Rock Radio Corporation at our booth at the Lake Superior College Open House & Job Fair and the Head of the Lakes Job Fair at UMD on the dates listed above. We displayed information about career opportunities in the radio broadcasting industry to prospective employees and interns and provided information about our radio stations to the public.