

WDSE/WRPT-DT
EEO Public File Report
Year Ending November 30, 2009

WRPT-DT operates as a satellite of WDSE, the two stations comprise a single employment unit.

Primary Facility ID (WDSE): 17726
Community of License: Duluth, MN

Satellite Facility ID (WRPT-DT): 159007
Community of License: Hibbing, MN

Licensee:
Duluth-Superior Area Educational Television Corporation
632 Niagara Court
Duluth, MN 55811

1. Full Time Vacancies filled during period: Five
 - a. Director of Programming and Production – Programming and Production (closed April 15, 2009)
 - b. Operating Engineer - Operations and Engineering (closed July 16, 2009)
 - c. Supervisor, Master Control – Operations and Engineering (closed August 1, 2009)
 - d. Operating Engineer – Operations and Engineering (closed September 9, 2009)
 - e. Producer – Programming and Production (closed September 21, 2009)

2. Recruitment Sources used to fill vacancies:
 - a. Director of Programming and Production
 - WDSE In-House Employment Opportunity Notice
 - Personal Referral
 - b. Master Control Operator
 - WDSE In-House Employment Opportunity Notice
 - Personal Referral
 - c. Supervisor, Master Control
 - WDSE Internal Promotion
 - d. Master Control Operator
 - WDSE in-House Employment Opportunity Notice
 - Personal Referral

- Duluth-Superior Area Educational Television Corporation website, www.wdse.org
- PBS Connect (system intranet) website
- Minnesota Workforce Center
Minnesota's Job Bank internet recruitment tool
320 W. 2nd Street
Duluth, MN 55802
(218) 723-4370
www.mnworks.org
- Job Center of Wisconsin
Wisconsin Workforce Center internet recruitment tool
1805 N. 14th St.
Superior, WI 54880
888-258-9966
<http://www.wisconsinjobcenter.org/>
- Duluth News Tribune
(Daily general circulation newspaper)
Duluth Budgeteer
Superior Telegram and shopper
Cloquet Pine Journal
Lake County News Chronicle
(Weekly general circulation newspapers)
424 W. 1st Street
Duluth, MN 55802
(218) 723-5200

e. Producer

- WDSE In-House Employment Opportunity Notice
- Personal referral
- Duluth-Superior Area Educational Television Corporation website, www.wdse.org
- Minnesota Workforce Center
Minnesota's Job Bank internet recruitment tool, integrated with US Department of Labor's America's Job Bank
320 W. 2nd Street
Duluth, MN 55802
(218) 723-4370
www.mnworks.org
- Job Center of Wisconsin
Wisconsin Workforce Center internet recruitment tool
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Superior, WI 54880
888-258-9966
<http://www.wisconsinjobcenter.org/>

No recruitment sources have requested notification of Duluth-Superior Area Educational Television Corporation job vacancies.

3. Recruitment Source referring hire for each vacancy:
 - a. Director of Programming and Production: WDSE In-House Employment Opportunity Notice
 - b. Master Control Operator: WDSE In-House Employment Opportunity Notice
 - c. Supervisor, Master Control: WDSE In-House Promotion
 - d. Operating Engineer: Minnesota Job Bank
 - e. Producer: Minnesota Job Bank

4. Interviewees by Referring Source

A total of 19 individuals were interviewed for full-time positions during the covered period.

 - a. Director of Programming and Production
 - WDSE In-House Employment Opportunity Notice: 5
 - b. Master Control Operator
 - WDSE In-House Employment Opportunity Notice: 1
 - c. Supervisor, Master Control
 - WDSE Internal Promotion: 1
 - d. Master Control Operator
 - Personal Referral: 2
 - PBS Connect (system intranet) website: 1
 - Job Center Wisconsin: 1
 - Minnesota Job Bank: 4
 - Duluth News Tribune: 1
 - e. Producer
 - Personal Referral: 2
 - Minnesota Job Bank: 2
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5. Recruiting Outreach Activities completed:
 - a. Employee Development: Maintained tuition reimbursement program for employees to encourage professional development in preparation for higher level positions. Tuition reimbursement provides tangible reinforcement of Duluth-Superior Area Educational Television Corporation's commitment to continuing development of our valued employees. Employees have used the tuition reimbursement program to build their skills in technical areas, journalism, education and effective communications.
 - b. Internship – Promotion: Maintained an internship program designed to assist Communications majors at the University of Minnesota Duluth to acquire skills needed for broadcast employment
 - c. Internship – Studio Production: Maintained an internship program designed to assist students at the University of Wisconsin Superior,

- University of Minnesota Duluth, Duluth-Superior area high schools and the public to acquire skills needed for broadcast employment.
- d. Internship – Web Development: Maintained internship relationship with Lake Superior College to provide student opportunities to acquire web page development experience in a broadcast production environment.
 - e. Training and review of methods of ensuring equal employment opportunity and preventing discrimination for management personnel undertaken before beginning recruitment for each position opening and periodically as a part of supervisory employees' performance evaluation
 - f. Employee Mentoring: Established mentoring relationship between seasoned employees and junior employees in complimentary career paths. By committing to offer mentoring to newly hired employees, Duluth-Superior Area Educational Television Corporation is able to broaden the range of candidates who can be considered for position openings. Mentoring of experienced employees provides increased opportunity for career advancement. Currently two mentoring relationships, one in the Engineering and Operations Department and one in the Promotion Department, are preparing employees for greater responsibility and career advancement.

A copy of this public file report is posted on the WDSE website at www.wdse.org.

Prepared by:
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General Manager
27 November 2009