

WDSE·WRPT  
EEO Public File Report  
Year Ending November 30, 2018

WRPT 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: 6

- a. Finance Director
- b. Membership Director
- c. Operating Engineer
- d. Marketing Manager
- e. Grant Writer
- f. Underwriting Account Executive

2. Recruitment Sources used to fill vacancies:

- a. Finance Director (29 applicants and 9 interviewees)

WDSE·WRPT Website  
[www.wdse.org](http://www.wdse.org)

Indeed  
<https://www.indeed.com>

Minnesota Workforce Center  
Minnesota's Job Bank internet recruitment tool  
402 W. 1<sup>st</sup> Street  
Duluth, MN 55802  
Rhonda Rutford, Workforce Development Specialist  
(218) 302-8400  
<http://www.mnworks.org>

MN Council of Nonprofits  
2314 University Ave. West #20  
St. Paul, MN 55114  
(651) 642-1904  
<http://www.minnesotanonprofits.org>

Grand Rapids Herald Review and Manney's Shopper  
301 1<sup>st</sup> Ave. NW  
Grand Rapids, MN 55744  
(218) 326-6623  
<https://www.grandrapidsmn.com>

Star Tribune (statewide) and online  
650 3<sup>rd</sup> Ave. S. Suite 1300  
Minneapolis, MN 55488  
(612) 673-4000  
<http://www.startribune.com>

The Tower-Soudan Timberjay  
414 Main Street PO Box 636  
Tower, MN 55790  
(218) 753-2950  
<https://www.timberjay.com>

Mesabi Daily News  
704 7<sup>th</sup> Avenue  
Virginia, MN 55792  
(218) 741-5544  
<https://www.virginiamn.com>

NorthForce  
306 W Superior St.  
Duluth, MN 55802  
218.409.7407  
<https://www.northforce.org/>

Job Center of Wisconsin  
Wisconsin Workforce Center internet recruitment tool, veterans  
preference  
1805 N. 14<sup>th</sup> St.  
Superior, WI 54880  
Chuck Gotschall, Center Manager  
888-258-9966  
<http://www.wisconsinjobcenter.org/>

Minnesota Broadcasters Association  
3033 Excelsior Boulevard, Ste. 440  
Minneapolis, MN 55416  
Linda Lasere, Administrative Assistant  
(612) 926-8123  
<http://minnesotabroadcasters.com/careers/>

b. Membership Director (13 applicants and 3 interviewees)

Indeed  
<https://www.indeed.com>

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Superior, WI 54880  
Chuck Gotschall, Center Manager  
888-258-9966  
<http://www.wisconsinjobcenter.org/>

Duluth News Tribune/Forum Communications Ad  
424 W. First St.  
Duluth, MN 55802  
(218) 723-5281  
<https://employers.jobshq.com/>

Minnesota Broadcasters Association  
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c. Operating Engineer (1 applicant)

Word of Mouth

d. Marketing Manager (41 applicants and 3 interviewees)

Indeed  
<https://www.indeed.com>

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e. Grant Writer (15 applicants and 3 interviewees)

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Zip Recruiter  
<https://www.ziprecruiter.com>

f. Underwriting Account Executive (8 applicants and 3 interviewees)

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(218) 723-5281  
<https://employers.jobshq.com/>

Indeed  
<https://www.indeed.com>

Zip Recruiter  
<https://www.ziprecruiter.com>

Facebook

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

3. Recruitment Source referring hire for each vacancy:

- a. Finance Director – Word of Mouth
- b. Membership Director – Word of Mouth
- c. Operating Engineer– Word of Mouth
- d. Marketing Manager - Indeed
- e. Grant Writer – Word of Mouth
- f. Underwriting Account Executive – Word of Mouth

4. Interviewees by Referring Source

A total of 18 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

- a. Finance Director
  - a. 2- Word of Mouth
  - b. 2- WDSE•WRPT Website
  - c. 5- Indeed
- b. Membership Director
  - a. 1- Word of Mouth
  - b. 2- Indeed
- c. Operating Engineer
  - a. 1- Word of Mouth
- d. Marketing Manager
  - a. 3 Indeed
- e. Grant Writer
  - a. 1- Word of Mouth
  - b. 1- Zip Recruiter
  - c. 1- WDSE•WRPT Website
- f. Underwriting Account Executive
  - a. 3- Word of Mouth

5. Recruiting Outreach Activities completed:

- a. Internship Program - WDSE•WRPT has an established Internship program designed to assist students at the University of Wisconsin Superior, University of Minnesota Duluth, The College of St. Scholastica, Duluth-Superior area high schools and the public to acquire skills needed for broadcast employment. In this reporting year two internships were offered. One was a paid 5 month internship to Native American student to assist with production of the Native Report series and the second was an internship for college credit for Marketing and Promotions.
- b. Training - WDSE•WRPT provides opportunities for employee development through attendance at national conferences designed to enable station personnel to acquire skills that could qualify them for higher level positions. During the reporting period trainings for membership development, equipment and changes in media were provided.
- c. Job Posting - WDSE•WRPT has listed the Finance Director, Membership Director, and Underwriting Account Executive position openings with the Minnesota Association of Broadcasters. They are a media trade group whose membership includes substantial participation of women and minorities.
- d. Mentoring - In March of 2018, WDSE•WRPT hired a new Underwriting Account Executive. Although from the television industry, this person was new to public media. The Account Executive was in a formal mentorship

program with other PBS affiliate account executives, or the CSPI training. This one-year program concludes in May of 2019.

A copy of this public file report is posted on the WDSE website at [www.wdse.org](http://www.wdse.org).

Prepared by:  
Patricia Mester  
General Manager  
30 November 2018