

WDSE·WRPT

EEO Public File Report Year

Ending November 30, 2022

WRPT operates as a satellite of WDSE, the three stations comprise a single employment unit with WDSE FM.

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

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

Radio Facility ID (WDSE FM): 55571  
Community of License: Duluth, MN

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

1. Full Time Vacancies filled during period: 8
  - a. Radio Station Manager
  - b. Underwriting Account Executive
  - c. Radio Station Receptionist/Membership Services
  - d. Director of Membership
  - e. Membership Manager
  - f. Morning Radio Show Host
  - g. Project Coordinator
  - h. Grants Manager
  
2. Recruitment Sources used to fill vacancies:
  - a. Radio Station Manager (15 applicants and 8 interviewees)

WDSE·WRPT In-House Employment Opportunity Notice

WDSE·WRPT Website

[www.wdse.org](http://www.wdse.org)

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

LinkedIn

Livingston & Associates Website

<https://livingstonassociates.net>

b. Underwriting Account Executive (6 applicants and 3 interviewees)

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

Current <https://Publicmediajobs.org>

c. Radio Station Reception/Membership (16 applicants and 3 interviewees)

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

d. Director of Membership (15 applicants and 5 interviewees)

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Current <https://Publicmediajobs.org>

MN Council of Nonprofits  
2314 University Ave. West #20

St. Paul, MN 55114  
(651) 642-1904  
<http://www.minnesotanonprofits.org>

e. Membership Manager (6 applicants and 1 interviewees)

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Indeed [https://www.indeed.com`](https://www.indeed.com)

Word of Mouth

f. Morning Radio Show Host (20 applicants and 5 interviewees)

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Indeed [https://www.indeed.com`](https://www.indeed.com)

Current <https://Publicmediajobs.org>

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

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

[AllAccess.com](http://AllAccess.com)

Word of Mouth

g. Project Coordinator (21 applicants and 2 interviewees)

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Word of Mouth

h. Grants Manager (8 applicants and 3 interviewees)

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Word of Mouth

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

3. Recruitment Source referring hire for each vacancy:
  - a. Indeed
  - b. Word of Mouth
  - c. WDSE·WRPT Website
  - d. WDSE·WRPT Website

- e. Word of Mouth
- f. Word of Mouth
- g. Word of Mouth
- h. Word of Mouth

#### Interviewees by Referring Source

A total of 30 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

##### a. Radio Station Manager

- 1-Indeed
- 5-Livingston & Associates
- 1-LinkedIn
- 1-Word of Mouth

##### b. Underwriting Account Executive

- 2-Indeed
- 1-Word of Mouth

##### c. Radio Station Receptionist/Membership Services

- 1- WDSE·WRPT Website
- 2- Indeed

##### d. Director of Membership

- 2- WDSE·WRPT Website
- 3-Indeed

##### e. Membership Manager

- 1-Word of Mouth

##### f. Morning Radio Show Host

- 3-All Access
- 1-In house opportunity notice
- 1-Word of Mouth

##### g. Project Coordinator

- 1-Indeed

- 1-Word of Mouth

#### h. Grants Manager

- 1-Word of Mouth
- 2-Indeed

#### 4. 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. 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. Long term, and a few short term trainings have occurred for the Director of Membership, Marketing and Communications, Director of Content, Director of Engineering, Radio Station Manager, the General Manager through programs provided by CPB – The Digital Transformation Program, The Digital Immersion Program, NAB, independent contractors for membership, development, CFRE, and PMDMC. Supervisory employees in Membership, Engineering and the General Manager attended trainings on equal opportunity employment at national conferences, Tech-Con, NAB and PMDMC.

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. Multiple mentorships occur including Director of Membership, Director of Content, Production department consisting of directors, videographers, producers and multimedia producers, Assistant to the Chief Engineer, Education and Engagement Coordinator, Digital Marketing Analytics Manager, and the General Manager, 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](http://www.wdse.org). Prepared

by:

Michelle Walker  
Administrative Assistant  
30-November-2022