

WDSE-WRPT

EEO Public File Report Year

Ending November 30, 2024

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: 14
 - a. Lead Producer – Almanac North
 - b. On-Air Talent/Special Projects Manager
 - c. Donor Relations Associate
 - d. Content Producer – Online Platforms
 - e. Associate Multimedia Producer
 - f. IT Systems Engineer/Administrator
 - g. Local Music On-Air Talent
 - h. Sr. Director of Content and Platform Distributions
 - i. Production Manager
 - j. Business Development Consultant
 - k. ACH Project Coordinator/On-Air Talent
 - l. Producer – Almanac North
 - m. Development Coordinator
 - n. Educational Content Producer

2. Recruitment Sources used to fill vacancies:
 - a. Lead Producer – Almanac North (9 Applicants, 2 Interviewees)

- i. Indeed: www.indeed.com
- ii. Jobs HQ: www.jobshq.com
- iii. MN Job Bank: www.minnesotaworks.net
- iv. Northforce: www.northforce.com
- v. WI Job bank: <https://jobcenterofwisconsin.com>
- vi. The North 103.3FM Website: www.thenorth1033.org
- vii. PBS North Website: www.pbsnorth.com
- viii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- ix. The Current: <https://publicmediajobs.org>
- x. Handshake: <https://app.joinhandshake.com>
- xi. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth

b. On-Air Talent / Special Projects Manager (22 Applicants, 5 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com
- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- viii. Handshake: <https://app.joinhandshake.com>
- ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- x. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

c. Donor Relations Associate (15 Applicants, 3 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com
- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- viii. Handshake: <https://app.joinhandshake.com>
- ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth

d. Content Producer – Online Platforms (38 Applicants, 5 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net

- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com
- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- viii. Handshake: <https://app.joinhandshake.com>
- ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- x. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

e. Associate Multimedia Producer (20 Applicants, 5 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com
- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- viii. Handshake: <https://app.joinhandshake.com>
- ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- x. MN Broadcasters Association:
<https://minnesotabroadcasters.com>
- xi. In-House Employment Opportunity Notice

f. IT Systems Engineer / Administrator (30 Applicants, 6 interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com
- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- viii. Handshake: <https://app.joinhandshake.com>
- ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- x. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

g. Local Music On-Air Talent (16 Applicants, 4 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net

- iii. WI Job bank: <https://jobcenterofwisconsin.com>
- iv. The North 103.3FM Website: www.thenorth1033.org
- v. PBS North Website: www.pbsnorth.com
- vi. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- vii. Handshake: <https://app.joinhandshake.com>
- viii. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- ix. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

h. Senior Director of Content and Platform Distribution (29 Applicants, 4 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. WI Job bank: <https://jobcenterofwisconsin.com>
- iv. The North 103.3FM Website: www.thenorth1033.org
- v. PBS North Website: www.pbsnorth.com
- vi. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- vii. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- viii. MN Broadcasters Association:
<https://minnesotabroadcasters.com>
- ix. In-House Employment Opportunity Notice

i. Production Manager (28 Applicants, 2 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. WI Job bank: <https://jobcenterofwisconsin.com>
- iv. The North 103.3FM Website: www.thenorth1033.org
- v. PBS North Website: www.pbsnorth.com
- vi. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- vii. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- viii. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

j. Business Development Consultant (46 Applicants, 10 Interviewees)

- i. Indeed: www.indeed.com
- ii. MN Job Bank: www.minnesotaworks.net
- iii. Northforce: www.northforce.com
- iv. WI Job bank: <https://jobcenterofwisconsin.com>
- v. The North 103.3FM Website: www.thenorth1033.org
- vi. PBS North Website: www.pbsnorth.com

- vii. MN Council of Nonprofits: <https://minnesotanonprofits.org>
 - viii. Handshake: <https://app.joinhandshake.com>
 - ix. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
 - x. MN Broadcasters Association:
<https://minnesotabroadcasters.com>
 - xi. The Current: publicmediajobs.org
- k. ACH Project Coordinator / On-Air Talent (7 Applicants, 3 Interviewees)
- i. Indeed: www.indeed.com
 - ii. MN Job Bank: www.minnesotaworks.net
 - iii. The North 103.3FM Website: www.thenorth1033.org
 - iv. PBS North Website: www.pbsnorth.com
 - v. MN Council of Nonprofits: <https://minnesotanonprofits.org>
 - vi. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- l. Producer – Almanac North (23 Applicants, 4 Interviewees)
- i. Indeed: www.indeed.com
 - ii. MN Job Bank: www.minnesotaworks.net
 - iii. WI Job bank: <https://jobcenterofwisconsin.com>
 - iv. The North 103.3FM Website: www.thenorth1033.org
 - v. PBS North Website: www.pbsnorth.com
 - vi. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
 - vii. The Current: publicmediajobs.org
- m. Development Coordinator (25 Applicants, 5 Interviewees)
- i. Indeed: www.indeed.com
 - ii. MN Job Bank: www.minnesotaworks.net
 - iii. WI Job bank: <https://jobcenterofwisconsin.com>
 - iv. The North 103.3FM Website: www.thenorth1033.org
 - v. PBS North Website: www.pbsnorth.com
 - vi. MN Council of Nonprofits: <https://minnesotanonprofits.org>
 - vii. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
 - viii. MN Broadcasters Association:
<https://minnesotabroadcasters.com>
- n. Educational Content Producer (39 Applicants, 6 Interviewees)
- i. Indeed: www.indeed.com
 - ii. MN Job Bank: www.minnesotaworks.net

- iii. WI Job bank: <https://jobcenterofwisconsin.com>
- iv. The North 103.3FM Website: www.thenorth1033.org
- v. PBS North Website: www.pbsnorth.com
- vi. MN Council of Nonprofits: <https://minnesotanonprofits.org>
- vii. Social Media Platforms: www.facebook.com/pbsnorth;
www.instagram.com/pbsnorth
- viii. MN Broadcasters Association:
<https://minnesotabroadcasters.com>

3. Recruitment Source referring hire for each vacancy:

- a. Lead Producer – Almanac North: Indeed
- b. On-Air Talent/Special Projects Manager: PBS North Website
- c. Donor Relations Associate: Indeed
- d. Content Producer – Online Platforms: PBS North Website
- e. Associate Multimedia Producer: PBS North Website
- f. IT Systems Engineer/Administrator: PBS North Website
- g. Local Music On-Air Talent: In-House Employment Opportunity Notice
- h. Sr. Director of Content and Platform Distributions: PBS North Website
- i. Production Manager: In-House Employment Opportunity Notice
- j. Business Development Consultant: Indeed
- k. ACH Project Coordinator/On-Air Talent: PBS North Website
- l. Producer – Almanac North: PBS North Website
- m. Development Coordinator: Indeed
- n. Educational Content Producer: Indeed

Interviewees by Referring Source

A total of 64 individuals were interviewed for full-time positions during the covered period. The source of each interviewee is indicated.

- Lead Producer – Almanac North (2 Interviewees)
 - Indeed – 2
- On-Air Talent/Special Projects Manager (5 Interviewees)
 - Indeed – 3
 - PBS North website – 2
- Donor Relations Associate (3 Interviewees)
 - Indeed – 3
- Content Producer – Online Platforms (5 Interviewees)
 - Social Media Post – 1
 - PBS North Website – 2
 - Handshake – 1
 - Word of mouth – 1

- Associate Multimedia Producer (5 Interviewees)
 - Indeed – 1
 - PBS North Website – 3
 - Handshake – 1

- IT Systems Engineer/Administrator (6 Interviewees)
 - Indeed – 5
 - PBS North Website – 1

- Local Music On-Air Talent (4 Interviewees)
 - Indeed – 1
 - PBS North Website – 2
 - Word of Mouth – 1

- Sr. Director of Content and Platform Distributions (4 Interviewees)
 - Indeed – 1
 - PBS North Website – 2
 - The Current – 1

- Production Manager (2 Interviewees)
 - PBS North Website – 1
 - Word of Mouth – 1

- Business Development Consultant (10 Interviewees)
 - Indeed – 9
 - PBS North Website – 1

- ACH Project Coordinator/On-Air Talent (3 Interviewees)
 - Indeed – 2
 - PBS North Website – 1

- Producer – Almanac North (4 Interviewees)
 - PBS North Website – 4

- Development Coordinator (5 Interviewees)
 - Indeed – 2
 - PBS North Website – 3

- Educational Content Producer (6 Interviewees)
 - Indeed – 4
 - PBS North Website – 2

4. Recruiting Outreach Activities completed:

- a. **Employee Development:** To encourage professional development, DSAETC provides tangible reinforcement of Duluth-Superior Area Educational Television Corporation's commitment to continuing development of our valued employees. Employees have used various avenues of career and personal development opportunities to build their skills in technical areas, journalism, education, and effective communications.
- b. **Training:** Employees are actively engaged in ongoing continuous training focused on Public Media and EEO best practices. These efforts include utilizing training programs and resources provided by the Corporation for Public Broadcasting (CPB) and Greater Public. This commitment ensures that staff remain informed and compliant with the latest industry standards and equity practices. Long term, and a few short-term trainings, have occurred for the Director of Development, Business Development Consultants, Annual Giving Manager, Donor Relations Associate, Director of Human Resources and the General Manager.
- c. **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 Development, Production department consisting of directors, videographers, producers and multimedia producers, and the General Manager, preparing employees for greater responsibility and career advancement.

A copy of this public file report is posted on the PBS North website at www.pbsnorth.org.

Prepared by:

Hilary McCausland

Director of Human Resources

November 30, 2024