

Annual EEO Public File Report Form

KATE AM & KCPI FM

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [KATE AM & KCPI FM and Communities of License Albert Lea MN] and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning November 21, 2007 to and including November 20, 2008 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

Appendix 1 to
 Annual EEO Public File Report Form
 11/21/07- 11/20/08
 KATE AM KCPI FM

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	Director of Sales	Referral	3
2	Account Manager	Radio Advertising	6
3	Account Manager	Radio Advertising	5
4			
5			
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 14

**FULL-TIME JOB VACANCIES FILLED BY
STATION DURING ANNUAL REPORTING PERIOD
KATE AM KCPI FM 11/21/07-11/20/08**

	Job Title	Date Position Opened	Date Position Filled	Total Number of People Interviewed	Recruitment Source that Referred Hiree
1	Director Of Sales	11/30/07	1/2/08	3	Referral
2	Account Manager	2/15/08	3/3/08	6	On-air Advertisement
3	Account Manager	7/4/08	8/4/08	5	On-air Advertisement
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Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from November 21,2007 to November 20, 2008

Station(s) Comprising Station Employment Unit: KATE AM KCPI FM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (if any)	Full-time Positions for Which This Source Was Utilized
1	KATE/KCPI Radio, Bob Mithuen 1633 West Main Albert Lea, MN 56007 373-2338	6	1
	KAUS Radio, Bob Mithuen 18431 State Highway 105 Austin, MN 55912 437-1480	5	1
2	Austin Daily Herald, Kevin True 310 2nd St NE Austin MN. 55912 433-8851		
4	Riverland Community College, Tricia Whalen 1900 8th Ave NW Austin, MN. 55912 433-0600		
5	Workforce Center, Diane Nagel 202 4th Ave NE Austin, MN 55912 433-0555		
6	Albert Lea Tribune, Scott Smeltzer 808 West Front St Albert Lea, MN 56007 373-1411		
8	Minnesota Broadcasters Association, Michelle 3033 Excelsior Blvd Suite STE103 Minneapolis, MN 55416 612-926-8123		
9	Brown College Carol Baumeister 1440 Northland Drive Mendota Heights MN 55120	2	
10	Employee Referrals	1	1
11	Three Eagles Communications Inc www.threeeagles.com 4630 Antelope Creek Rd Lincoln NE, 68506		
	TOTALS	14	3

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2007 to November 20, 2008

Station(s) Comprising Station Employment Unit: KATE/KCPI Radio

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by KATE AM & KCPI FM

- **PARTICIPATE IN 4 EVENTS SPONSORED BY EDUCATIONAL INSTITUTION.**

03/26/08 Bob Mithuen Presented at the 2008 Mower/Freeborn County Career Fair The number attending the Radio industry curriculum was 71 Students that had an interest in Business Management, Sales, and on-air broadcasting

KATE Radio produces a weekly radio show featuring the activities director of the Albert Lea School system that updates our listeners on the events and activities of the Albert Lea Public School System

KATE Radio produces a weekly radio show for the Albert Lea/Freeborn County Community Education. This show is hosted by the Director of Education and often includes kids from various grade levels the opportunity to speak on the radio about the academic curriculums available through the area secondary and post secondary schools.

02/2008 Bob Mithuen participated in the Strategic planning group for the Austin/Albert Lea Public schools. The purpose of this group and Three Eagles Communications Inc, involvement was to develop a traditional and non-traditional communication plan that would engage area residents in the direction of the schools curriculum, special needs and ethnic diversity.

- **GENERAL OUTREACH EFFORTS.**

Radio Employment advertisement, inviting their organization to be on our employment list to be notified of job opportunities that are available.

KATE/KCPI radio as a member of the Minnesota Broadcasters Association help to broadcast and provide scholarship information to area students.

On June 13, 2008 Bob Mithuen spoke at the Small business leadership program between the business community and Riverland Community College. This presentation included opportunities available in radio broadcasting as well as

how KATE/KCPI Radio services the needs of listeners and advertisers in the Southern Minnesota Region

May 19-20, 2008 Greg Arends (Production Director) conducted a Job Fair and Spoke to the Graduating class of Brown College about jobs in small market radio and more specifically Three Eagles Communications Inc in the field of Marketing and on air broadcasting.

- **ESTABLISH AN EMPLOYEE TRAINING PROGRAM TO ALLOW THEM TO ACQUIRE HIGHER SKILLS FOR ADVANCEMENT**

Our company has established the Three Eagle Sales Institute which develops sales skills and prepares them for the Radio Advertising Bureau Certified Radio Market Consultants course that is recognized as the industry standard in sales this also prepares them for advancement into management.

KATE/KCPI Radio with members of Three Eagles Communications conducts regional training for On-air announcers and Sales professionals.

KATE/KCPI Radio as part of Three Eagles Communication Inc Continued efforts to provide on-going training enrolled each of it's associates into the Chis Lytle ATM (Automatic Training Machine) Web Based Training Course located at www.max-atm.com