

# Red Rock Radio

Report Period: December 1, 2009 – December 1, 2010

## Full and Part Time Positions Filled

<u>Job Title</u>	<u>Date Position Filled</u>	<u>Recruitment</u>	<u>Source Of Hire</u>
(1) Director of Internet Development *Full Time	03/03/10	Attachment A: 2	Interoffice Resources
(1) General Sales Manager *Full Time	07/19/10	Attachment A: 2	Interoffice Resources
(1) Receptionist *Full Time	08/16/10	Attachment A: 5	Jobs HQ.com
(7) Account Executives * Full Time	02/15/10	Attachment A: 3	Job Search North
* Full Time	02/23/10	Attachment A: 6	Brainerd Dispatch
* Full Time	02/23/10	Attachment A: 3	Job Search North
* Full Time	05/03/10	Attachment A: 2	Interoffice Resources
* Full Time	06/01/10	Attachment A: 2	Interoffice Resources
* Full Time	10/04/10	Attachment A: 2	Interoffice Resources
* Full Time	10/11/10	Attachment A: 2	Interoffice Resources
(5) Announcers *Full Time	12/28/09	Attachment A: 2	Interoffice Resources
*Part Time	02/03/10	Attachment A: 2	Interoffice Resources
*Part Time	06/02/10	Attachment A: 2	Interoffice Resources
*Full Time	08/03/10	Attachment A: 2	Interoffice Resources
*Part Time	09/22/10	Attachment A: 2	Interoffice Resources

\*REPORT AS OF NOVEMBER 16, 2010

## Attachment A

1. Duluth News Tribune (Newspaper)
2. Interoffice Resources
3. Job Search North (Internet Website)
4. All Access (Internet Website)
5. Jobs HQ.com (Internet Website)
6. Brainerd Dispatch (Newspaper)
7. Minneapolis Urban League (Business Organization)
8. Central Lakes College (College)
9. University of Wisconsin Superior (College)
10. Sportscasters Talent Agency of America (Internet Website)
11. Minnesota Works.net (Internet Website)
12. Lake Superior College (College)

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List of recruitment  
sources and referrals

Contact  
Information

Total # of  
applicants  
referred

Persons  
interviewed  
by source

Persons  
hired by  
source

1. Duluth News Tribune 424 W. 1 <sup>st</sup> Street Duluth, MN 55802	Sandy Dobra 218-723-5201	15	15	0
2. Interoffice Resources		34	34	11
3. Job Search North	www.jobsearch north.com	9	9	2
4. All Access	www.allaccess.com	4	0	0
5. Jobs HQ.Com	www.jobsHQ.Com	1	1	1
6. Brainerd Dispatch 506 James Street Brainerd, MN 56401	Dave Wentzel (218) 829-4705	12	12	1
7. Minnesota Urban League 2000 Plymouth Ave. N. Minneapolis, MN 55411	Steve Robinson (612)827-9262	0	0	0
8. Central Lakes College 501 West College Dr. Brainerd, MN 56401	Steve Waller (218) 855-8000	0	0	0
9. University of WI Superior 1800 Grand Ave PO Box 2000 Superior, WI 54880	Attn: Career Services	0	0	0
10. Sportscasters Talent Agency Of America	www.staatalent.com	10	0	0
11. Minnesota Works Website	www.minnesotaworks.net	5	5	0
12. Lake Superior College 2101 Trinity Rd. Duluth, MN 55811	Attn: Career Services	0	0	0
*Report as of November 16, 2010 *No sources asked for our job listings				

# **2010 outreach initiatives**

**Red Rock Radio in accordance with compliance directives conducted (2) outreach initiatives in calendar year 2010.**

**The company participated in a Job fair at a local mall offering the public information on careers in the broadcasting industry.**

**The second outreach was a direct contact internship program in which (5) interns from the community were given experience in the promotion and programming department in a variety of settings. As a result, each intern passed their school's performance review and received credit for their internship.**

**Shawn Skramstad**

**Vice President/General Manager**

**Red Rock Radio Corporation**

**November 16, 2010**

The logo for 95 KQDS, featuring the number '95' and the call letters 'KQDS' in a bold, white, sans-serif font with a slight shadow effect, set against a solid black rectangular background.

## **NORTHLAND JOB FAIR**

The Northland Job Fair took place on Thursday, April 15th, 2010 from 11am to 4pm at the Miller Hill Mall in Duluth. Approximately 275 - 300 people attended the event. We had a booth at the event and collected about ten or so resumes. There were over 40 businesses and resources on-site, as well as opportunities for people to receive resume critiques and personality assessments.

95 KQDS also did a remote broadcast from the event from 1 to 3pm and Jason Manning was the MC of the maurices and Dress Barn Dress for Success Fashion Show, which featured clothing appropriate for picking up a job application, a job interview and while on the job.



# Memo

To: Shawn Skramstad  
From: Karina Bite  
CC: Tom Roubik  
Date: May 19, 2010  
Re: Spring 2010 Internship Reports

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Hi Shawn,

These were the interns from the Spring 2010 semester:

Siri Strand – UMD January 19 – May 13, 2010

John Mullen – UMD January 18 – May 14, 2010

Nick Witzman – LSC March 2 -May 11<sup>th</sup>, 2010

Jacob Randall – LSC February 22 – May 10, 2010

Logan Kregel – LSC January 25 – April 9, 2010

Intern duties included: Assist Promotions Director with contests, prizes, ticket proposals, and serve as programming and event support staff. Research, on-site event set-up and tear down, office support, other duties as assigned. Opportunity to observe and work in programming and sales departments if interested.

Objectives and goals: Experience what it's like to work in a broadcast center and office environment. Learn to set up sound system, the importance of signage and visibility at events, customer service and public relations skills and be able to explain each radio station's format, demographic, target audience. Ability to explain contests to the general public. Learn the importance of being the "face of the radio station" at events and be able to answer any questions. Learn how to write proposals for ticket giveaways for promoters and venues such as Target Center, Excel Center.

Performance Review: Each intern listed above passed their school's performance review and was required to write a report/paper for their internship advisor in order to receive school credit for the internship.

Please let me know if you need more information.

Thank you!

Karina Bite