

KDIZ (AM) Annual EEO Report
Radio Disney Minneapolis, LLC, Minneapolis, MN
December 1, 2008

This annual EEO Report is filed on behalf of KDIZ (AM) (“KDIZ” or the “Station”), in connection with the FCC’s EEO reporting requirements. KDIZ’s licensee is RD Minneapolis Assets, LLC, located in Minneapolis, MN. KDIZ is the only station in this market licensed to RD Minneapolis Assets, LLC or to any related company, and the Station has a total of six full-time employees.

This report includes information from December 1, 2007 to December 1, 2008, and will be placed in the Station’s public files and on the Station’s website as of December 1, 2008.

Posted Positions Information

KDIZ is an equal opportunity employer that is committed to meeting and surpassing the Station’s EEO information dissemination obligations. It actively recruits for all full-time positions. Among its other recruitment methods, the Station has compiled a list of 24 community organizations to which it sends information about all full-time open positions. The Station will periodically update the mailing list as needed and will continue to actively seek out new sources within the community.

Record Keeping

In compliance with the EEO record keeping requirements, the Station creates a file for each position to be filled. The file includes copies of the job listings for all sources used to recruit interviewees for the position as well as the total number of interviewees, as well as the referral source for each interviewee, and the date each vacancy was filled. The Station also documents the supplemental outreach initiatives. These files include information about the nature and date of each activity, the scope of the Station’s participation and the names and titles of the Station personnel involved.

Supplemental Recruitment Procedures

During the year covered by this report, the Station participated in the following Non Vacancy Specific Outreach Options.

First, it co-sponsored two job fairs by donating media support to promote the events in advance and by attending and hosting a booth at which the Station collected resumes and provided information to job seekers and people seeking information about going into broadcasting careers. On October 8, 2008, it co-sponsored, with the National Association for the Advancement of Colored People, the NAACP Diversity Job Fair at the Convention Center in Minneapolis. On November 12, 2008, it co-Sponsored the Minneapolis Annual Diversity Employment Day proclaimed by the City of Minneapolis and the Diversity Recruiters Network.org at the Embassy Suites in Minneapolis. Both job fairs were attended by Station Manager Beth Mushel and Promotions Manager Gwen Dietenberger, both of whom have hiring responsibilities for the Station.

The Station also sent notice of its one full-time job vacancy this year to all 24 organizations on its EEO mailing list, including the Minnesota Broadcasters Association. The other organizations on the Station's EEO mailing list are as follows:

- Career Beginnings
- CLUES
- MN Dept Employment & Economic Development
- HIRED
- KMOJ Radio
- Stubbe & Assoc.
- Multicultural Center for Academic Excellence
- Multicultural Center
- Circle of Indigenous Nations
- American Indian OIC
- American Women in Radio and Television
- CAPI
- Multicultural Center for Academic Excellence
- Courage Center
- Hmong American Partnership
- Minneapolis Urban League
- Minneapolis American Indian Center
- Phyllis Wheatley Center
- Rise, Inc.
- St. Paul Urban League
- State of Minnesota
- Summit Academy OIC
- Career Solutions/Working Women

Finally, the Station aired sixty :60 recruitment messages from March 10 to April 20, 2008 inviting anyone interesting in working at the Station to submit a resume.

The Station will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making changes as appropriate.

Positions Filled

The Station has filled one position since December 1, 2007: that of an account executive. This position was posted on June 1, 2007, and filled on May 22, 2008. Recruitment for the position included sending a notice of the opening to The Walt Disney Company Human Resources Department, which posted the vacancy information on line at disneyjobs.com and forwarded the information to monster.com, where it was also posted. In addition, the Station sent notice of this vacancy to all 24 organizations on its EEO mailing list.

Five candidates were interviewed for the position. Two learned of the job through monster.com and two through disneyjobs.com. The fifth, who was hired, learned of the job from an existing Station employee.

