

**EEO PUBLIC FILE REPORT**  
**November 21, 2010 through November 20, 2011**  
**Paradis Broadcasting of Alexandria Inc.**

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**This report was prepared by Brett Paradis, President/GM of Paradis Broadcasting, and covers the following radio stations, all located in Alexandria MN:**

**KXRA-AM**

**KXRA-FM**

**KXRZ-FM**

**Preparer's Signature:\_\_\_\_\_**

**Preparer's Telephone:\_\_\_\_\_**

**Date Prepared:\_\_\_\_\_**

**There we no full-time job vacancies during the twelve-month period shown above. However, if there had been a need, we would have used at least the organizations listed below as recruitment sources in the search for any available position.**

**PRONG II SOURCES:**

**Alexandria Technical College**  
1610 Jefferson Street  
Alexandria MN 56308  
Dennis Thompson/Stephanie Anderson  
[stepho@alextech.edu](mailto:stepho@alextech.edu)  
320-762-0221

**U of M-Morris Career Center**  
600 E. 4<sup>th</sup> Street  
Morris MN 56267  
Irene Maloney 320-589-6065  
[career@mrs.umn.edu](mailto:career@mrs.umn.edu)

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**Brown College**  
1440 Northland Dr  
Mendota Heights MN 55120  
Karol Baumeister 651-905-3499  
[kbaumeister@browncollege.edu](mailto:kbaumeister@browncollege.edu)

**Lakes Area Professional Women**  
C/O LaTresse Snead  
PO Box 214  
Alexandria MN 56308

**MN Broadcaster's Assoc. Website & Job Bank**  
3033 Excelsior Blvd, Suite 301  
Minneapolis MN 55416  
Jim duBois 800-245-5838

**PRONG I SOURCES:**

**Minnesota Work Force Center & Job Bank**  
701 Broadway St. Suite 101  
Alexandria MN 56308  
[www.mnworks.org](http://www.mnworks.org)

**Echo-Press Newspapers**  
225 7<sup>th</sup> Ave E.  
Alexandria Mn 56308  
Greg Eigen 320-763-3133

**Jobs HQ & Hot Jobs websites with Echo Press**  
225 7<sup>th</sup> Ave E.  
Alexandria Mn 56308  
Greg Eigen 320-763-3133

**KXRA/KX92/Z99 On-Air Ads/Website**  
1312 Broadway St  
Alexandria MN 56308  
Brett Paradis 320-763-3131

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**This station employment unit also engaged in the following supplemental initiatives:**

**November 23, 2010**

**Our Vice President/Sales Manager Bruce McKirdy taught two breakout sessions at the Community Career Exploration Day, hosted by the Runestone Education District. He was speaking to students in the 11<sup>th</sup> grade, who came from an area encompassing approximately a twenty mile radius of Alexandria. His classes were on preparing for Sales & Business Management. He covered areas such as education, experience, background, attributes, & abilities that are needed for successful sales & management careers.**

**January 1, 2011**

**All three of our radio stations aired a week-long on-air campaign inviting local organizations of any kind to contact us if they would like to be notified of any future job openings. The value of this on-air campaign was in excess of two thousand dollars.**

**February 9, 2011**

**Our stations co-sponsored the seventh annual Greater Alexandria Area Job Fair, held at the Alexandria Technical College. This event was not just for college students, but rather was intended to be a showcase of job opportunities available, and the event was open to the public. It focused not only on actual job openings, but provided job seekers with many resources, such as mini-seminars on how to write a resume and how to interview well. It was a big success, with several hundred people attending and every bit of space filled up with business booths. The following Department Heads worked our booth at the Job Fair: GM Brett Paradis, Sales Manager Bruce McKirdy, KX92 PD Michael Right, and KXRA PD Lonnie Wing, and Z99 PD Tom-E-Lee. In addition, our stations aired some \$3,000.00 worth of airtime to promote the event, and also provided news stories and interviews with the leaders involved.**

**March 1<sup>st</sup>, 2011**

**Station Manager Brett Paradis served on the James J. Wychor Scholarship Selection Committee under the auspices of the Minnesota Broadcasters Association. The scholarships are awarded by the committee to several worthy high school and/or college recipients. In addition, all three radio stations aired a series of announcements from March through May, inviting people to pick up applications at our studio, or on the MBA Website.**

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**April 2, 2011**

**Our stations co-sponsored the Pope County Community Expo Job Fair held at Minnewaska Area High School in Glenwood Minnesota. This event was not just for college or high school students, but rather was intended to be a showcase of opportunities available in Pope County and the surrounding area, and the event was open to the public. Our company's Vice President/Sales Manager, Bruce McKirdy attended. Our stations provided promotional messages and interviews to provide the general public with excellent information on the opportunities available.**

**September 28, 2011**

**Sales Manager Bruce McKirdy coordinated the sales staff on hosting two second year Marketing & Sales Management students from Alexandria Technical College. Both students spent all day working with our sales staff starting at 8:00a.m. sharp. They participated in our regular Sales Training Meeting at 3:00. They made actual sales calls during the day with two veteran members of our sales staff, and even participated in discussions and presentations with some of our clients. In addition, they were involved in creating an action plan for a client, and then writing commercials that were actually used on the air.**