

## **EEO Public File Report**

### **KQDS-TV**

**December 1, 2022-November 30, 2023**

Listed below find the full time positions filled during the above period at KQDS-TV

#### Weekend Sports Anchor/Reporter, August, 2023

Recruitment resources include: KQDS-TV Website, Indeed.com. Two applicants were interviewed. One was from Indeed and One was an outside resource. New hire was from an outside resource.

#### Account Executive, August, 2023

Recruitment resources include: Minnesota Broadcasters Association, Minnesota Workforce Center, TV Jobs.com, KQDS-TV Website, Wisconsin Jobs, University of Minnesota, Gustavus Adolphus, University of Wisconsin-Superior, Lake Superior College, Fond Du Lac Community College, College of Saint Scholastica, Bemidji State University, Handshake, University of Kentucky. Four applicants were interviewed. Three were from KQDS-TV Website, and one was an outside resource. New hire was from an outside resource.

During the period of December 1, 2022-November 30, 2023 no single recruitment resource has asked that we post our job openings with them.

Total for each source used during December 1, 2022- November 30, 2023

Indeed.com - 1

KQDS-TV Website - 3

Outside Resource - 2

**KQDS TV**  
**Recruitment Resources**  
**December 1, 2022- November 30, 2023**

University of Minnesota—Duluth  
1049 University Dr.  
Duluth, MN 55812  
218-726-8000  
Contact: job page—jobs4u@d.umn.edu  
UMD GoldPass (User ID): mmicke@kqdsfox21.tv

University of Wisconsin—Superior  
Belknap & Catlin  
P.O. Box 2000  
Superior, WI 54880  
Phone: 715-394-8101 (College)  
Contact: Career Services—kpykkone@uwsuper.edu  
Phone: 715-394-8024  
career@uwsuper.edu  
Jacket Jobs: (User ID) mmicke@kqdsfox21.tv

Handshake  
<https://app.joinhandshake.com/login>  
(User ID) [mmicke@kqdsfox21.tv](mailto:mmicke@kqdsfox21.tv)  
College of St. Scholastica; Lake Superior College; University of Wisconsin Superior; University of Kentucky; University of Minnesota (includes all schools under their system); Bemidji State University; Northwest Technical College; Gustavus Adolphus College

Minnesota Work Force Center  
715 Cloquet Ave.  
Cloquet, MN 55720  
Phone: 218-878-4414  
320 W. 2nd St. #205  
Duluth, MN 55802  
[www.minnesotaworks.net/](http://www.minnesotaworks.net/)

Wisconsin Job Center  
Phone: 888-258-9966  
[www.wisconsinjobcenter.org](http://www.wisconsinjobcenter.org)  
(User ID) kqdsfox21

[www.Indeed.com](http://www.Indeed.com)

Minnesota Broadcasters Association  
3033 Excelsior Blvd. Suite 301  
Minneapolis, MN 55416  
Phone: 612-926-8123  
[www.minnesotabroadcasters.com/careers](http://www.minnesotabroadcasters.com/careers)

TVJobs.com  
Phone: 800-374-0119  
[www.tvjobs.com](http://www.tvjobs.com)

KQDS-TV Website

Bemidji State University  
1500 Birchmont Dr NE #18  
Bemidji, MN 56601  
218-755-4115  
[career@bemidjistate.edu](mailto:career@bemidjistate.edu)

The College of St. Scholastica  
1200 Kenwood Avenue  
Duluth, MN 55811  
218-723-6039  
[carrers@css.edu](mailto:carrers@css.edu)

Fon Du Lac Tribal & Community College  
2101 14<sup>th</sup> St  
Cloquet, MN 55720  
(218) 879-0800  
[www.fdlcc.edu](http://www.fdlcc.edu)  
Email: [Shammitt@fdlcc.edu](mailto:Shammitt@fdlcc.edu)

LinkedIn – [www.linkedin.com](http://www.linkedin.com)

YouTube – [www.youtube.com](http://www.youtube.com)

December 1, 2022 – November 30, 2023

## KQDS-TV Station Outreach Initiatives:

### Employee Training:

KVRR-TV implements training within departments throughout our group ownership. Department Managers travel to various locations implementing company practices and procedures regarding news, creative services, engineering, and sales. Virtual discussions via Zoom and Skype frequently occur when travel is not possible. Employee cross training occurs within each department allowing for employee growth and advancement. Encouragement is given to all employees regarding career advancement within group ownership.

COO/General Manager attended the Broadcast Law Blog presented by David Oxenford on February 1, 2023 which included useful information on EEO obligations and reporting.

Sales Management and the sales team attended the webinar “Comscore TV Refresher” held on March 23, 2023. Discussion was held with management and the sales team after the webinar for additional questions, useful ways to pull data, best practices on what clients want to see,

Sales Management attended the Comscore webinar held on April 13, 2023 discussing PULSE data which brings ratings and impressions to local markets within 24-48 hours after the air date. Discussion was held with the sales teams on this new addition to the ratings picture for clients and future client presentations.

Engineering Management team attended online webinars April 17 and 18, 2023 covering new technologies emerging in the broadcast industry ranging from ATSC 3.0, electronic news gathering and production, camera equipment, lighting, master control automation. Discussions were held with members of the engineering team.

KQDS-TV Meteorologists attended a Summer Weather Workshop by the National Weather Service (NWS) held on May 4, 2023. The NWS brought station staff up-to-date on what to expect for the upcoming spring/summer severe weather season. Also spoke about changes in forecasting, and any changes in parameters for forecasting, models, warnings, and definitions.

COO/General Manager and Sales Management of KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN attended “2023 State of Streaming” seminar held on August 29, 2023. Information was shared with the sales team on how consumer behavior continues to be shaped and molded by how content is consumed and how the streaming landscape is evolving.

KQDS-TV Meteorologists attended a Winter Weather Workshop by the National Weather Service (NWS) held on October 16, 2023. The NWS re-capped the weather from the winter before, and what to expect in the coming season. Also provided an overview of products and information services that the station could use to inform and educate the public regarding winter weather conditions, situations, and warnings. The NWS explained any changes, what information and warnings it was distributing and how. The NWS also sought input and feedback from our meteorologists on how the service was doing, and what, if any changes they would suggest.

## Recruitment:

Red River Broadcast Corporate News Director is a former instructor at the University of Minnesota's Hubbard School of Journalism and Mass Communication and maintains contacts there as well as with the Broadcast Journalism Departments at St. Cloud State University, University of Minnesota, and University of St. Thomas actively recruiting journalism students. LinkedIn and YouTube continue to be utilized as recruiting tools seeking individuals who are either about to graduate and are looking for their first job in broadcast journalism or other individuals looking to move up in their career. We actively search YouTube for journalists who have recently posted their demo reels, and have sent out countless emails to potential hires.

KQDS News Director spoke to a Newswriting and reporting class at the University of Wisconsin-Superior on December 5, 2022. Various topics covered included the role of journalism in a democracy, traits needed to be a successful journalist, information on how to get started in the profession and if it is the right career for you. The class reviewed newscasts and news stories and discussed what stories are chosen and why and the impact of those decisions. Discussion was held with students regarding the jobs and opportunities that are available in broadcast journalism along with the job opportunities that exist at KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND. The News Director met with the editor of the campus newspaper, and the faculty advisor to the newspaper and students. A review of their broadcast facilities was also held.

KQDS-TV News staff member emceed a fundraiser for an historic local building held on January 29, 2023. This was part of an effort to save and restore the Duluth Armory and keep it part of the community. The News emcee oversaw the evening fundraiser and guided attendees through the program and evening.

KQDS-TV News staff member emceed a community fundraiser for the city of Superior, Wisconsin held on February 7, 2023. It was a bingo fundraiser to generate funds for community music performances and neighborhood music venues.

KQDS-TV News staff member represented the station at the annual dinner of the St. Louis County Rescue Squad held on February 25, 2023.

KQDS-TV News staff participated in a fundraiser for the Northern Lakes Food Bank held on March 11, 2023. The event was a bowling fundraiser. The station put together a team and helped raise funds for area food shelves. The team included members of the News Department and the Sales Department of KQDS-TV.

KQDS-TV News staff spoke to International Falls, MN High School students in March, 2023 about Broadcast Journalism and answered questions about careers, opportunities at both KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND, and what preparation is required.

KQDS-TV Meteorologist spoke to several schools in Minnesota and Wisconsin. Told students about meteorology, forecasting, the weather and education and training that is needed. In Duluth, Minnesota we spoke to Lowell Elementary School on March 22 and North Star Academy on March 24. In Superior, Wisconsin we spoke to Northern Lights Elementary on May 30. Spoke to a total of six classes.

KQDS-TV News staff member helped with a fundraiser for a local club on March 25, 2023. The Owl's Club had a chili cook-off, and the News member was a celebrity judge.

KQDS-TV News staff member helped with an Easter event at an historic community facility held on April 8, 2023. The Fairlawn Museum in Superior, Wisconsin has exhibits and collections representing the history of Northwest Wisconsin. The News staff member helped with judging a contest open to the public.

KQDS News staff member helped with a fundraiser for an Iron River, Wisconsin public library preservation, expansion, and restoration effort. Raised public awareness as well as helped showcase historic dresses from that era that were used in the fundraising effort. The public event was on April 16, 2023.

KQDS-TV News Director, News staff, and sales staff represented the station as a sponsor of the Cloquet Area Chamber of Commerce Annual dinner held on April 28, 2023.

KQDS-TV News staff member was involved in helping support a local theater group. The theater group is a non-profit organization and asked our News staff member to appear in one of their performances held on June 24, 2023 to help increase visibility and awareness.

KQDS-TV News staff member served as guest announcer at an annual event in Proctor, Minnesota. The Speedway there has an evening each year that is a break from their traditional racing events, and is geared more toward fun and entertainment. On August 5, 2023, the News staff member served as a guest announcer for the event.

KQDS-TV News staff member attended a Journalism Expo at the University of Minnesota Duluth held on September 21, 2023. Spoke to students about careers and job and/or internship opportunities at KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND. Spoke with students about balancing school along with work opportunities in their chosen profession.

KQDS-TV News staff member emceed a fundraiser for Animal Allies held on October 14, 2023. The fundraiser is an effort to raise awareness about animals that need adoption and good care. The money raised is also used to spay and neuter animals and make it more affordable for people who want to adopt.

KQDS-TV news team participated with multiple organizations including American Red Cross, American Heart Association, Alzheimer's Association, Multiple Sclerosis Society, American Cancer Society, United Way, Second Harvest Food Bank, CASDA/PAVSA Domestic Violence Prevention, CHUM Homeless Shelter, Best Christmas Ever, Animal Allies/Humane Society.

KQDS-TV News Director is involved with the Communications Department at Central Lakes College, University of Wisconsin-Superior, University of Wisconsin-Eau Claire, University of Minnesota-Duluth, Lake Superior College actively recruiting journalism students via personal connections with faculty for potential future employment with KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND.

KVRR-TV News Director attended a class at the North Dakota State University Communications Department on March 30, 2023. Students participated in mock press conference, providing students with real time training. KVRR News Director was able to meet and visit with students about potential job opportunities at KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN

KVRR-TV News Director/Anchors are in frequent contact with Broadcast Communications Department professors and department chairs of several surrounding colleges/universities recruiting students for KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN. These include North Dakota State University, Minnesota State University Moorhead, Concordia College, University of North Dakota.

KVRR-TV Management team attended the Job Service North Dakota 2023 Fall Job Fair held on September 27, 2023. Recruitment was done on behalf of KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KQDS-TV continues to expand their recruitment resources by searching for broadcast individuals on LinkedIn.