

## EEO Public Report

### KQDS-TV

**December 1, 2016-November 30, 2017**

Listed below find all Full Time positions filled during the above period at KQDS-TV

#### News Reporter, July 2017

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, rbr.com, tvjobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac. Five people were interviewed. Three were from tvjobs.com, one from the KQDS website, one was an internal applicant. New hire was an internal applicant.

#### News Reporter, October 2017

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, rbr.com, tvjobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac. Four people were interviewed. Two were from tvjobs.com, two from the KQDS website. New hire was from tvjobs.com.

#### News Reporter, November 2017

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, rbr.com, tvjobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac. Five people were interviewed. Three were from tvjobs.com, one was from the KQDS website, one was from personal referral. New hire was from tvjobs.com.

#### Sports Director, November 2017

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, rbr.com, tvjobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac. Six people were interviewed. Two were from tvjobs.com, one was from KQDS website, one was from Minnesota Broadcasters Association, one was a personal referral, and one was an internal applicant. New hire was internal applicant.

#### Weekend Sports Anchor/Reporter, November 2017

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, rbr.com, tvjobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac. Five people were interviewed. Three were from tvjobs.com, one was from KQDS website, one was an internal applicant. New hire was an internal applicant.

#### Total for each source used during December 1, 2016- November 30, 2017

\*TVJobs.com, P.O. Box 4116, Oceanside, CA 92502= 13

\*Personal Referrals= 2

\*KQDS Website= 6

\*Word of Mouth/Internal= 3

\*Minnesota Broadcasters Association= 1

## Station Outreach Initiatives:

### Employee Training:

KQDS 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. Encouragement is given to all employees regarding career advancement within group ownership.

### Internships:

KQDS has participated with two internships over the past year with the University of Wisconsin-Superior and Century College in Brainerd, Minnesota.

The internship participants have been studying journalism, communication or media studies in college. The paid internships involve working 10-25 hours per week at KQDS getting hands-on experience with reporting, news production skills, and videojournalism.

Internship participants shadow reporters and photographers and attend newsroom meetings. After the intern is trained, each receives real newsroom experience in writing, shooting and editing stories.

Interns are evaluated at the end of their internship time period.

### Recruitment:

KQDS News Director attended UWS Head of the Lakes Job Fair February 8, 2017 on the University of Wisconsin-Superior campus and the Lake Superior College Spring Career Fair on March 29, 2017 on the campus of Lake Superior College in Duluth, MN. He represented KQDS; Duluth, MN, KVRR; Fargo, ND, and KDLT; Sioux Falls, SD discussing career opportunities in television with college students exploring future job opportunities.

KQDS Meteorologist Brittany Merleau and KQDS Reporter Andrew Kirov attended the Career Exploration Fair at Greenway High School in Coleraine, MN March 22, 2017. They represented KQDS; Duluth, MN, KVRR; Fargo, ND, and KDLT; Sioux Falls, SD talking with junior high and high school students about future career opportunities in the television industry.

KQDS News Anchor Dan Hanger attended the Wisconsin Indianhead Technical College Career Fair on April 20, 2017. This job fair was held at the Superior, Wisconsin Middle School. He represented KQDS; Duluth, MN, KVRR; Fargo, ND, and KDLT; Sioux Falls, SD talking with college, junior high, and high school students about future career opportunities in the television industry.

KQDS News Director is a member of the Advisory Board at Mesabi Range College representing KQDS; Duluth, MN; KVRR; Fargo, ND, and KDLT; Sioux Falls, SD. This is a two year college with campus locations in Eveleth and Virginia, MN. As a member of the advisory board he has an opportunity to speak to college students, provide input to college leaders about classroom curriculum and hosts station tours for students.

KQDS's News Director is involved with the Communications Department at Minnesota State University, Western Illinois University, University of Wisconsin-Superior, University of Wisconsin-Eau Claire, University of Minnesota-Duluth, Lake Superior College, and Mesabi Range College actively recruiting journalism students via personal connections with faculty for Red River Broadcast—KQDS; Duluth, MN, KVRR; Fargo, ND, KDLT; Sioux Falls, SD

KQDS's on-air employees have conducted around three dozen speaking engagements over the past year to various organizations and public schools within the KQDS viewing area.

KVRR's News Director is involved with the Communications Department at North Dakota State University and Minnesota State University Moorhead actively recruiting journalism students for KVRR; Fargo, ND, KDLT; Sioux Falls, SD, and KQDS; Duluth, MN. He attends live newscasts at both Universities to aid in providing critiques on presentation and other items regarding journalism.

KVRR's News Director has a close connection to the advisors of several Universities which include University of Minnesota, University of Maryland, Emerson College Boston, DePaul University Chicago, University of Wisconsin Marquette University Milwaukee, University of Southern California actively recruiting students for Red River Broadcast – KVRR; Fargo, ND, KDLT; Sioux Falls, SD, and KQDS; Minnesota.

KVRR's News Director served as a call resource to the event "Ask a News Director" as part of the RTDNA national call in on October 19, 2017. Actively recruiting students served as part of this service for the Red River Broadcast stations – KVRR; Fargo, ND, KDLT; Sioux Falls, SD, and KQDS; Duluth, MN.

Red River Broadcast's Corporate News Director is involved within 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. He has expanded his LinkedIn network to more than 2,000 people, mostly young broadcast journalists. We actively search YouTube for journalists who have recently posted their demo reels. We simply don't wait for individuals to apply.

KVRR's General Manager and News Director attended the Media Arts and Communication Fair at Minnesota State University Moorhead on October 11, 2017. KVRR Management represented various positions in administration, sales and news as well as station positions available at our sister stations – KDLT-TV; Sioux Falls, SD and KQDS-TV; Duluth, MN.

KDLT's General Manager and Corporate Creative Director attended the South Dakota State University Journalism Department Internship and Job Fair in Brookings, SD on January 27, 2017. KDLT management represented various positions in news and sales as well as station positions at our sister stations – KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KVRR's News Director serves as the Region 6 Director covering the states of North Dakota, Minnesota, South Dakota and Wisconsin for the Society of Professional Journalists. As Director he is both training and recruiting journalism professionals/students, and presenting sessions on ethics in journalism. The annual convention was held this year in Anaheim, CA, and a regional conference in Bloomington, Minnesota. Recruiting is done on behalf of Red River Broadcast, KVRR-Fargo, KQDS-Duluth and KDLT-Sioux Falls.

Red River Broadcast Chief Operating Officer and KDLT General Manager attended "The Changing Face of the FCC's EEO Rule in 2017" on October 18, 2017 representing KVRR; Fargo, ND, KDLT; Sioux Falls, SD, and KQDS; Duluth, MN. This informative seminar gave insight and guidance to the changes required of broadcasters regarding EEO compliance and updates.

Red River Broadcast Director of Sales makes contact with the Business School of University of Minnesota, St Thomas, and St. Cloud State University actively recruiting for sales positions for our group – KVRR; Fargo, ND; KDLT; Sioux Falls, SD, and KQDS; Duluth, MN. LinkedIn is also utilized as a recruiting resource.

#### Management Training:

All Managers at all locations are updated various times during the year regarding new FCC policies, political advertising issues, EEO rulings, human resource issues, etc. Managers receive materials to better educate their individual Department Managers and employees. Webinars and Skype sessions are conducted on various topics of interest and concern.