



ANNUAL EEO PUBLIC FILE REPORT

12/01/17 – 11/30/18

KEYC TELEVISION RECRUITMENT DATA FOR THE 12 MONTH PERIOD OF 12/01/2017 THROUGH 11/30/2018					
Job Title	Date Position(s) Filled	Total # of Interviewees	All Recruitment Resources Used	Recruitment Source of Hire	Interviewee Referral Sources & Numbers of Referrals
Morning Producer Reporter (FT)	12/4/2017	3	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,45	Internal Post	Internal Post (1) keyc.com (1) Colorado Media School (1)
Traffic Manager (FT)	2/5/2018	1	38	Internal Posting	Internal Post (1)
Traffic & Promo Assistant (FT)	2/19/2018	2	2,3,4,5,7,8,10,12 14,15,17,18,19,36,38 41,42A,43,44,45	KEYC.com	keyc.com (1) indeed.com (1)
Reporter/MMJ (FT) (4 positions)	2/12/2018 5/1/2018 x2 8/20/2018 11/19/2018	8	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,45	Broadcast Employment Services KEYC.com Internal Post x3 (PT to FT x2)	tvjobs.com (4) keyc.com (1) Internal Post (3)
Digital Web Producer (FT)	2/12/2018	3	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,45	Employee Referral	tvjobs.com (2) Internal Post (1)
Digital Marketing Coordinator (FT)	2/19/2018	1	2,3,4,5,6,7,8,10,11,12 14,15,17,18,19,36 38,41,42A,43	Internal Posting	Internal Post (1)
Account Executive (FT) (2 positions)	3/19/2018	4	2,3,4,5,6,7,8,10,11,12 14,15,17,18,19,36 38,41,42A,43	indeed.com Employee Referral/KEYC.com	indeed.com (3) keyc.com/employee referral (1)
Assignment Editor (FT)	4/30/2018	1	6,36,38,42A,45	Internal Posting	Internal Post (1)
Weekend News Anchor/Reporter (FT)	6/4/2018	4	2,3,4,5,6,7,8,10 14,15,17,18,19,36 38,42A	Employee Referral	Employee Referral (1) KEYC.com (2) tvjobs.com (1)

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Weekend Meteorologist Weather Anchor (FT)	6/11/2018	7	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,44	Employee Referral	Employee Referral (2) tvjobs.com (3) keyc.com (1) indeed.com (1)
Weekend Meteorologist Weather Anchor (FT)	6/11/2018	7	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,44	Employee Referral	Employee Referral (2) tvjobs.com (3) keyc.com (1) indeed.com (1)
Assistant Business Manager (FT)	6/25/2018	5	2,3,4,5,7,8,10,11,12 14,15,17,18,19, 36,38,41,42A,44	Indeed.com	Indeed.com (2) UCCLocalMedia.com (1) Internal Post (1) Express Professionals (1)
Administrative Assistant (FT)	7/9/2018	1	38	Internal Posting PT to FT Employee	Internal Post (1)
IT Technician Engineer (FT)	8/27/2018	3	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,44	Internal Posting	Indeed.com (1) KEYC.com (1) Internal Post (1)
Director/Editor (FT) (4 Positions)	12/13/2017 12/13/2017 8/23/2018 8/24/2018	8	2,3,4,5,6,7,8,10,12 14,15,17,18,19,36 38,41,42A,44	KEYC.com Internal Posting Indeed.com	keyc.com (1) Internal Post (3) Indeed.com (4)
Morning Producer (FT)	9/1/2018	4	2,3,4,5,6,7,8,10 14,15,17,18,19,36 38,42A,44	Internal Posting (duties added to existing employee)	Internal Posting (1) Indeed.com (2) tvjobs.com (1)
Master Control Operator (FT)	10/15/2018	4	6,36,38,42A,44	Indeed.com	Indeed.com (4)
Production Coordinator (FT)	10/19/2018	1	6,36,38,42A,44	Internal Posting	Internal Posting (1)

SUPPLEMENTAL OUTREACH INITIATIVES FOR KEYC TELEVISION FOR THE PERIOD OF DECEMBER 1, 2017 THROUGH NOVEMBER 30, 2018	
INITIATIVE #1: INTERN PROGRAM & JOB SHADOWING INTERNSHIPS AT KEYC	
March 2, 2018	KEYC News 12 hosted 1 job shadow from the Mankato Area Public Schools. They were given exposure to many aspects of gathering, preparing, and delivering television news, as well as weather forecasting.
July 16-20, 2018	KEYC News 12 hosted 1 job shadow from American University. They were given exposure to many aspects of gathering, preparing, and delivering television news, as well as business marketing on television and online.
September-November 2018	KEYC News 12 hosted 1 job shadow from Mankato West High School. They were given exposure to many aspects of gathering, preparing, and delivering television news.
March 23, 2018	KEYC News 12 hosted 1 job shadow student from Iowa Lakes Community College in Estherville, Iowa. They were given exposure to many aspects of gathering, preparing and delivering television news.
INITIATIVE #2: PARTICIPATION IN EVENTS OR PROGRAMS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING - KEYC -- 12/01/17 through 11/30/18.	
December-November	A staff anchor volunteers in a Mankato Area Public School 2nd grade classroom, helping students with reading and math
January 23, 2018	A staff anchor spoke to 60 8th graders at TriCity United Public School about news gathering, tv news reporting and anchoring
October 10-11, 2018	A staff meteorologist spoke to 60 students at Lincoln Elementary in Owatonna about weather safety, weather forecasting & types
October 15, 2018	A staff meteorologist spoke to 50 students at Mount Olive Lutheran School about winter weather safety.
INITIATIVE #3: PARTICIPATION IN JOB FAIRS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING - KEYC -- 12/01/17 through 11/30/18.	
KEYC NEWS 12 STUDENT STATION TOURS: 12/01/17 through 11/30/18	
February 8, 2018	A staff meteorologist gave a studio tour to a group of 20 clients from MRCI and explained working at a television station, including news gathering and weather forecasting.
May 16, 2018	A staff meteorologist gave a studio tour to a group of 30 students from Grenada-Huntley-East Chain School and explained working at a television station, including news gathering and weather forecasting.
May 21, 2018	A staff meteorologist gave a studio tour to a group of 12 students from Immanuel Lutheran School and explained working at a television station, including news gathering and weather forecasting.
May 23, 2018	A staff meteorologist gave a studio tour to a group of 20 students from Wabasso School and explained working at a television station, including news gathering and weather forecasting.
June 1, 2018	A staff meteorologist gave a studio tour to a group of 7 summer camp students from Bethany Lutheran College and explained working at a television station, including news gathering and weather forecasting.
June 14, 2018	A staff meteorologist gave a studio tour to a group of 10 students from Mankato West High School and explained working at a television station, including news gathering and weather forecasting.
July 13, 2018	A staff meteorologist gave a studio tour to a group of 15 summer camp students from Dakota Meadows Middle School and explained working at a television station, including news gathering and weather forecasting.
August 1, 2018	The news director gave a tour to 15 summer camp kids from St. Peter and explained working at a television station, including news gathering and studio operation

KEYC News 12 Mankato Recruitment Resources Master Record
Updated November 2017

Resource No.	Name & Address	Phone & Fax	Contact & Email	Requested Notification
#2	Gustavus Adolphus College 800 W. College Ave. St. Peter, MN 56082	Ph: 507-933-7272 Fax: 507-933-6277	Cynthia Favre cfavre@gustavus.edu	YES
#3	SCSU Society of Prof. Journalists 720 4th Ave. S. - SH 14 St. Cloud, MN 56301	Ph: 320-308-4967 Fax: 320-308-5489	Drew Sandholm spj@stcloudstate.edu	YES
#4	St. James Area Chamber of Commerce 516 2nd Ave. S. St. James, MN 56081-0346	Ph: 507-375-3333 Fax: 507-375-3334	Jennie Firchan director@stjameschamberofcommerce.com	YES
#5	Bethany Lutheran College 700 Luther Drive Mankato, MN 56001	Ph: 507-344-7000 Fax: 507-344-7376	Brittany Nash Brittany.nash@blc.edu	NO
#6	Broadcast Employment Services PO Box 4116 Oceanside, CA 92052	Ph: 760-754-8177 Fax: 760-754-2115	Mark Kennedy www.tvjobs.com	NO
#7	Brown College 1440 Northland Drive Mendota Heights, MN 55120	Ph: 651-905-3509 Fax: N/A	Christine Kleckner ckleckner@browncollege.edu	NO
#8	Institute of Production & Recording 312 Washington Ave. N. Minneapolis, MN 55401 http://www.ipr.edu/	Ph: 612-244-2802 Fax: 612-375-1919	Stacy Severson sseverson@ipr.edu	NO
#10	Minnesota Broadcasters Association 3033 Excelsior Blvd., Suite 440 Minneapolis, MN 55416	Ph: 612-926-8123 Fax: 612-926-9761	Linda LaSere llasere@minnesotabroadcasters.com	NO
#11	Minnesota Workforce Center 12 Civic Center Plaza, Suite 1600 Mankato, MN 56001 www.MinnesotaWorks.net	Ph: 507-389-6723	www.MinnesotaWorks.net	NO
#12	Minnesota State University Mankato Career Development Center 211 Wigley Admin. Ctr. Mankato, MN 56001 /https://mavjobs.joinandshake.com	Ph: 507-389-6061 Fax: 507-389-5114	Jennifer Guyer-Wood Jennifer.guyer-wood@mnsu.edu	NO

Continued: KEYC News 12 Mankato Recruitment Resources Master Record

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Resource No.	Name & Address	Phone & Fax	Contact & email	Requested Notification
#13	NAB Career Center 1771 N. Street N.W. Washington, DC 20036 Broadcastcareerlink.com	Ph: 202-429-4598 Fax: 202-429-3923	Nate nman@ab.org	NO
#14	Rasmussen Business College 130 St. Andrews Dr. Mankato, MN 56001	Ph: 507-625-6556 Fax: 507-625-6557	Amy Ites Amy.ites@rasmussen.edu	NO
#15	Ridgewater College Wilmar-Ardith Ampt Hutch-Emily Albin	Ph: 320-222-5200 Fax: 320-222-5212	Ellen Roster ellen.roster@ridgewater.edu www.collegecentral.com/ridgewater	NO
#16	Riverland Community College 1900 8 th Avenue N.W. Austin, MN 55912	Ph: 507-433-0688 Fax: 507-433-0665	Nicole Nelson Nicole.Nelson@riverland.edu	NO
#17	Colorado Media School 404 S. Upham Street Lakewood, CO 80226	Ph: 303-479-4908 Fax: 303-975-0386	Debbie Byrd dbyrd@beonair.com	YES
#18	South Central College 1920 Lee Blvd. North Mankato, MN 56003 www.southcentral.edu/postjobs	Ph. 507-389-7225 Fax: 507-388-9951	Candy Laven Candy.laven@southcentral.edu	NO
#19	Southwest State University Career Services Dept 1501 State Street Marshall, MN 56258	Ph: 507-537-6221 Fax: 507-537-7979	careers@smsu.edu	NO
#20	Home Magazine Madison East Mall Mankato, MN 56001	Ph: 605-275-8121	Dorothy Meyer dmeyer@homemagonline.com	NO
#21	The Mankato Free Press 418 S. 2 nd Street Mankato, MN 56001	Ph: 507-344-6395 Fax: 507-625-7168	classified@mankatofreepress.com	NO
#22	The Sentinel PO Box 681 Fairmont, MN 56031	Ph: 800-598-5597 Fax: 507-235-3718	Classads1@fairmontsentinel.com	NO
#23	The Journal PO Box 487 New Ulm, MN 56073	Ph: 800-967-1760 Fax: 507-359-7362	Karen Jensen kjensen@nujournal.com	NO

Resource No.	Name & Address	Phone & Fax	Contact & email	Requested Notification
#24	Owatonna People's Press 135 W. Pearl Street Owatonna, MN 55060	Ph: 507-444-2397	Bonnie bnguyen@owatonna.com	NO
#25	The Albert Lea Tribune 808 W. Front Street Albert Lea, MN 56007	Ph: 507-373-1411		NO
#26	St. Peter Herald 311 S. Minnesota Ave. St. Peter, MN 56082	Ph: 507-444-2397 Fax: 507-931-4522	Bonnie bnguyen@owatonna.com	NO
#27	Redwood Gazette 219 S. Washington Street Redwood Falls, MN 56283	Ph: 800-658-2574 Fax: 507-637-3175		NO
#28	Faribault Co. Register 128 N. Main Street Blue Earth, MN 56013	Ph: 888-877-0643 Fax: 507-526-4080		NO
#29	Faribault Daily News 514 Central Ave. Faribault, MN 55021	Ph: 507-333-3100 Fax: 507-333-3102		NO
#30	Cottonwood County Citizen 260 10 th Street Windom, MN 56101	Ph: 800-658-2510 Fax: 507-831-3740		NO
#31	St. James Plaindealer 604 1 st Avenue South St. James, MN 56081	Ph: 507-375-3161 Fax: 507-375-3221		NO
#32	Emmetsburg Democrat 3726 450 th Avenue Emmetsburg, IA 50536-8584	Ph: 712-852-2323 Fax: 712-852-3184		NO
#33	Estherville Daily News 10 N. 7 th Street Estherville, IA 51334-2232	Ph: 712-362-2622 Fax: 712-362-2624		NO
#34	Spirit Lake Dickinson County News 30000 18 th St. W., #400 Spirit Lake, IA 51360-7471	Ph: 712-336-1211 Fax: 712-336-1219		NO

Resource No.	Name & Address	Phone & Fax	Contact & email	Requested Notification
#35	Spencer Daily Reporter 310 E. Milwaukee Street Spencer, IA 51301-4569	Ph: 712-262-6610 Fax: 712-262-3044		NO
#36	KEYC News 12 Website Placement			NO
#37	KEYC News 12 On-Air-Spot			NO
#38	KEYC News 12 Internal Posting			NO
#39	TV News Check PO Box 565 Chatham, NJ 07928	Ph: 215-901-9495	Steve.stoltz@newscheckmedia.com	NO
#40	TVNET News Check PO Box 565 Chatham, NJ 07928	Ph: 610-766-0745	mbruce@newscheckmedia.com	NO
#41	New Ulm Chamber of Commerce 1 N. Minnesota Street New Ulm, MN 56073	Ph: 507-233-4300 Fax: N/A	www.chamberlogin.com	YES
#42	Broadcasting & Cable (B&C) Magazine This Ad is when hiring a Manager position (if in need)	Ph: 212-378-0455	Zach Kalish ZKALISH@NBMEDIA.COM	NO
#42A	United Communications Corp. Kenosha mgroth@ucclocalmedia.com		www.ucclocalmedia.com	NO

Resource No.	Name & Address	Phone & Fax	Contact & email	Requested Notification
#43	Greater Mankato Jobs 1961 Premier Dr., Ste. 100 Mankato, MN 56001	Ph: 507-385-6640	greatermankatojobs.workfountain.com tvschlager@keyc.com	NO
#44	Indeed.com Web Based Job/Site	N/A	N/A	NO
#45	LinkedIn web/based networking	Web	LinkedIn	NO