

EEO Public File Report  
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV  
December 1, 2020 – December 1, 2021

Listed below find all Full Time Positions filled during the above period at KVRR-TV.

Multimedia Journalist February 9, 2021

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, Job Service ND, MN Broadcasters Association, ND Broadcasters Association, NDSU, NDSCS, Handshake: Central Michigan University, Valparaiso University, MSUM, Johns Hopkins, Wichita State, University of North Dakota, Colorado State, Stevenson University, University of Miami, Bates College, University of Idaho, University of Wisconsin-Oshkosh, Luther College, Cornell University

6 applicants were interviewed for this position. 2 were found on YouTube, 2 were referrals from college advisors, 1 via LinkedIn and 1 contacted the News Director via direct mail.

Multimedia Journalist February 22, 2021

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, Job Service ND, MN Broadcasters Association, ND Broadcasters Association, NDSU, NDSCS, Handshake: Central Michigan University, Valparaiso University, MSUM, Johns Hopkins, Wichita State, University of North Dakota, Colorado State, Stevenson University, University of Miami, Bates College, University of Idaho, University of Wisconsin-Oshkosh, Luther College, Cornell University

6 applicants were interviewed for this position. 2 were found on YouTube, 2 were referrals from college advisors, 1 via LinkedIn and 1 contacted the News Director via direct mail.

Multimedia Journalist September 23, 2021

KVRR.com, Job Bank, TVJobs.com, Minnesota State University Moorhead, IPT, Job Service ND, Minnesota Broadcasters Association, ND Broadcasters Association, NDSCS, University of North Dakota, Valparaiso University, Johns Hopkins, Wichita State University, Colorado State University, Stevenson University, University of Miami, Bates College, University of Idaho, University of Wisconsin-Oshkosh, Luther College, Cornell University, Central Michigan University, University of Minnesota, Ziprecruiter.com

4 applicants were interviewed for this position. 2 applied by Indeed.com and 2 were referrals from KQDS-TV

Weekend Sports Anchor September 24, 2021

KVRR.com, Indeed.com, Job Bank, Minnesota State Community & Technical College, IPR, Bates College, Luther College, Cornell, Wichita State, Johns Hopkins, Colorado State University, Dakota State University, Valparaiso University, Northland College, University of Miami, University of North Dakota, Minnesota State University Moorhead, University of Minnesota

5 applicants were interviewed for this position. 2 applied by Indeed.com and 3 referred by others

During the period of December 1, 2020– December 1, 2021 no single recruitment resource has asked that we post our job openings with them.

Total for each source used during December 1, 2020 – December 1, 2021

Indeed.com	4
Email	2
YouTube	4
Linked In	2
Referrals	9

Recruitment Resources  
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV  
December 1, 2020 - December 1, 2021

ZipRecruiter.com  
Contact: Jeremiah Driggers  
Phone: 480-401-3974  
Phone: 877-252-1062  
[www.ziprecruiter.com](http://www.ziprecruiter.com)

Facebook – [www.Facebook.com](http://www.Facebook.com)

Handshake  
Contact: Renee  
901 8<sup>th</sup> Street S  
Moorhead, MN 56560  
Phone: 218-299-4321  
<https://app.joinhandshake.com/>  
Posts to: Adrian College, Bates College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Dakota State University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, John Hopkins College, Luther College, Messiah College, Milwaukee School of Engineering, MSUM, NDSCS, Princeton University, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Idaho, University of Indianapolis, University of Miami, University of Michigan, University of Minnesota, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Winona State University

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

IPR Career Connect  
Contact: Diana Welter  
[dwelter@ipr.edu](mailto:dwelter@ipr.edu)  
<http://iprcareerconnect.mysmartjobboard.com/login/>

Job Bank  
Email: [jobbankadmin@emmyonline.tv](mailto:jobbankadmin@emmyonline.tv)  
[www.jobbank.emmyonline.org/index.php](http://www.jobbank.emmyonline.org/index.php)

Job Service of North Dakota  
Contact: Business Services - Brenda or Julie  
1350 32<sup>nd</sup> Street SW  
Fargo, ND 58103  
Phone: 701-239-7300  
Email: [infojsfg@nd.gov](mailto:infojsfg@nd.gov)  
<https://www.ndworkforceconnection.com/vosnet/default.aspx>

KVRR – [www.kvrr.com](http://www.kvrr.com)

Minnesota Broadcasters Association  
Contact: Tim Hyde  
401 N. Third Street, Suite 370  
Minneapolis, MN 55401  
Phone: 612-926-8123  
[Tim.hyde@minnesotabroadcasters.com](mailto:Tim.hyde@minnesotabroadcasters.com)

Minnesota State Community & Technical College  
Contact: Jennifer Labish  
1900 28th Avenue South  
Moorhead, MN 56560  
Phone: 218-236-6277 Fax: 218-299-6584  
[www.collegecentral.com/minnesota](http://www.collegecentral.com/minnesota)

North Dakota Broadcasters Association  
Contact: Beth Helfrich  
P. O. Box 3178  
Bismarck, ND 58502  
Phone: 701-258-1332  
Email: [bethh@ndba.org](mailto:bethh@ndba.org)

North Dakota State University  
Contact: Karen Thoreson  
1301 12<sup>th</sup> Avenue N  
Fargo, ND 58102  
Phone: 701-231-8464 Fax: 701-231-8756  
Email: [kthoreson@ndsu.org](mailto:kthoreson@ndsu.org)  
<https://www.ndsu.12twenty.com/hire>

Northland Community and Technical College Thief River Falls/East Grand Forks  
Contact: Lynn McGlynn  
1101 Highway One E  
Thief River Falls, MN 56701  
Phone: 218-683-8560/1-800-959-6282 Fax: 218-681-0774  
Email: [lynn.mcglynn@northlandcollege.edu](mailto:lynn.mcglynn@northlandcollege.edu)

TV Jobs  
Contact: Mark Holloway  
P.O. Box 4116  
Oceanside, CA 92052  
Phone: 760-754-8177 [www.tvjobs.com](http://www.tvjobs.com)

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

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

December 1, 2020 – December 1, 2021

KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV Station Outreach Initiatives:

Employee Training:

KVRR 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.

KVRR News Director and news staff attended the virtual webinar “Census Data for Reporters, Communications Directors, and PR Managers held May 11, 2021.

KVRR News Director attended the MN Law Enforcement and Media Safety Meeting. The virtual meeting discussed media safety related to covering events associated with the Derek Chauvin trial.

General Manager, Director of Sales and Local Sales Manager attended and represented KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN in the multi day webinar “Rising Above: Climbing Higher.” The virtual training on January 27 and 28, 2021 was a motivational event with focus on teaching, coaching, inspiring and motivating with a call to action to rise above the challenges of today’s sales and management environment.

Director of Sales, Local Sales Manager, and Account Executives attended and represented KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN in a virtual webinar February 2, 2021 on “Getting More Appointments.” The webinar was focused on obtaining quality appointments and a “don’t give up strategy.”

Director of Sales, Local Sales Manager, and Production staff attended and represented KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN in a three day event March 8-10, 2021. The virtual seminars focused on selling in a new economy, recruitment and retention of staff. Tips and tricks on better television production. Utilizing remote production during the global pandemic. Sales management and leadership tips.

Director of Sales, Local Sales Manager, and Account Executives attended and represented KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN in a virtual webinar March 24, 2021. The webinar provided helpful tips on conducting meetings with clients that are logical and insightful. Creating meaningful client presentations and adding long term dollars to the bottom line.

## Recruitment:

KVRR 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, and KQDS; Duluth, MN. He is a board member of the communications advisory board. He attends live newscasts at both Universities to aid in providing critiques on presentation and other items regarding journalism.

KVRR News Director is involved with the West Fargo/Fargo Graphic Advisory Committee and serves as a board member. The committee meets twice a year to aid the West Fargo/Fargo school districts define their communications programs to improve employment opportunities for graduating seniors.

KVRR News Director has a close connection to the advisors of several Universities which include University of Minnesota, University of Maryland, DePaul University Chicago, University of Wisconsin-Madison, University of Wisconsin-Milwaukee, Marquette University, Minot State, Ball State University, University of Southern California actively recruiting students for KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

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. He has expanded his LinkedIn network to more than 2,500 people, connections are journalism students, recent journalism graduates, or broadcast journalists in their first job. We actively search YouTube for journalists who have recently posted their demo reels. We simply don't wait for individuals to apply.

KVRR news team and staff participated in the Coats for Kids drive in conjunction with the Salvation Army September 10-20, 2021.

KVRR Chief Meteorologist spent the entire month of October participating in the Real Men Wear Pink Campaign raising money for Breast Cancer.

KVRR news team participated with multiple organizations including Vitalant Blood Services, American Heart Association, Big Brother Big Sister, Juvenile Diabetes Research Foundation. Morning news team is involved in our local honor flight program, local and regional animal shelters and recently visited with the ND Governor's 1<sup>st</sup> Lady regarding drug and alcohol recovery program – "Recovery Reinvented." KVRR is heavily involved in the Great Plains Food Bank helping with the mission to end hunger in our community.

KVRR participated in three news internships. One from Minnesota State University Moorhead, one student was from North Dakota State University, and one from the University of North

Dakota. The students will receive hands on training in reporting, writing, editing, weather, news production.

KVRR continues to expand their recruitment resources. Facebook was introduced as a new recruitment resource and has proven successful. We attended the virtual job fair with the Minnesota Broadcast Association representing both KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KVRR 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 virtual this year. Recruiting is done on behalf of KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN

KQDS News Director is a member of the Media Studies Advisory Committee at Lake Superior College in Duluth, MN representing KQDS-TV; Duluth, MN; and KVRR-TV; Fargo, ND. This committee includes a group of people from media, business and education who give input and stay informed about the happenings in the LSC Media Studies program.

KQDS News Director attended and represented KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND during a Lake Superior College Advisory Committee meeting on October 21, 2021 which focused on creating and maintaining internship and employment opportunities for LSC students. Discussion on recruitment strategies, technology changes and curriculum updates were also a part of the meeting content.

KQDS News Director attended a Mesabi Range College Advisory Board meeting virtually on April 13, 2021 representing KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND. Beyond board members, this meeting also included people from several area business and education entities. One of the big goals was to provide feedback to better help Mesabi prepare students for internships and jobs in media. Several current and former Mesabi students also participated in the meeting to provide their perspective on the media program.

KQDS 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 potential future employment with KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND.

KQDS News Director is a member of the Advisory Board at Mesabi Range College representing KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND. This is a two year college with campus locations at 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 host station tours for students.

KQDS News Director is part of a select group of individuals in communication and academic fields providing guidance to the University of Wisconsin-Superior as the school plans to expand

its multimedia journalism program and course offerings. Membership in this outreach advisory board involves providing feedback and opinions about potential future structure of this program at the university as this approved new department at the university continues to evolve. It also involves guidance for creating future internship and career opportunities for students enrolled in multimedia journalism classes who are interested in pursuing related careers with KQDS-TV; Duluth, MN and KVRR-TV; Fargo, ND.