

EEO Public File Report
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV
December 1, 2022 – December 1, 2023

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

News/Sports Reporter Anchor 1/30/23

KVRR.com, TV Jobs, Indeed.com, Zip Recruiter, Job Bank, Facebook, Handshake, Minnesota Broadcasters Association, North Dakota Broadcasters Association, YouTube.

Eight applicants were interviewed for this position. Six found on YouTube, one in house, one Indeed.com. Employee was hired by YouTube.

Multimedia Journalist 2/20/23

KVRR.com, TV Jobs, Indeed.com, Job Bank, Facebook, Handshake, Minnesota Broadcasters Association, Northland Community College

Six applicants were interviewed for this position. Three found on YouTube, two from Indeed, one direct contact. Employee hired by Indeed.com

News Production 4/17/23

Indeed.com

Two individuals were interviewed for the position. Both from Indeed.com. Employee was hired by Indeed.com.

Multimedia Journalist 5/22/23

KVRR.com, TV Jobs, Indeed.com, Job Bank, Facebook, Handshake, Minnesota Broadcasters Association, Northland Community and Technical College

Three applicants were interviewed for this position. One by word of mouth, two were from Indeed.com. Employee was hired by word of mouth.

Multimedia Journalist 8/10/23

KVRR.com, TV Jobs, Indeed.com, Job Bank, Facebook, Handshake, Minnesota Broadcasters Association, Northland Community and Technical College

Four applicants were interviewed for this position. Two were from Indeed.com, two were word of mouth. Employee was hired by word of mouth

Weekend Meteorologist/Multimedia Journalist 9/25/23

KVRR.com, TV Jobs, Indeed.com, Job Bank, Handshake, Minnesota Broadcasters Association, North Dakota Broadcasters Association, North Dakota State College of Science, Minnesota State University Moorhead, University of North Dakota

Two applicants were interviewed for this position. Both found the job on Indeed.com. Employee was hired by Indeed.com

Master Control/News Production 11/13/23

KVRR.com; Indeed.com

Six applicants were interviewed for this position. All found the job on Indeed.com. Employee was hired by Indeed.com

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

Total for each source used during December 1, 2022 – December 1, 2023

Indeed.com	17
YouTube	9
Word of Mouth	3
Direct	1
Internal	1

Recruitment Resources
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV
December 1, 2022 - December 1, 2023

ZipRecruiter.com
Contact: Jeremiah Driggers
Phone: 480-401-3974
Phone: 877-252-1062
www.ziprecruiter.com

Facebook – www.Facebook.com

Handshake
Contact: Renee
901 8th Street S
Moorhead, MN 56560
Phone: 218-299-4321
<https://app.joinhandshake.com/>
Posts to: Bates College, Cornell University, John Hopkins College, Luther College,
MSUM, University of Delaware, University of Idaho, University of Indianapolis,
University of Miami, UND, University of Wisconsin Oshkosh, Valparaiso University,

Indeed – www.indeed.com

Job Bank
Email: jobbankadmin@emmyonline.tv
www.jobbank.emmyonline.org/index.php

KVRR – 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

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

North Dakota State College of Science
800 6th St N, Wahpeton, ND 58076
Phone: (800) 342-4325
<https://www.ndscs.edu/>

Minnesota State University Moorhead
1104 7th Ave S, Moorhead, MN 56563
Phone: (218) 477-2161
<https://www.mnstate.edu/>

University of North Dakota
Grand Forks, ND 58202
Phone: (701) 777-3000
<https://und.edu/about/contact-us.html>

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

TV Jobs
Contact: Mark Holloway
P.O. Box 4116
Oceanside, CA 92052
Phone: 760-754-8177 www.tvjobs.com

YouTube – www.youtube.com

LinkedIn – www.linkedin.com

December 1, 2022 – December 1, 2023

KVRR-TV; KBRR-TV; KJRR-TV; KNRR-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 to 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.

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.

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.

KVRR-TV News team participated with multiple organizations including Vitalant Blood Services, American Heart Association as a media sponsor, Big Brother Big Sister, Juvenile Diabetes Research Foundation, Great Plains Food Pantry, Veterans Honor Flight. A weekly morning news segment is produced entitled "Pet Connection" featuring pets for adoption with local and regional animal shelters.

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.

Morning Anchor, Adam Ladwig was involved in "Real Men Wear Pink" campaign held the month of October, 2023 raising awareness to breast cancer. Adam raised over \$4,400 for this important cause.

Morning Anchors, Adam Ladwig and Emily Welker accompanied Veterans to Washington, DC in May, 2023 and October, 2023 for the Honor Flight. Many special stories were shared with our viewers regarding the sacrifice and service of our Veterans.

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

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 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 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 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.