

EEO Public File Report  
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV  
December 1, 2019 – December 1, 2020

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

Creative Services Producer, February 3, 2020

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TV Jobs, MSCTC, Globe University, Institute of Production and Reporting, Adrian College, Bates College, Brandeis University, Butler University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, John Hopkins University, Messiah College, Milwaukee School of Engineering, MSUM, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Idaho, University of Indianapolis, University of Miami, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Job Service ND, North Dakota Broadcasters Association, NDSU, NDSCS, Facebook

3 applicants were interviewed for this position. 1 applied with Indeed, 1 word of mouth, 1 past applicant. Employee hired was found on Indeed.

Broadcast Engineer, April 13, 2020

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, Institute of Production and Reporting, Handshake: Adrian College, Brandeis University, Butler University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, John Hopkins University, Messiah University, Milwaukee School of Engineering, MSUM, Stanford University, Stevenson University, University of Chicago, University of Michigan, University of Delaware, University of Idaho, University of Indianapolis, University of Miami, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Job Service ND, MN Broadcasters Association, ND Broadcasters Association, NDSU, Northland Community and Technical College.

3 applicants were interviewed for this position. 1 was word of mouth, 1 was Ziprecruiter, 1 was by email. Employee hired was found on Ziprecruiter.

Multimedia Journalist, September 17, 2020

Ziprecruiter.com, KVRR.com, Indeed.com, TVJobs.com, Institute of Production and Reporting, Handshake: Adrian College, Bates College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Johns Hopkins University, Messiah University, Milwaukee School of Engineering, MSUM, NDSCS, Stanford University, Stevenson University, UND, University of Chicago, University of Delaware, University of Indianapolis, University of Miami, University of Michigan, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Jobs Service ND, MN Broadcasters Association, NDSU

3 applicants were interviewed for this position. 2 applied by email, 1 was found on YouTube. Employee hired was found via email.

Social Media Coordinator, October 28, 2020

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TV Jobs.com, Institute of Production and Reporting, MN State Community and Technical College, Handshake: Adrian College, Bates College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, John Hopkins College, Luther College, Messiah College, Milwaukee School of Engineering, MSUM, NDSCS, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Idaho, University of Indianapolis, University of Miami, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, University of Minnesota, Valparaiso University, Villanova University, Wichita State University, Job Service ND, MN Broadcasters Association, ND Broadcasters Association, NDSU, Northland Community and Technical College, Facebook

2 applicants were interviewed for this position. 1 by email and 1 on Ziprecruiter. Employee hired was found via email.

During the period of December 1, 2019– December 1, 2020 no single recruitment resource has asked that we post our job openings with them.

Total for each source used during December 1, 2019 – December 1, 2020

Word of Mouth	2
Ziprecruiter.com	2
Indeed.com	1
Email	4
YouTube	1
Past Applicant	1



December 1, 2019 – December 1, 2020

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. 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 staff members attended the online webinar December 10, 2020 Covering the 2020 Elections: Week One.”

KVRR News Director and staff attended the Winter Training Workshop on February 6, 2020 hosted by MnDOT, MN State Patrol, and MN Toward Zero Deaths. The workshop included terms you should know for reporting road conditions, discuss safe driving habits, and provide more details about MnDOT plowing operations and traffic safety.

Director of Sales and Local Sales Manager attended a webinar on March 19, 2020 “The Future of Local TV is You” which focused on new hires and their introduction to broadcast television. The information and resources provided will help in recruitment of news hires.

Director of Sales, Local Sales Manager, and Account Executives attended a webinar on April 16, 2020 on the economic impact of Coronavirus and its effect on local television.

Director of Sales and Local Sales Manager attended a webinar on October 14, 2020 on media usage during the COVID 19 pandemic. The webinar information was shared and discussed with Account Executives.

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 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 Red River Broadcast – KVRR; Fargo, ND and KQDS; 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 2,339 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 Chief Meteorologist has conducted several speaking engagements over the past year to various organizations and public schools within our viewing area. His presentation includes a basic knowledge of meteorology and education for students and adults. In February alone Chief Meteorologist Rob Kupec spoke to the Lions Club in Moorhead, Glyndon Elementary School 1<sup>st</sup> graders and Northern Cass Middle School where he judged disaster related projects.

KVRR Chief Meteorologist spent the entire month of October participating in the Real Men Wear Pink Campaign for Cancer. This also included organizing a charity run/walk.

KVRR participated in four news internships. Three were from Minnesota State University Moorhead and one student was from North Dakota State University.

KVRR anchor team participated in reading to children and promoted serving a healthy lunch to elementary children. Meeting and greeting the public at Church luncheon fundraisers. The entire anchor team has been promoting a number of fundraisers.

KVRR has made significant strides in expanding their recruitment resource list to 40+ recruitment resource outlets across the country. Facebook was introduced as a new recruitment resource and has proven successful.

KVRR News Director and Business Manager attended the Job and Volunteer Fair on February 19, 2020 at the Minnesota State University Moorhead campus. They represented various positions in news and other positions within the television station at both KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KVRR News Director participated in a virtual Job and Volunteer Fair at Minnesota State University Moorhead campus on September 30, 2020 representing various positions in news and other positions within the television station at 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. On September 13, 2020 he lead a panel discussion on Ethics in Broadcasting. Recruiting is done on behalf of Red River Broadcast, KVRR-Fargo, KQDS-Duluth and KDLT-Sioux Falls.

KQDS News Director, News Anchor, Sports Anchor and Chief Meteorologist attended the Superior High School Career Fair in Superior, WI on February 26, 2020 at Superior High School. The event was open to students from Superior High School interested in learning more about job possibilities and training needed for careers in various fields. They represented KQDS; Duluth, MN, and KVRR; Fargo, ND discussing career opportunities in strategies for exploring future job options in the media industry.

KQDS News Director is a member of the Advisory Board at Mesabi Range College representing KQDS; Duluth, MN; and KVRR; Fargo, ND. 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 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 considers expanding 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 proposed new department at the school 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 Red River Broadcast-KQDS; Duluth, MN and KVRR; Fargo, ND.

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 Red River Broadcast – KQDS; Duluth, MN and KVRR; Fargo, ND

Recruitment Resources  
KVRR TV  
December 1, 2019 - December 1, 2020

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  
<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  
Phone: 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)