

EEO Public File Report
KVRR-TV; KBRR-TV; KJRR-TV; KNRR-TV
December 1, 2018 – December 1, 2019

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

Sports News Multimedia Journalist, December, 2018

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, MSCTC, Globe University, Adrian College, Bates College, Colorado State University, Concordia College, Cornell University, Ithaca College, Johns Hopkins University, Messiah College, Milwaukee School of Engineering, MSUM, Princeton University, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Idaho, University of Miami, UND, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Job Service of ND, NDSCS. 1 applicant was interviewed for this position and applied through Zip Recruiter. The applicant hired for this position applied through Zip Recruiter.

Morning Technical Director, January, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs, MSCTC, Globe University, Adrian College, Bates University, 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 College, Milwaukee School of Engineering, MSUM, Princeton University, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Idaho, University of Indianapolis, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, MediaLine.com, Job Service ND, CareerLink, North Dakota Broadcasters Association, NDSCS. 4 applicants were interviewed for this position. 2 applied through Indeed and 2 through email. The applicant hired for this position applied through email.

Account Executive, April, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, TV Jobs, MSCTC, Institute of Production and Reporting, Adrian College, Bates College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Dakota State University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Johns 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, Winona State University, Job Service ND, North Dakota Broadcasters Association, Northland Community and Technical College Thief River Falls/East Grand Forks. 7 applicants were interviewed for this position. 5 applied with Zip Recruiter, 2 through word of mouth. The applicant hired for this position was found through word of mouth.

Creative Services Director, May, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs, MSCTC, Globe University, Adrian College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Messiah College, MSUM, Princeton University, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Indianapolis, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, MediaLine.com, Job Service ND, Minnesota Broadcasters Association, North Dakota Broadcasters Association, NDSU, NDSCS, Northland Community and Technical College Thief River Falls/East Grand Forks. 3 applicants were

interviewed for this position. 2 applied with Indeed and 1 through KVRR website. The applicant hired for this position applied through Indeed.

Multimedia Journalist, June, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, MSCTC, Globe University, Adrian College, Bates College, Brandeis College, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Johns Hopkins University, Messiah College, Milwaukee School of Engineering, MSUM, Princeton University, 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, Medialine.com, Job Service ND, ND Broadcasters Association, NDSU, NDSCS. 4 applicants were interviewed for this position. 3 applied by email, 1 was a referral. The applicant hired for this position applied through email.

Photojournalist, June, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, MSCTC, Globe University, 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 College, 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, MediaLine.com, Job Service ND, Minnesota Broadcasters Association, ND Broadcasters Association, NDSU, NDSCS, Northland Community and Technical College Thief River Falls/East Grand Forks. 3 applicants were interviewed for this position. 1 applied through Zip Recruiter, 1 was in-house, 1 applied through email. The applicant hired for this position applied through email.

Social Media Coordinator, July, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs, MSCTC, Globe University, Adrian College, Baylor University, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Messiah College, MSUM, Princeton University, Stanford University, Stevenson University, University of Chicago, University of Delaware, University of Indianapolis, University of Miami, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, MediaLine.com, Job Service ND. 4 applicants were interviewed for this position. 1 applied through Indeed, 1 through Zip Recruiter, 1 at a job fair, 1 was in-house. The applicant hired for this position was found in-house.

Traffic Assistant, August, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, Institute of Production and Reporting, 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 College, 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, Winona State University, Medialine.com, Job Service ND, Minnesota Broadcasters Association, NDSCS, Northland Community and Technical College Thief

River Falls/East Grand Forks. 6 applicants were interviewed for this position. 3 applied with Indeed and 3 with KVRR website. The applicant hired for this position applied through Indeed.

Multimedia Journalist, September, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, MSCTC, Institute of Production and Reporting, Adrian College, Bates College, Brandeis College, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Dakota State University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Johns Hopkins University, Messiah College, Milwaukee School of Engineering, MSUM, Stanford, University, University of Chicago, University of Delaware, University of Indianapolis, University of Miami, University of Michigan, UND, University of Rochester, University of Wisconsin Oshkosh, Valparaiso University, Villanova University, Wichita State University, Winona State University, Job Service ND, MN Broadcasters Association, ND Broadcasters Association, NDSU, NDSCS. 5 applicants were interviewed for this position. 4 applied by email, 1 with Zip Recruiter. The applicant hired for this position applied through email.

Weekend Sports Anchor, October, 2019

Ziprecruiter.com, KVRR.com, Indeed.com, Job Bank, TVJobs.com, MSCTC, Globe University, Adrian College, Brandeis University, Butler University, Central Michigan University, Colorado State University, Concordia College, Cornell University, Eastern Michigan University, Gustavus Adolphus College, Ithaca College, Messiah College, MSUM, Princeton University, 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, MediaLine.com, Job Service ND, Minnesota Broadcasters Association, North Dakota Broadcasters Association, NDSU, NDSCS, Northland Community and Technical College Thief River Falls/East Grand Forks. 3 applicants were interviewed. 1 was found on YouTube, 1 through email, and 1 through Zip Recruiter. The applicant hired for this position applied through Zip Recruiter.

During the period of December 1, 2018– December 1, 2019 no single recruitment resource has asked that we post our job openings with them.

Total for each source used during December 1, 2018 – December 1, 2019

Word of Mouth	2
Ziprecruiter.com	10
Indeed.com	8
KVRR.com	4
Email	11
YouTube	1
Referral	1
In-House employees	2
Job Fair	1

December 1, 2018 -- December 1, 2019

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.

Engineering staff attended the on-line webinar July 18, 2019 on Chief Operator Rules. This webinar gave insight to: What is a Chief Operator, Chief Operator Agreements, Responsibilities of the Chief Operator, Overview of the Station Log.

Director of Sales and Local Sales Managers attended a webinar October 17, 2019 on how to recruit and hire better Salespeople.

Management and Sales attended the Political webinar November 21, 2019 preparing us for the 2020 Elections.

Sales and Social Media Director attended "Boost with Facebook" on October 1, 2019 representing both KVRR and KQDS. The seminar provided efforts on utilizing the platform effectively to maximize business potential.

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, 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 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 2,324 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 7 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 both young and old. December he delivered meals for the Salvation Army. In May he critiqued the New Leadership Mock Press conference and taught a class on how to write a press release. August, he promoted Hope Inc Softball games for people with mobility issues. November he kicked off the Kettle Campaign for the Salvation Army and also was the Master of Ceremonies for the LaMoure, ND Chamber of Commerce Awards Dinner.

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 one weather internship. The student was from St. Cloud State. KVRR participated in three news internships. One student was from North Dakota State University and two students were from Minnesota State University Moorhead.

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, volunteering with the Salvation Army, walking for Juvenile Diabetes and have participated in the Honor Flight for Veterans.

KDLT General Manager attended the South Dakota State University Journalism Department Internship and Job Fair in Brookings, SD on January 25, 2019. 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 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 September 11, 2019 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 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 San Antonio, TX, and a regional conference in Bloomington, Minnesota. Recruiting is done on behalf of Red River Broadcast, KVRR-Fargo, KQDS-Duluth and KDLT-Sioux Falls.

KQDS News Director and News Anchor attended the UWS Head of the Lakes Job Fair on February 28, 2019 on the University of Wisconsin-Superior campus. The Job Fair is open to students from the University of Wisconsin-Superior, University of Minnesota-Duluth, and the College of St. Scholastica. 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 and News anchor attended the Lake Superior College Spring Career Fair on March 27, 2019 on the campus of Lake Superior College in Duluth, MN. They represented KQDS; Duluth, MN, and KVRR; Fargo, ND, answering student questions about career opportunities available in television and discussing the best ways to gain skills needed to pursue various television careers.

KQDS News Director, Morning Anchor and Meteorologist attended the Northland Job Fair at the Duluth Entertainment and Convention Center in Duluth, MN on April 24, 2019. They represented KQDS; Duluth, MN, and KVRR; Fargo, ND, discussing career opportunities in television with job seekers. They also answered questions about the educational requirements and skills needed to obtain various positions in the TV industry.

KQDS News Anchors and News Reporter attended the Career Exploration Fair at Greenway High School in Coleraine, MN on January 8, 2019. They represented KQDS; Duluth, MN and KVRR; Fargo, ND talking with middle school students about future career opportunities in the television industry and also demonstrated the use of various types of television broadcasting equipment.

KQDS News Anchor, News Reporter and Meteorologist attended the Wisconsin Indian Technical College Career Fair on April 4, 2019. This fair was held on the WITC campus in Superior, WI. They represented KQDS; Duluth, MN, and KVRR; Fargo, ND talking with college, junior high, and high school students about future career opportunities in the television industry, while also fielding questions about TV jobs.

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 hosts station tours for students. Students from Mesabi Graphic Arts program toured the KQDS studio on October 3, 2019. KQDS News Director visited the Eveleth campus on October 10, 2019 for an advisory board meeting to discuss potential career opportunities in television with Mesabi students.

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.

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 regarding our industry.

The Human Resource Director sends out quarterly reminders of seminars to our leadership group. Various topics covered include improving your leadership skills, discipline and termination of employees, conducting an effective interview, effective employee evaluations, creating a team atmosphere.

Red River Broadcast Director of Sales along with the Local Sales Manager for KQDS attended the Minnesota Broadcast Association Annual meeting/conference October 8-10, 2019. There were several topics discussed with and amongst radio, print and TV broadcasters throughout the state. Topics of particular interest and importance that were discussed included:

- How to be successful with Digital Sales
 - o What content drives engagement
 - o Ad servers that complement our posting on social platforms
 - o Digital needs buy in and investment
 - o OTT and Programmatic
- Conversation with Lawyers regarding past, present and future potential issues for advertisers
 - o Gambling/casinos
 - o CBD Oil
 - o Hemp bases products
 - o Copyright trolls
 - o Alcohol advertising
- Workforce recruitment
 - o Retain top talent
 - o Career advancement
 - o Internships
 - o Job postings
 - o Culture
- Podcasting
 - o Be an expert on the topic
 - o What platform to use to administer podcast
 - o Add visual element?
 - o Pick and utilize an appropriate title

Recruitment Resources
KVRR-TV
December 1, 2018—December 1, 2019

Zip Recruiter.com

Contact: Jeremiah Driggers

Phone: 1-480-401-3974

Phone: (877)-252-1062

www.ziprecruiter.com

Facebook

www.facebook.com

Globe University

Contact: Bridget Hoffman

2777 34th St S

Moorhead, MN 56560

Email: bhoffman@msbcollege.edu

<http://careerconnect.globeuniversity.edu/employer/login>

Handshake

Contact: Renee

901 8th Street S.

Moorhead, MN 56560

Phone: 218-299-4321

www.app.joinhandshake.com/

Indeed

www.indeed.com

IPR Career Connect

Contact: Diana Welter

Email: dwelter@ipr.edu

www.iprcareerconnect.mysmartjobboard.com/login/

Job Bank

Email: jobbankadmin@emmyonline.tv

www.jobbank.emmyonline.org/index.php

Job Service of North Dakota

Contact: Business Services—Brenda or Julie

1350 32nd Street SW

Fargo, ND 58103

Phone: 701-239-7300

infojsfg@nd.gov

www.ndworkforceconnection.com/vosnet/default.aspx

KVRR

www.kvrr.com

Minnesota Broadcasters Association

Contact: Maria Vorhis

3033 Excelsior Blvd., Suite 301

Minneapolis, MN 55416

Phone: 612-926-8123

Email: Maria.vorhis@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

North Dakota Broadcasters Association

Contact: Beth Helfrich

P.O. Box 3178

Bismarck, ND 58502

Phone: 701-258-1332

Email: bethh@ndba.org

www.ndba.org/members/access/a_job.php

NDSCS

Contact: Michelle, Career Services

800 6th Street N

Wahpeton, ND 58076

Phone: 1-800-342-4325

Phone: 701-671-2258

www.myinterfase.com/ndscs/employer/

North Dakota State University

Contact: Karen Thoreson

1301 12th Avenue N.

Fargo, ND 58102

Phone 701-231-8756

Fax: 701-231-8756

Email: kthoreson@ndsu.org

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

TV Jobs

Contact: Mark Holloway

P.O. Box 4116

Oceanside, CA 92052

www.tvjobs.com