

# WDAY

## EEO Public File Report

12/1/13 - 11/30/14

### I. Vacancy List

	<u>Job Title</u>	<u>Date Filled</u>	<u>Source which Referred Interviewee</u>	<u>Number of Interviews Per Source</u>	<u>Hiree Referral Source</u>	<u>Source (RS) Used to Fill Vacancy-See Section II</u>
1)	Anchor/Reporter	4/24/2014	# 1 (Internal Post) # 21 Word of Mouth)	1 1	#21 (Word of Mouth)	1-18, 30
2)	Broadcast Engineer	1/26/2014	1 #1 Internal Posting)	1	# 1 (Internal Post)	1-16, 18,19,22,30
3)	AM Radio Telephone Sls	12/5/2013	5 #5 (Jobs HQ) 1 #1 (Internal Posting)	5 1	# 1 (Internal Post)	1-15,18,19 30
4)	Sales Assistant	2/3/2014	3 #21 (Word of Mouth) 2 #11 (The Forum) 1 #5 (Jobs HQ)	3 2 1	# 21 (word of Mouth)	1-14, 18,19,23,30
5)	TV News Producer/Anchor 4 hires	12/13/2014 12/13/2014 1/14/2014 2/6/2014	2 # 1 (Internal Posting) 1 # 11 (The Forum) 1 # 21 (Word of Mouth)	2 1 1	# 1 (Internal Post) # 1 (Internal Post) # 11 (The Forum) # 21 (Word of Mouth)	1-12,14-16,18,19,30
6)	TV Multi-Media Journalist Re-post 5 hires	6/1/2014 6/24/2014 9/1/2014 4/14/2014 4/14/2014	3 #16 TV Jobs 1 # 1 (Internal Post) 1 #21 (Word of Mouth)	3 1 1	#16 TV Jobs # 1 (Internal Post) #21 (Word of Mouth) #16 TV Jobs #16 TV Jobs	1-12,14 - 19,30 1-16, 17,18, 30
7)	TV Spts Rptr/Photog	1/21/2014	1 # 1 (internal Posting)	1	# 1 (Internal Post)	1-12,14-19,30
8)	Salesperson TV & Radio	1/17/2014	4 #1 (Internal Posting) 2 #5 (Jobs HQ)	4 2	# 1 (Internal Post)	1-16,18,19,30
9)	Radio Program Director	1/7/2014	1 #6 (Internal e-mail)	1	#6 (Internal e-mail)	1-12, 14,15,18,19,30
10)	Sales Rep 2 hires	3/28/2014	#1 (Internal post) #5 (Jobs HQ) #11 (The Forum)	1 1 1	#1 (Internal post) #5 (Jobs HQ)	1-12,16,19,30
11)	Radio on-air & board Ops	5/1/2014	2 #11 (The Forum)	2	# 11 (The Forum)	1-14,18,19,30
12)	Maintenance-Building	6/16/2014	2 #11 (The Forum) 1 #1 (Internal posting)	2 1	#1 (Internal posting)	1-11,20
13)	Radio Producer/BD Op	9/15/2014	1 #1 (Internal Posting) 1 #5 (Jobs HQ)	1 1	#1 (Internal posting)	1-9, 11-14, 16
14)	Building Maintenance	11/5/2014	3 # 11 (The Forum) 1 #20 (Job Service)	3 1	# 11 (The Forum)	1-9,14,20
15)	Radio on-air Personality	10/13/2014	1 #21 (word of mouth)	1	# 21 (word of mouth)	21
16)	Multi Media Consultant	11/4/2014	2 # 5 (Jobs HQ)	2	# 5 (Jobs HQ)	1-9,31

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## II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	Number of Interviewees Referred by RS over reporting period
1	Internal Posting – WDAY(AM), WDAY-TV Susan Eider, Contact (701) 237-6500 PO Box 2466 Fargo, ND 58108	N	14
2	Internal Posting – WDAZ-TV Grand Forks Jodi Mishler, Office Mgr (701) 7752511 PO Box 12639 Grand Forks, ND 58201	N	
3	Internal Posting – WDAZ-TV Devils Lake Reporter/Photog (701) 662-8188 PO Box 775 Devils Lake, ND 58107	N	
4	Internal Posting-KBMY-TV Tony Krukenberg (701) 223-1700 1811 N 5th St. Bismarck, ND 58501	N	
5	Forum Communications Company Website <a href="http://www.forumcomm.com">www.forumcomm.com</a> (jobshq.com) Kate Freimanis, Contact (701) 241-5550 PO Box 2020 Fargo, ND 58107	N	12
6	Internal Corporate e-mail listing Kate Freimanis, Contact (701) 241-5550 PO Box 2020 Fargo, ND 58107	N	1
7	Sitting Bull College (701) 854-3861 Ronya Hobit, Dir. Placement Services 9299 Hwy 24 Fort Yates, ND 58538	N	
8	United Tribal Technical College Jay Claymore (701) 255-3285 <a href="mailto:Gregory.Sturm@gsturm@uttc.edu">Gregory Sturm &lt;gsturm@uttc.edu&gt;</a> <a href="mailto:Rhonda.Breuer@uttc.edu">Rhonda Breuer &lt;rbreuer@uttc.edu&gt;</a> 3315 University Dr. Bismarck, ND 58504	N	
9	Minot State University <a href="https://www.minotstateu.edu/careers">https://www.minotstateu.edu/careers</a> 500 University Ave. West Minot, ND 58707 1-800-777-0750 Career Services	Y	
10	<del>Brown College</del> <del>Amber Luckie (651) 905-3400</del> <del>1345 Mendota Heights Rd., Mendota Heights, MN 55120</del> <del><a href="mailto:Mike.Kronforst@browncollege.edu">Mike Kronforst &lt;mkronforst@browncollege.edu&gt;</a></del>	Y changed to Sanford Brown - Medical	
11	<i>The Forum</i> (daily newspaper) Kate Freimanis, Contact (701) 241-5550 PO Box 2020 Fargo, ND 58107	N	11
12	<i>The Grand Forks Herald</i> (daily newspaper) Kate Freimanis, Contact (701) 241-5550 375 2nd Ave. N. Grand Forks, ND 58201	N	

13	Duluth News Tribune/Classified Ads Kate Freimanis, Contact (701) 241-5550 424 W. First Street Duluth, MN 55802	N	
14	Jamestown Sun/Classified Ads Kate Freimanis, Contact (701) 241-5550 301 4th St./Minot, ND 58701	N	
15	NAB Job Bank/Careerpage.org 1771 N Street, NW Washington, DC	N	
16	Broadcast Employment Services/TV Jobs.com Web-site: <a href="http://www.tvjobs.com">www.tvjobs.com</a> Job listing by registration, contact (760) 754-8117 PO Box 4116 Oceanside, CA 92052	N	3
17	Medialine Web-site: <a href="http://www.medialine.com">www.medialine.com</a> Customer Support listings, Contact 800-237-8073 PO Box 51909 Pacific Grove, CA 93950	N	
18	MN State University at Moorhead <a href="http://www.myinterfase.com/moorhead/employer">www.myinterfase.com/moorhead/employer</a> (218) 477-2131 1104 7th Avenue S. Moorhead, MN 56560	N	
19	Univ. of North Dakota/School of Communications (701) 777-2011 Bary Brode ( <a href="mailto:barry.brode@email.und.edu">barry.brode@email.und.edu</a> ) University of North Dakota Grand Forks, ND 58201	N	
20	Fargo Job Service/Job Service of ND (701) 239-7300 <a href="mailto:infojsfg@nd.gov">infojsfg@nd.gov</a> 1350 32nd St. So/Fargo, ND 58103 800-247-0985	N	1
21	Word of mouth referral	N	7
22	ND St. College of Sceince/Career Services <a href="http://www.myinterfase.com/ndscs/employer">www.myinterfase.com/ndscs/employer</a> 1-800-342-4325 800 8th St. No/Wahpeton, ND 58076		
23	Radio Ad/on-air/Program Director/WDAY AM 970 PO Box 2466 Fargo, ND 58108/(701)237-6500	N	
24	SDSU /Journalism-Mass Comm Dept/Job Fair Yeager/Dr. Mary Arnold Dept. Head Brooksings, SD 57007-0596 (605) 688-4171	N	
25	Allaccess.com job post All Access Inc/Radio & Music Industry Community 28955 Pacific Coast Highway Suite 210-5 Malibu, CA 90265	N	
26	Devils Lake Journal/Classified Ads <a href="mailto:classifieds@devilslakejournal.com">classifieds@devilslakejournal.com</a> 516 4th St. NE/Devils Lake, ND 58301 (701) 662-2127	N	
27	Bismarck Tribune <a href="mailto:Kathy.White@Bismarcktribune.com">Kathy.White@Bismarcktribune.com</a> 1-800-472-2273 707 E. Front Ave. Bismarck, ND 58501	N	
28	Minot Daily News/Classified Ads <a href="mailto:classified@minotdailynews.com">classified@minotdailynews.com</a> 301 4th St./Minot, ND 58701 (701) 857-1900	N	

29	Broadcasting & Cable-On-line web-site: <a href="http://jobtarget.com">jobtarget.com</a>  <b>Zahra Majma   Specialty Sales Manager   NewBay Media</b>  28 East 28th Street., 12th Floor   New York, NY 10016 PH (212)378-0400/FX 866-416-4744	N	
30	Mark Mills, Chair, Dept of Mass Communications <a href="mailto:mimills@stcloudstate.edu">mimills@stcloudstate.edu</a>  720 4th Ave. South/St. Cloud, MN 56301/Stewart Hall 125 320-308-3294 - office/320-308-2083 fax <a href="http://www.stcloudstate.edu/masscommunications">www.stcloudstate.edu/masscommunications</a>	N	
31 added 10/21/2014	<a href="http://jobshq.us8.list-manage.com/">http://jobshq.us8.list-manage.com/</a> <a href="http://jobs.thejobnetwork.com">jobs.thejobnetwork.com</a> RealMatch Inc 77 Water St. 12th Flr NY, NY 10005 732-659-6410	N	

Total interviews over 12 month period

49

# WDAY

## EEO Public File Report

12/1/13 - 11/30/14

### III. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
1 Internship Program	WDAY is dedicated to helping prepare students for careers in electronic media through cooperative education programs with colleges and universities. Toward this end, Forum Communications Company has offered an on-going internship program in various broadcast departments. These departments include: news, sports, production and media sales. The internships involve learning, observing and working within the assigned department for a full college/university semester. The internship total hours vary with the number of credits the learning institution offers for an internship. The following educational institutions were contacted internships: Minnesota State University at Moorhead, North Dakota State University, Concordia College, Moorhead, MN, University of North Dakota.
2 Training Program	WDAY has continually hired college students for on the job training in production. These individuals are trained at entry level positions and have the potential for full-time employment in production or other areas of the station. Examples include: moving into graphics, audio, technical directing, audio board for radio, voicing ads for radio, news/sports shooting, sales, etc. The station also affords staff to be trained on live remote production involving all aspects of a live production from a production trailer at a remote site. WDAY television and radio are committed to developing the skills of current staff, encouraging them to reach their potential within Forum Communications Company.
3 Job Fair	Forum Communications Company, Jobs HQ, sponsored the Fall Job Fair, Tuesday, September 30, 2014. WDAY Operations Manager participated visiting with attendees about current openings and taking resumes back to the station for department heads. 119 companies were represented.
4 Participation in Educational Institutions	Two of WDAY's on-air staff teach journalism/mass communication classes at local universities. Our chief meteorologist also teaches a class in science at North Dakota State University. During their classes they have other staff members in as guest speakers allowing the students to hear different perspectives of journalism and mass communications as a career path. The three staff members who teach classes encourage students to apply for on the job training in production and are made aware of opportunities as they arise with the station. WDAY's news director also speaks to a mass communication class for recruiting purposes. Additionally our technical staff participates each year in a job fair at an area high school visiting with students about the technical field of broadcasting.
5 Additional Station Functions	WDAY offers group tours continually throughout the calendar year hosting grade school children to university students offering them insight into all the opportunities available in broadcasting. On-air staff, in addition to the three individuals teaching classes at the local universities, speak to area grade school and high school students again encouraging them to choose a career in broadcasting.

**DEC 2013-NOV 2014**

**Narrative Statement:**

Forum Communications Company, licensee of WDAY-TV, has made every effort to outreach during this year. For full-time positions the station has:

- A) Posted at all broadcast properties
- B) Posted on corporate website
- C) Listed on a job link associated with the website
- D) E-mailed to current employees
- E) Sent all full-time job openings to the two referrals requesting required notifications. Effective July 2014, one referral closed.
- F) Sent to the two Native American Colleges in the state – United Tribes Technical College and Sitting Bull College
- G) Sent to the mass communications/journalism departments of area colleges and universities

WDAY-TV normally places an ad in the regional daily newspapers, The Forum, The Grand Forks Herald and Duluth News Tribune,. Also, openings are sent to area universities and colleges as well as the National Association of Broadcasters website.

If the opening necessitates a broader search, employment opportunities will be advertised in trade magazines and specific websites.

WDAY-TV feels its outreach effort has been and continues to be effective as we review the interviewed candidates and persons hired for full-time job opportunities.