

EEO PUBLIC FILE REPORT

FOR

WDAY-TV / WDAY AM 970

Fargo, ND

WDAZ-TV

Devil's Lake/Grand Forks, ND

This EEO Public File Report covers the period ending November 30, 2019.

## **EEO Annual Public File Report**

### **WDAY-TV, WDAZ-TV, WDAY AM 970**

This EEO Public File Report is filed by Forum Communications Company pursuant to Section 73.0280(c)(6) of the Federal Communications Commission's EEO Rule.

The following information contained in this Report covers the one year time period from December 1, 2018, to November 30, 2019 (hereby after referred to as the "reporting period").

Sections 1 through 3 are intended to provide the information required by the FCC's EEO Rule.

Attachment 1 notes the full-time vacancies over the reporting period, the recruitment sources used to fill each of those vacancies and the recruitment source that referred the hiree for each full-time vacancy.

Attachment 2 contains the master list of all recruitment sources utilized by this station during the reporting period. Each source is identified by name, address, contact person, telephone number, and any other contact information appropriate to the source.

Attachment 3 shows a list and brief description of outreach initiatives undertaken by the station pursuant to the FCC's EEO Rule over the reporting period.

Questions concerning this report should be directed to Joshua Rohrer, General Manager of Forum Communications Company. He may be contacted by phone at (701) 241-5338 or email at [jrohrer@wday.com](mailto:jrohrer@wday.com).

**WDAY/Z-TV****EEO PUBLIC FILE REPORT****December 1, 2018 – November 30, 2019****1. VACANCY LIST**

Please see Section 2 for the Master Recruitment Source List and recruitment source data.  
 Vacancies are sorted by open date; each vacancy notes which location the positions is in.

| <b>Job Title</b>  | <b>Recruitment Sources used to fill Vacancy</b> | <b>Recruitment Source Referring Hiree</b> |
|---|---|---|
| WDAY News Photographer<br>Open Date: 12/7/18<br>Hire Date: 1/2/19                     | 1-9, 14-15, 17-20, 23, 25, 26                   | 20  |
| WDAY Reporter/MMJ<br>Open Date: 12/10/18<br>Hire Date: 1/2/19                         | 1-9, 14-15, 17-20, 23, 25-26                    | 20  |
| WDAY News Producer<br>Open Date: 3/21/19 (Repost 4/2 & 4/16)<br>Hire Date: 6/7/19     | 1-9, 14-15, 17-20, 23, 25-26                    | 4   |
| WDAY News/Sports MMJ<br>Open Date: 3/21/19<br>Hire Date: 6/10/19                      | 1-9, 14-15, 17-20, 23, 25-26                    | 20  |
| WDAY MMJ<br>Open Date: 3/21/19 (Repost 4/2, 4/16 & 4/25)<br>Hire Date: 6/5/19         | 1-9, 14-15, 17-20, 23, 25-27                    | 20  |
| WDAY FT First News Production Asst.<br>Open Date: 3/25/19<br>Hire Date: 4/22/19       | 1-3, 5  | 1   |
| WDAY Weekend Sports Anchor<br>Open Date: 3/25/19<br>Hire Date: 4/28/19                | 1-9, 14-15, 17-20, 23, 25-26                    | 1   |
| WDAY Account Executive<br>Open Date: 3/28/19 (Repost 4/15)<br>Hire Date: 5/12/19      | 1-9, 14-15, 17-20, 23, 25-27                    | 1   |
| WDAY News Photographer<br>Open Date: 4/3/19 (Repost 4/16/19)<br>Hire Date: 5/6/19     | 1-9, 14-15, 17-20, 23, 25-27                    | 20  |
| WDAY News Photographer<br>Open Date: 4/3/19 (Repost 4/16)<br>Hire Date: 5/28/19       | 1-9, 14-15, 17-20, 23, 25-27                    | 20  |
| WDAY Master Control Operator<br>Open Date: 4/3/19 (Repost 4/25)<br>Hire Date: 5/11/19 | 1-9, 14-15, 20-21, 25-26                        | 20  |
| WDAY Administrative Sales Assistant<br>Open Date: 5/15/19<br>Hire Date: 7/11/19       | 1-8, 14-15, 20, 25-26                           | 1   |

|  |                               |    |
|--|-------------------------------|----|
| WDAY First News Production Assistant<br>Open Date: 5/23/19<br>Hire Date: 6/3/19          | 1-9, 14-15, 20, 25-26         | 1  |
| WDAY FT TV Newscast Director<br>Open Date: 6/4/19<br>Hire Date: 7/22/19                  | 1-8, 14-15, 19-20, 26         | 1  |
| WDAY First News Producer<br>Open Date: 8/2/19 (Repost 8/14)<br>Hire Date: 9/16/19        | 1-9, 14-15, 17-20, 23, 25-27  | 1  |
| WDAY Broadcast Engineer<br>Open Date: 8/8/19 (Repost 9/20)<br>Hire Date: 11/4/19         | 1-9, 14-15, 17-21, 23, 25-26  | 6  |
| WDAY Live Events Producer<br>Open Date: 9/3/19 (Repost 9/18)<br>Hire Date: 9/25/19       | 1-10, 14-15, 17-20, 23, 25-27 | 4  |
| WDAY News/Sports MMJ<br>Open Date: 9/3/19<br>Hire Date: 9/16/19                          | 1-11, 14-15, 17-20, 23, 25-27 | 20 |
| WDAY Master Control Operator<br>Open Date: 9/19/19 (Repost 10/18)<br>Hire Date: 11/11/19 | 1-9, 14-15, 17-21, 23, 25-26  | 4  |
| WDAY TV Newscast Director<br>Open Date: 10/3/19<br>Hire Date: 10/25/19                   | 1-10, 14-15, 17-20, 23, 25-30 | 1  |

**WDAY/Z-TV / WDAY(AM)**

**EEO PUBLIC FILE REPORT**

**December 1, 2018 – November 30, 2019**

**2. MASTER RECRUITMENT SOURCE LIST**

| <b>RS Number</b> | <b>RS Information</b>   | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b># of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|---|--|---|
| 1                | Internal Posting – WDAY(AM), WDAY-TV<br>Joshua Rohrer (701) 237-6500<br>PO Box 2466; Fargo, ND 58108  | N  | 12  |
| 2                | Internal Posting – WDAZ-TV Grand Forks<br>Jodi Mishler, Office Mgr (701) 775-2511<br>PO Box 12639; Grand Forks, ND 58201  | N  |   |
| 3                | Internal Posting – KBMY-TV<br>Tony Krukenberg (701) 223-1700<br>1811 N 5 <sup>th</sup> St; Bismarck, ND 58501   | N  |   |
| 4                | Forum Communications Company Website<br>www.forumcomm.com (jobshq.com)<br>Kate Freimanis (701) 241-5550<br>PO Box 2020; Fargo, ND 58107   | N  | 7   |
| 5                | Internal Corporate email listing<br>Kate Freimanis (701) 241-5500<br>PO Box 2020; Fargo, ND 58107   | N  |   |
| 6                | Ascentis Recruiter listing<br>(indeed.com, simplyhired.com, trovit.com,<br>glassdoor.com, usmilitarypipeline.com)<br>Kate Freimanis - (701) 241-5500<br><hr@forumcomm.com>                    | N  | 11  |
| 7                | Sitting Bull College<br>Ronya Hobit, Director of Placement Services<br>(701) 854-3861<br>9299 Hwy 24; Fort Yates, ND 58538  | Y  |   |
| 8                | United Tribal Technical College<br>Jay Claymore (701) 255-3285<br>Gregory Sturm <gsturm@uttc.edu><br>Rhonda Bruer <rbruere@uttc.edu><br>3315 University Dr.; Bismarck, ND 58504               | Y  |   |
| 9                | Minot State University<br>1-800-777-0750 Career Services<br><a href="https://www.minotstateu.edu/careers">https://www.minotstateu.edu/careers</a><br>500 University Ave; West Minot, ND 58707 | N  |   |
| 10               | <i>The Forum</i> (daily newspaper)<br>Kate Freimanis (701) 241-5550<br>PO Box 2020; Fargo, ND 58107   | N  |   |
| 11               | <i>The Grand Forks Herald</i> (daily newspaper)<br>Kate Freimanis (701) 241-5550<br>375 2 <sup>nd</sup> Ave N; Grand Forks, ND 58201  | N  |   |

|    |   |   |    |
|----|---|---|----|
| 12 | <i>Duluth News Tribune</i> (classified ads)<br>Kate Freimanis (701) 241-5550<br>424 W First St; Duluth, MN 55802  | N |    |
| 13 | <i>Jamestown Sun</i> (classified ads)<br>Kate Freimanis (701) 241-5550<br>301 4 <sup>th</sup> St; Minot, ND 58701   | N |    |
| 14 | NAB Job Bank<br>Careerpage.org (1-800-622-2414)<br>1771 N St; NW Washington, DC 20036   | N |    |
| 15 | Broadcast Employment Services<br>www.tvjobs.com<br>Listing by registration; (760) 754-8117<br>PO Box 4116; Oceanside, CA 92052  | N | 1  |
| 16 | Medialine<br>www.medialine.com<br>Customer Support Listing (800) 237-8073<br>PO Box 51909; Pacific Grove, CA 93950  | N |    |
| 17 | Minnesota State University at Moorhead<br><a href="http://www.myinterfase.com/Moorhead/employer">www.myinterfase.com/Moorhead/employer</a><br>-now via Handshake<br>( <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a> )<br>(218) 477-2131<br>1104 7 <sup>th</sup> Ave S; Moorhead, MN 56560   | N |    |
| 18 | University of North Dakota<br>School of Communications<br>(701) 777-2011<br>Barry Brode < <a href="mailto:barry.brode@email.und.edu">barry.brode@email.und.edu</a> > -<br>now via Handshake<br>( <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a> )<br>Columbia Hall Room 2370<br>501 N Columbia Rd Stop 7169<br>Grand Forks ND 58202-7169 | N |    |
| 19 | Fargo Job Service / Job Service of ND<br>(701) 239-7300 < <a href="mailto:infojsfg@nd.gov">infojsfg@nd.gov</a> ><br>1350 32 <sup>nd</sup> St S; Fargo, ND 58103<br>1-800-247-0985   | Y |    |
| 20 | Word of Mouth Referral  | N | 21 |
| 21 | ND St. College of Science / Career Services<br>www.ndsc.edu/careerservices<br>1-800-342-4325<br>800 8 <sup>th</sup> St N; Whapeton, ND 58103  | N |    |
| 22 | Radio Ad / on air / WDAY AM 790<br>Program Director (701) 237-6500<br>PO Box 2466; Fargo, ND 58108  | N |    |
| 23 | SDSU via Handshake<br>( <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a> )<br>Dr. Mary Arnold, Dept Head<br>1175 Medary Ave, Brookings, SD 57006<br>(605) 688-4171   | N |    |
|    | All Access Inc / Radio & Music Industry<br>Allaccess.com<br>28955 Pacific Coast Highway Suite 210-5   | N |    |

|    |   |                         |           |
|----|---|-------------------------|-----------|
|    | Malibu, CA 90265<br>(310)457.6616   |                         |           |
| 24 |   |                         |           |
| 25 | St Cloud State<br>Mark Mills – Chair, Dept of Mass Comm<br><mlmills@stcloudstate.edu><br>Stewart Hall 125; 720 4 <sup>th</sup> Ave S<br>St. Cloud, MN 56301<br>(701) 308-3294                                   | N                       |           |
| 26 | National Academy of Television Arts & Sciences<br>jobbank.emmyonline.org<br>450 7th Ave #808, New York, NY 10123<br>(212) 459-3630  | N                       |           |
| 27 | NDSU Career Center - (701) 231-7111<br>1301 Administration Ave., 306 Ceres Hall, Fargo,<br>ND 58108<br><a href="https://career.ndsu.edu/">https://career.ndsu.edu/</a>  | N                       |           |
| 28 | Dakota State University<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a><br>820 Washington Ave N<br>Madison, SD 57042 605-256-5122  | N                       |           |
| 29 | Mayville State University<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a><br>Old Main 26, 303 3rd St NE, Mayville, ND 50257<br>701-788-5254  | N                       |           |
| 30 | Concordia College<br><a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a><br>Parke Student Leadership Center, Knutson<br>Campus Center<br>901 8th St S, Moorhead, MN 56562<br>218-299-3020 | N                       |           |
|    |   | <b>Total Interviews</b> | <b>52</b> |

## EEO PUBLIC FILE REPORT

December 1, 2018 – November 30, 2019

### 3. RECRUITMENT INITIATIVES

|   | Type of RI         | Brief Description of Activity   |
|---|--------------------|---|
| 1 | Internship Program | WDAY and WDAZ are dedicated to helping prepare students for careers in electronic media through cooperative education programs with colleges and universities. During this reporting period, however, we had 0 interns. Generally, however, 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.  |
| 2 | Training Program   | WDAY and WDAZ have 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 stations also afford staff to be trained on live remote production involving all aspects of a live production from a production trailer at a remote site. WDAY and WDAZ 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<br>Co- Sponsor                       | <p>Forum Communications Company co-sponsors various different job fairs in the Fargo-Moorhead area along with Job Service of North Dakota and another radio group.</p> <ul style="list-style-type: none"> <li>• Job Service Fargo Spring Job Fair - April 16, 2019<br/>Sponsors: WDAY/WDAZ and other sponsors</li> <li>• Job Service Grand Forks Spring Job Fair - April 18, 2019 Sponsors: WDAY/WDAZ and other sponsors</li> <li>• Job Service Fargo Fall Job Fair - October 3, 2019<br/>Sponsors: WDAY/WDAZ and other sponsors</li> <li>• Job Service Grand Forks Fall Job Fair - October 10, 2019<br/>Sponsors: WDAY/WDAZ and other sponsors</li> </ul>   |
| 4 | Participate in<br>Educational<br>Institutions | <p>Three of WDAY's on-air staff teach journalism/mass communication classes at local universities. 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. In addition, other anchors and meteorologists were guest speakers at various elementary, intermediate, high school and higher level education institutions. Their visits consisted of enlightening students about their job and the operations of a TV &amp; radio station.</p> <p>Teaching:</p> <ul style="list-style-type: none"> <li>• All year - TV News Reporting, Documentaries (MSUM) - taught by Lead Reporter</li> </ul> <p>Class Visits:</p> <ul style="list-style-type: none"> <li>• March 21, 2019 - Elementary school visit by Meteorologist</li> <li>• March 28, 2019 - Elementary school visit by Local Sales Manager</li> <li>• April 29, 2019 - Elementary school visit by Meteorologist</li> <li>• July 22, 2019 - Elementary school career day at NDSCS by Producer, Anchor and Meteorologist</li> </ul> |
| 5 | Marcil Innovation<br>Center                   | <p>Forum Communications has donated to Minnesota State University Moorhead to create the Marcil Center for Innovative Journalism. This center creates an integrated news environment across print, broadcast and digital platforms to give students relevant journalism experience and develop business skills for the rapidly evolving media industry. With the help of Forum Communications, the Marcil Center provides career programming, employment opportunities, and scholarship support for MSUM students.</p>   |

|   |                              |  |
|---|------------------------------|--|
| 6 | Scholarship Programs         | Through The Marciel Center for Innovative Journalism, Forum Communications provides 10 scholarships to MSUM students interested in pursuing a career in journalism.  |
| 7 | Additional Station Functions | <p>WDAY offers group tours continually throughout the calendar year hosting grade school children to university students offering them insight into all opportunities available in broadcasting. On-air staff, in addition to the three individuals teaching classes at the local universities, speaks to the area grade school and high school students again encouraging them to choose a career in broadcasting.</p> <ul style="list-style-type: none"> <li>• WDAY conducted 13 different tours to local schools (elementary, middle &amp; high school), daycares, vocational training centers, pre-schools, community living centers and to individuals <ul style="list-style-type: none"> <li>• Becky Parker hosting NDSU Students</li> <li>• Fargo South HS Earth Science Class</li> <li>• Fargo Junior Achievement</li> <li>• Greenbush-Middle River HS</li> <li>• Litchville/Marion HS</li> <li>• NDSU Broadcast Class</li> <li>• Clara Barton Grade School</li> <li>• Clara Barton Grade School 2</li> <li>• Frasier Childcare</li> <li>• Ben Franklin Middle School</li> <li>• UND Afterschool Care Program</li> <li>• Vocational Training Center</li> <li>• Vocational Training Center 2</li> </ul> </li> </ul> |