

EEO PUBLIC FILE REPORT

FOR

WDAY-TV / WDAY AM 790

Fargo, ND

WDAZ-TV

Grand Forks, ND

This EEO Public File Report covers the period ending December 1, 2015.

EEO Annual Public File Report

WDAY/Z-TV

This EEO Public File Report is filed by WDAY-TV 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, 2014 to November 30, 2015 (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 Mari Ossenfort, Forum Communications Company Vice President of Broadcasting. She may be contacted by phone at (701) 241-5338 or email at MOssenfort@WDAY.com.

WDAY/Z-TV

EEO PUBLIC FILE REPORT

December 1, 2014 – December 1, 2015

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.**

Job Title	Recruitment Sources used to fill Vacancy	Recruitment Source Referring Hiree
Master Control Operator (WDAY) Open Date: 9-9-2014 Hire Date: 12-1-2014	1-9, 11-13, 16, 19, 21, 22, 30	5
Maintenance Engineer (WDAY) Open Date: 9-9-2014 Hire Date: 1-26-2015	1-9, 11-13, 16, 19, 22, 30	10
News/Sports Photographer (WDAY) Open Date: 9-16-2014 (repost 12-1-14) Hire Date: 1-5-2015 (3 hires)	1-9, 11-13, 15, 16, 18, 19, 30	10, 15
News Producer (WDAY) Open Date: 9-16-2014 (Repost 12-1-14) Hire Date: 12-22-2014	1-9, 11-13, 15, 16, 18, 19, 21, 30	20
Multi-Media Journalist (WDAY) Open Date: 9-16-2014 (Repost 12-1-14) Hire Date: 12-22-14	1-9, 11-13, 15, 16, 18, 19, 21, 30	20
General Assignment Reporter (WDAZ) Open Date: 10-22-14 Hire Date: 12-1-14	1-9, 11, 13-19, 30	15
News Director (WDAZ) Open Date: 11-19, 2014 Hire Date: 1-19-15, Position Filled as Assistant News Director	1-9, 15-19, 30	5
Account Executive (WDAY) Open Date: 12-3-2014 Hire Date: 1-16-15 (2 hires)	1-15, 17, 18, 21, 25	5, 20
Audio Technician (WDAY) Open Date: 1-6-2015 Hire Date: 1-12-2015	1-9	1
Anchor/Multi-Media Journalist (WDAZ) Open Date: 1-26-2015 Hire Date: 3-9-2015	1-9, 15-19, 30	15
Assignment Reporter (WDAZ) Open Date: 2-2-2015 Hire Date: 3-9-2015	1-9, 11, 14-19, 25	15
Traffic Assistant (WDAY) Open Date: 2-5-2015 Hire Date: 3-4-2015	1-14, 25	1

Operations Manager (WDAY) Open Date: 2-5-2015 Hire Date: 2-16-2015	1-8, 10, 14-15, 19	1
Promotions Coordinator (WDAY) Open Date: 2-6-2015 Hire Date: 4-20-2015	1-10, 14, 15, 17-19	5
Local Sales Manager (WDAY-AM) Open Date: 2-20-2015 Hire Date: 3-22-2015	1-14, 17-19, 24, 25	5
Sports Reporter/Photographer (WDAZ) Open Date: 2-23-2015 Hire Date: 5-18-15	1-19, 25, 30	30
Morning Meteorologist (WDAY) Open Date: 3-4-2015 (Repost 8-18-15) Hire Date: 9-17-15	1-11, 14-19, 25	15
Administrative Assistant (WDAY) Open Date: 3-10-2015 (Repost 4-22-15) Hire Date: 6-29-15	1-11, 13-15, 17-19, 25	5
Master Control Operator (WDAY) Open Date: 3-10-2015 Hire Date: 4-15-2015	1-13, 17, 19, 21, 25	20
News Anchor / Producer (WDAZ) Open Date: 4-6-2015 (Repost 5-6 & 7-9) Hire Date: 8-16-15	1-15, 17-19, 25	2
Sales Assistant (WDAY) Open Date: 4-6-2015 Hire Date: 4-20-2015	1-15, 17-19, 25	5
Reporter/Photographer (WDAZ) Open Date: 4-13-2015 Hire Date: 6-4-2015	1-9, 11, 14-19, 25	15
Receptionist (WDAY) Open Date: 5-13-15 Hire Date: 5-23-15	1-9, 14, 17-19, 25	5, 6
Radio Producer (WDAY-AM970) Open Date: 6-30-15 Hire Date: 7-10-15	1-14, 17-19, 24-25	24
Marketing Consultant (WDAY) Open Date: 7-1-15 (Repost 7-30-15) Hire Date: 7-30-15	1-15, 17-19, 20-21, 25	10
Creative Services Motion Director (KBMY) Open Date: 7-9-15 Hire Date: 8-31-15	1-14, 17-19, 25	5
Sports Reporter/Photographer (WDAY) Open Date: 7-15-15 Hire Date: 8-24-15	1-9, 12-15, 17-19, 25	15
Building and Grounds Maintenance (WDAY) Open Date: 8-3-15 Hire Date: 11-1-15	1-10, 19	1
Reporter (WDAZ) Open Date: 9-25-15 (Repost 11-4-15) Hire Date: open	1-9, 14-15, 17-19, 25	
Sports Producer (WDAY)	1-15, 17-19, 25	

Open Date: 10-14-15 Hire Date: open		
Assignment Editor/Online Editor (WDAY) Open Date: 10-15-15 Hire Date: open	1-14, 17-19, 25	
Marketing Consultant (WDAY-AM970) Open Date: 11-9-15 Hire Date: open	1-14, 17-19, 24-25	
Account Executive (WDAZ) Open Date: 11-9-15 Hire Date: open	1-14, 17-19, 25	

WDAY/Z-TV**EEO PUBLIC FILE REPORT****December 1, 2014 – December 1, 2015****2. MASTER RECRUITMENT SOURCE LIST**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	# of Interviewees Referred by RS Over Reporting Period
1	Internal Posting – WDAY(AM), WDAY-TV Mari Ossenfort (701) 237-6500 PO Box 2466; Fargo, ND 58108	Y	5
2	Internal Posting – WDAZ-TV Grand Forks Jodi Mishler, Office Mgr (701) 775-2511 PO Box 12639; Grand Forks, ND 58201	Y	1
3	Internal Posting – WDAZ-TV Devils Lake Reporter/Photographer (701) 662-8188 PO Box 775; Devils Lake, ND 58107	Y	0
4	Internal Posting – KBMY-TV Tony Krukenberg (701) 223-1700 1811 N 5 th St; Bismarck, ND 58501	Y	0
5	Forum Communications Company Website www.forumcomm.com (jobshq.com) Kate Freimanis (701) 241-5550 PO Box 2020; Fargo, ND 58107	Y	23
6	Internal Corporate email listing Kate Freimanis (701) 241-5500 PO Box 2020; Fargo, ND 58107	Y	3
7	Sitting Bull College Ronya Hobit, Director of Placement Services (701) 854-3861 9299 Hwy 24; Fort Yates, ND 58538	Y	0
8	United Tribal Technical College Jay Claymore (701) 255-3285 Gregory Sturm <gsturm@uttc.edu> Rhonda Bruer <rbreuer@uttc.edu> 3315 University Dr.; Bismarck, ND 58504	Y	0
9	Minot State University 1-800-777-0750 Career Services https://www.minotstateu.edu/careers 500 University Ave; West Minot, ND 58707	Y	0
10	<i>The Forum</i> (daily newspaper) Kate Freimanis (701) 241-5550 PO Box 2020; Fargo, ND 58107	N	8
11	<i>The Grand Forks Herald</i> (daily newspaper) Kate Freimanis (701) 241-5550	N	0

	375 2 nd Ave N; Grand Forks, ND 58201		
12	Duluth News Tribune (classified ads) Kate Freimanis (701) 241-5550 424 W First St; Duluth, MN 55802	N	1
13	Jamestown Sun (classified ads) Kate Freimanis (701) 241-5550 301 4 th St; Minot, ND 58701	N	0
14	NAB Job Bank Careerpage.org 1771 N St; NW Washington, DC	N	0
15	Broadcast Employment Services www.tvjobs.com Listing by registration; (760) 754-8117 PO Box 4116; Oceanside, CA 92052	N	8
16	Medialine www.medialine.com Customer Support Listing (800) 237-8073 PO Box 51909; Pacific Grove, CA 93950	N	0
17	Minnesota State University at Moorhead www.myinterfase.com/Moorhead/employer (218) 477-2131 1104 7 th Ave S; Moorhead, MN 56560	N	0
18	University of North Dakota School of Communications (701) 777-2011 Bary Brode <barry.brode@email.und.edu> Grand Forks, ND 58201	N	0
19	Fargo Job Service / Job Service of ND (701) 239-7300 <infojsfg@nd.gov> 1350 32 nd St S; Fargo, ND 58103 1-800-247-0985	N	1
20	Word of Mouth Referral	N	8
21	ND St. College of Science / Career Services www.ndsc.edu/careerservices 1-800-342-4325 800 8 th St N; Whapeton, ND 58103	N	0
22	Radio Ad / on air / WDAY AM 790 Program Director (701) 237-6500 PO Box 2466; Fargo, ND 58108	N	0
23	SDSU / Journalism-MC Dept / Job Fair Dr. Mary Arnold, Dept Head Brookings, SD 57007-0596 (605) 688-4171	N	0
24	All Access Inc / Radio & Music Industry Allaccess.com 28955 Pacific Coast Highway Suite 210-5 Malibu, CA 90265	N	1
25	St Cloud State Mark Mills – Chair, Dept of Mass Comm <mlmills@stcloudstate.edu> Stewart Hall 125; 720 4 th Ave S St. Cloud, MN 56301	N	0

	(701) 308-3294		
26	<i>Devils Lake Journal</i> (classified ad) <classifieds@devilslakejournal.com> 516 4 th S NE; Devils Lake, ND 58301 (701) 662-2127	N	0
27	<i>Bismarck Tribune</i> <Kathy.White@bismarcktribune.com> 1-800-472-2273 707 E Front Ave; Bismarck, ND 58504	N	0
28	<i>Minot Daily News</i> (classified ad) <classified@minotdailynews.com> 301 4 th St; Minot, ND 58701 (701) 857-1900	N	0
29	Job Target (Broadcasting and Cable Online) Jobtarget.com Zahra Majma – Specialty Sales Manager PH: (212) 378-0400 FX: (866) 416-4744 28 E 28 th St 12 th Floor; New York, NY 10016	N	0
30	Sports Talent sportstalent.com	N	2

Total # of Interviews	61
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EEO PUBLIC FILE REPORT

May 20, 2014 – June 20, 2015

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. 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 Moorhead, North Dakota State University, Concordia College, Moorhead, MN, and University of Moorhead.
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	Forum Communications Company has participated in the Fargo-Moorhead Career Expo on April 22, 2015 and the Fall Job Fair at the Ramada Plaza & Suites on September 24, 2015. The company visited with attendees about current job openings in print and broadcast media.

4	Participate in Educational Institutions	Two of WDAY's on-air staff teaches 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.
5	Marcil Innovation Center	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.
6	Forum Forward	WDAY and WDAZ are committed to developing the skills of current staff and informing them of other opportunities within Forum Communications Company. Forum Communications Company started the Forum Forward program to foster understanding across disciplines, so participants could collaborate and learn from people outside their area of specialization. A diverse group of leaders from across Forum Communications are picked to engage in the Forum Forward program, which incorporates a focus on innovation, leadership education and the opportunity to build relationships with others throughout the company.
7	Additional Station Functions	WDAY and WDAZ offer 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.