

EEO PUBLIC FILE REPORT

FOR

WDAY-TV/WDAY AM 970/93.1 FM

Fargo, ND

WDAZ-TV

Devil's Lake / Grand Forks, ND

This EEO Public File Report covers the period ending November 30, 2020.

EEO Annual Public File Report

WDAY-TV, WDAZ-TV, WDAY AM 970/93.1 FM

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, 2019, to November 30, 2020 (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.

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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
WDAY Account Executive Open Date: 10/7/19 Hire Date: 12/2/19	1-10, 14-15, 17-20, 23, 25-27	6
WDAY First News Anchor/Reporter Open Date: 11/11/19 (Repost 11/27) Hire Date: 1/6/20	1-9, 14-15, 17-20, 23, 25-27	4
WDAY News/Sports MMJ Open Date: 12/10/19 (Repost 12/31, 1/14) Hire Date: 2/24/20	1-9, 14-15, 17-20, 23, 25-30	20
WDAY TV Broadcast Director Open Date: 12/11/19 Hire Date: 1/6/20	1-10, 14-15, 17-20, 23, 25-30	1
WDAY Admin. Sales Assistant/Receptionist Open Date: 1/10/20 Hire Date: 2/12/20	1-10, 14-15, 17-20, 23, 25-26, 28-30	1
WDAY Staff Meteorologist Open Date: 2/6/20 (Repost 2/18, 3/5) Hire Date: 4/28/20	1-9, 14-15, 17-20, 23, 25-27, 29-32, 24, 36-39	6
WDAY Broadcast Producer Open Date: 2/6/20 Hire Date: 3/2/20	1-11, 14, 17-26, 28-32, 34-39	20
WDAY Building & Maintenance Supervisor Open Date: 3/4/20 Hire Date: 3/30/20	1-9, 19-20	20
WDAY Reporter/MMJ Open Date: 5/11/20 Hire Date: 6/3/20	1-9, 14-15, 17-20, 23, 28-32, 34, 36-39	20
WDAY Reporter/MMJ Open Date: 5/11/20 Hire Date: 6/15/20	1-9, 14-15, 17-20, 23, 28-32, 34, 36-39	20
WDAY First News Production Assistant Open Date: 6/15/20 Hire Date: 8/17/20	1-9, 14-15, 17-20, 23, 25, 27-39	6
WDAY Multi-Media Producer Open Date: 6/16/20 Hire Date: 8/3/20	1-8, 14-15, 17-20, 23, 25, 28-32, 34, 36-39	20

WDAY Multi-Media Producer Open Date: 6/16/20 Hire Date: 8/17/20	1-8, 14-15,17-20,23, 25, 28-32, 34, 36-39	20
WDAY Account Executive Open Date: 7/22/20 (Repost 8/7) Hire Date: 9/21/20	1-8, 14-15,17-20,23, 25, 28-32, 34, 36-39	6
WDAY Regional Sales Manager Open Date: 8/10/20 Hire Date: 9/1/20	1-8, 14-15, 17-20, 23, 29-32, 34, 36-39	1
WDAY Broadcast Producer Open Date: 9/1/20 Hire Date: 9/14/20	1-8, 14, 17-20, 23,25, 27, 29-32, 34, 36-39	4
WDAY Photographer Open Date: 9/18/20 (Repost 10/23) Hire Date: 10/26/20	1-8, 10, 14-15, 17-20, 23,25, 27, 29-32, 34, 36-39	1
WDAY Creative Services Open Date: 10/21/20 Hire Date: 10/26/20	1-8, 14-15, 17-20, 23,25, 28-32, 34, 36-39	1

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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 Joshua Rohrer (701) 237-6500 PO Box 2466; Fargo, ND 58108	N	6
2	Internal Posting – WDAZ-TV Grand Forks Jodi Mishler, Office Mgr (701) 775-2511 PO Box 12639; Grand Forks, ND 58201	N	
3	Internal Posting – KBMY-TV Tony Krukenberg (701) 223-1700 1811 N 5 th St; Bismarck, ND 58501	N	
4	Forum Communications Company Website www.forumcomm.com (jobshq.com) Mandie Begin (701) 241-5550 PO Box 2020; Fargo, ND 58107	N	4
5	Internal Corporate email listing Mandie Begin (701) 241-5550 PO Box 2020; Fargo, ND 58107	N	
6	Ascentis Recruiter Listing (indeed.com, simplyhired.com, trovit.com, glassdoor.com, usmilitarypipeline.com, Linked In, Facebook) Mandie Begin - (701) 241-5500 <hr@forumcomm.com>	N	18
7	Sitting Bull College Stephanie Rusher (701) 854-3861, stephanie.rusher@sittingbull.edu 9299 Hwy 24; Fort Yates, ND 58538	Y	
8	United Tribal Technical College Gregory Sturm (701) 255-3285, gsturm@uttc.edu 3315 University Dr.; Bismarck, ND 58504	Y	
9	Minot State University 1-800-777-0750 Career Services https://www.minotstateu.edu/careers 500 University Ave; West Minot, ND 58707	N	
10	<i>The Forum</i> (daily newspaper) Mandie Begin (701) 241-5550 PO Box 2020; Fargo, ND 58107	N	
11	<i>The Grand Forks Herald</i> (daily newspaper) Mandie Begin (701) 241-5550 375 2 nd Ave N; Grand Forks, ND 58201	N	

12	<i>Duluth News Tribune</i> (classified ads) Mandie Begin (701) 241-5550 424 W First St; Duluth, MN 55802	N	
13	<i>Jamestown Sun</i> (classified ads) Mandie Begin (701) 241-5550 301 4 th St; Minot, ND 58701	N	
14	NAB Job Bank Careerpage.org (1-800-622-2414) 1771 N St; NW Washington, DC 20036	N	
15	Broadcast Employment Services www.tvjobs.com (760) 754-8117 PO Box 4116; Oceanside, CA 92052	N	
16	Medialine www.medialine.com Customer Support Listing (800) 237-8073 PO Box 51909; Pacific Grove, CA 93950	N	
17	Minnesota State University at Moorhead https://app.joinhandshake.com/ (218) 477-2131 1104 7 th Ave S; Moorhead, MN 56560	N	
18	UND School of Communications https://app.joinhandshake.com/ (701) 777-2011 Columbia Hall Room 2370 501 N Columbia Rd Stop 7169 Grand Forks ND 58202-7169	N	
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	Y	
20	Word of Mouth Referral	N	13
21	ND St. College of Science / Career Services www.myinterfase.com/ndscs/employer 1-800-342-4325 800 8 th St N; Whapeton, ND 58103	N	
22	Radio Ad / on air / WDAY AM 790 Program Director (701) 237-6500 PO Box 2466; Fargo, ND 58108	N	
23	SDSU Journalism/Mass Comm Dept. https://app.joinhandshake.com/ Dr. Mary Arnold, Dept Head 1175 Medary Ave, Brookings, SD 57006 (605) 688-4171	N	
24	All Access Inc / Radio & Music Industry Allaccess.com , (310) 457-6616 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 (329) 308-3294	N	1
26	National Academy of Television Arts & Sciences jobbank.emmyonline.org 450 7th Ave #808, New York, NY 10123 (212) 459-3630	N	
27	NDSU Career Center - (701) 231-7111 1301 Administration Ave., 306 Ceres Hall, Fargo, ND 58108 https://career.ndsu.edu/	N	
28	Dakota State University https://app.joinhandshake.com 820 Washington Ave N Madison, SD 57042 605-256-5122	N	
29	Mayville State University https://app.joinhandshake.com Old Main 26, 303 3rd St NE, Mayville, ND 50257 701-788-5254	N	
30	Concordia College https://app.joinhandshake.com Parke Student Leadership Center, Knutson Campus Center 901 8th St S, Moorhead, MN 56562 218-299-3020	N	
31	University of Colorado - Boulder https://app.joinhandshake.com Center for Community, S440 133 UCB, Boulder, CO, 80309, (303) 492-6541	N	
32	University of Nebraska - Lincoln https://app.joinhandshake.com Nebraska Union, Lincoln, NE 68588 (402) 472-3145	N	
33	University of Southern California https://usc-csm.symplicity.com/employers 3601 Trousdale Parkway, STU 110 Los Angeles, CA 90089 (213) 740-9111	N	
34	University of Montana - Missoula https://app.joinhandshake.com Lommasson Suite 154 Missoula, MT 59812 (406) 243-2022	N	

35	Arizona State University https://app.joinhandshake.com Student Services Building 1151 S Forest Ave #329 Tempe, AZ 85287 (480) 965-2350	N	
36	University of Minnesota - Minneapolis https://app.joinhandshake.com Morrill Hall, 100 Church St. S. E., Minneapolis, MN 55455 (615) 625-5000	N	
37	University of Wisconsin - Madison https://app.joinhandshake.com 1415 Engineering Dr. Madison, WI 53706 (608) 262-3471	N	
38	Washington State University https://app.joinhandshake.com Lighty Student Services 180, NE Wilson Rd, Pullman, WA 99164 (509) 335-6000	N	
39	Bemidji State University https://app.joinhandshake.com Decker Hall 202 1500 Birchmont Dr. NE #18, Bemidji, MN 56601 (218) 755-2038	N	
		Total Interviews	43

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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, the Employment Unit had 3 interns. 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.
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 Co- Sponsor	Forum Communications Company generally co-sponsors various different job fairs each year in the Fargo-Moorhead area along with Job Service of North Dakota and another radiogroup. However, during the relevant reporting period, all job fairs were canceled due to the COVID-19 pandemic.
4	Participate in Educational Institutions	<p>Two 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 two 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 & radio station.</p> <p>Teaching:</p> <ul style="list-style-type: none"> • December 5, 2019 – Health, Tech and Trades Career Expo. Fargodome, Fargo ND. • Spring 2020 - TV News Writing (MSUM) - taught by Lead Anchor • All year - TV News Reporting, TV Documentaries (MSUM) - taught by Lead Reporter <p>Class Visits:</p> <ul style="list-style-type: none"> • February 8, 2020 - University of ND visit by Meteorologist • March 23, 2020 - MN State University Moorhead visit by Anchor/Producer • March 3, 2020 - Liberty Middle School visit by Meteorologist • March 6, 2020 - Moorhead High School visit by Radio Program Director • April 15, 2020 - Mapleton Elementary Zoom meeting by Meteorologist • May 5,2020 - Northwood Middle School Zoom meeting by Meteorologist • October 5, 2020 - Wheaton Middle School Zoom Meeting by ChiefMeteorologist • November 20, 2020 - University of ND Zoom meeting by Meteorologist • November 17, 2020 - Winner High School (SD) Zoom Meeting by Meteorologist • November 2020 17, - Winner High School (SD) Zoom Meeting by Meteorologist • November 11, 2020 - University of ND Zoom Meeting by Meteorologist • November 24, 2020 - Hawley Elementary School Zoom Meeting byMeteorologist
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	Scholarship Programs	Through The Marcil 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 two 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"> • December 2019 - WDAY Tour for Boy Scouts provided by Marketing Coordinator • December 2019 - WDAY Tour for Ellendale HS provided by Marketing Coordinator • February 2020 - WDAZ Tour for Home schooled Individual provided by Broadcast Director • January 2020 - WDAY Tour for MN State University Moorhead provided by Marketing Coordinator • March 2020 - WDAY Tour for CoreLink Administrative Solutions provided by Marketing Coordinator • March 2020 - WDAY Tour for Vocational Training Center provided by Marketing Coordinator