

WDAY & WDAY-TV

Dec. 2012 - Nov. 30, 2013

List of All Full-Time Job Vacancies Filled by Each Station in the Employment Unit

<u>Job Title</u>	<u>Referral Used</u>	<u>Interviews:</u>	<u>Referred Hiree:</u>	<u>OPEN</u>	<u>CLOSED</u>
WDAY AM & TV					
2) Meteorologist	1-19,21	1- #16 (TV Jobs) 1- #21 (Word of Mouth)	21	1/16/2013	5/10/2013
3) Anchor/Reporter/MMJ	1-19	1- #16 (TV Jobs)	16	2/28/2013	3/12/2013
4) First News/Anchor Reporter	1-19	2 - #1 (Internal Posting) 1 - #16(TV Jobs)	1	3/4/2013	8/5/2013
5) Pgm Assist/Sales	1-14,18,19	2 - #1 (Internal Posting)	1	3/12/2013	3/26/2013
6) News Assignment Manager	1-14,21	1 - #21 (Word of Mouth)	21	3/14/2013	4/8/2013
7) AM Telemarketing Sales	1-18	3 - #5 (Jobs HQ) 1 - #1 (Internal Posting) 1 - #11 (The Forum)	11	4/17/2013	5/8/2013
8) Director of Broadcasting	1-16,18,29,21	8 - #6 (Corporate e-mail) 1 - #21(Word of Mouth)	21	5/31/2013	10/1/2013
9) TV Sales AE	1-16, 18	1 - #11 (The Forum) 4 - #5 (Jobs HQ) 1 - #1 (Internal Posting)	1	6//17/2013	7/23/2013
10) AM Co-Anchor	1-18	1 - #1(Internal)(INTERNI)	1	7/7/2013	10/1/2013

11)	Pgm Assist/Sales	1-14	1 - #1(Internal Posting) 1 - #5 (Jobs HQ)	1	7/19/2013	8/7/2013	
12)	Weekend Anchor/Reporter	1-18	1 - #16 (TV Jobs)	16	7/12/2013	8/19/2013	
13)	Sales, AM & TV	1-16, 18	8 - #5 (Jobs HQ)	5	7/31/2013	9/23/2013	2 hired
	13B Sales, AM & TV	1-16, 18	8 - #5 (Jobs HQ)	5	7/31/2013	9/23/2013	
14)	News Photographer	1-16, 18, 21	1 - #1(Internal)(INTERN) 1 - #21 (Word of Mouth)	1	8/5/2013	8/16/2013	
15)	TV MultiMedia Journalist	1-19, 21	1 - #5 (Jobs HQ) 1 - #21 (Word of Mouth)	5	8/22/2013	9/27/2013	
16)	Photographer/Reporter	1-18	1 - #11 (The Forum)	11	9/11/2013	10/14/2013	
18)	Creative Services/TV Prod	1-12, 15, 16, 18, 32	2 - #1(Internal Posting)	1	10/18/2013	10/29/2013	

11/11/2013 II. MASTER RECRUITMENT SOURCE LIST ("MRSI")

	RS Information	Contact	Total Interviewed:	Entitled to Notification
1	Internal Posting – WDAY(AM), WDAY-TV PO Box 2466 Fargo, ND 58108	Susan Eider (701) 237-6500	11	N
2	Internal Posting – WDAZ-TV Grand Forks PO Box 12639 Grand Forks, ND 58201	Jodi Mishler (701) 775-2511		N
3	Internal Posting – WDAZ-TV Devils Lake PO Box 775 Devils Lake, ND 58107	Reporter/Photog (701) 662-8188		N
4	Internal Posting-KBMV-TV 1811 N 5th St. Bismarck, ND 58501	Tony Krukenberg (701) 233-1700		N
5	Forum Communications Company Website www.forumcomm.com (jobsdq.com) PO Box 2020 Fargo, ND 58107	Kate Freimanis (701) 241-5550	25	N
6	Internal Corporate e-mail listing PO Box 2020 Fargo, ND 58107	Kate Freimanis (701) 241-5550	8	N
7	Sitting Bull College 9299 Hwy 24 Fort Yates, ND 58538	Ronya Hobit, Dir. Placement Services (701) 854-3861		N
8	United Tribal Technical College 3315 University Dr. Bismarck, ND 58504	Jay Claymore (701) 255-3285		N
9	Minot State University 600 University Ave. West Minot, ND 58707	Web-site: www.minotstateu.edu/careers 1-800-777-0750 Career Services		Y
10	Brown College 1345 Medndotia Heights Rd, Mendota Heights, MN 55120	Amber Luckie/Mike Kronsfors<kronsfors@browncollege.edu (651) 905-3400		Y
11	The Forum (daily newspaper) PO Box 2020 Fargo, ND 58107	Kate Freimanis (701) 241-5550	3	N
12	The Grand Forks Herald (daily newspaper) 375 2nd Ave. N. Grand Forks, ND 58201	Kate Freimanis (701) 241-5550		N
13	Duluth News Tribune/Classified Ads 424 W. First Street Duluth, MN 55802	Kate Freimanis (701) 241-5550		N
14	Jamestown Sun/Classified Ads	Kate Freimanis		N

	121 Third St. NW Jamestown, ND 58401				
15	NAB Job Bank/Careerpage.org 1771 N Street, NW Washington, DC	(701) 241-5550 Web-site: careerpage.org (201) 429-5300			N
16	Broadcast Employment Services/TV Jobs.com PO Box 4116 Oceanside, CA 92052	Web-site: www.tvjobs.com Job listing by registration (760) 754-8117 Customer Support listings 800-237-8073	4		N
17	Medialine (on-air only) PO Box 51909 Pacific Grove, CA 93950	Web-site: www.medialine.com			N
18	M/N State University at Moorhead 1104 7th Avenue S. Moorhead, MN 56560	Web-site: my/interfase.com/moorhead/employer (218) 477-2131			N
19	Univ. of North Dakota/School of Communications University of North Dakota Grand Forks, ND 58201	Barry Brode (barry.brode@email.und.edu) (701) 777-2011			N
20	Fargo Job Service/Job Service of ND 1350 32nd St. So/Fargo, ND 58103	Marty Awes (701) 239-7300 or 800-247-0985 Web-site: www.infoisig@nd.gov			N
21	Word of mouth referral		5		N
22	ND St. College of Science/Career Services 800 8th St. No/Mahpeton, ND 58076	Web-site: ndsc.edu/careerservices 1-800-342-4325			N
23	Radio Ad/on-air/Program Director/WDAY AM 970 PO Box 2466 Fargo, ND 58108	Erick Johnson (701) 237-6500			N
24	SDSU/Journalism-Mass Comm Dept/Job Fair Brookings, SD 57007-0596	Yeager/Dr. Mary Arnold Dept. Head (605) 688-4171			N
25	All Access Inc./Radio & Music Industry Community 28955 Pacific Coast Hwy Suite 210-5 Malibu, CA 90265	Web-site: Allaccess.com/jobpost			N
26	Devils Lake Journal/Classified Ads 516 4th St. NE/Devils Lake, ND 58301	Web-site: classifieds@devilslakejournal.com (701) 662-2127			N
27	Bismarck Tribune Kathy.White@Bismarcktribune.com	Kathy White 1-800-472-2273			N
28	707 E. Front Ave. Bismarck, ND 58501 Minot Daily News/Classified Ads classifieds@minotdailynews.com	Classified Ads (701) 857-1900			N
29	301 4th St./Minot, ND 58701 Broadcasting & Cable-On-line Web-site: jobtarget.com 28 East 28th Street, 12th Floor New York, NY 10016	Zahra Majma Specialty Sales Manager NewBay Media web-site: jobtarget.com PH (212)378-0400/FX 866-416-4744			N

30	St Cloud State University 720 4th Ave. South/St. Cloud, MN 56301/Stewart Hall 125 www.stcloudstate.edu/masscommunications	Mark Mills, Chair, Dept of Mass Communications mmills@stcloudstate.edu 320-308-3294 - office/320-308-2083 fax	N
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WDAY(AM), WDAY-TV, Fargo, North Dakota

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program 2	<p>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 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 about internships: Minnesota State University at Moorhead, North Dakota State University, Concordia College, Moorhead, MN, University of North Dakota. Two internships were offered in television news/sports. Both of these internships resulted in the intern being offered full-time employment with the station after the completed interview process. Both internships were from Minnesota State University at Moorhead. Additionally, there is an internship which began in September and will continue until the end of December in TV Production, 40 hours per week.</p>
2	Training Program	<p>WDAY has continually hired are college students for on the job training in television 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, news/sports shooting, sales, etc. During the past year 3 individuals were trained for graphics, 2 individuals for audio, one moved into management and one into programming/sales. WDAY TV and radio are committed to developing the skills of current staff, encouraging them to reach their potential within Forum Communications Company.</p>
3	Job Shadowing	<p>A Job Shadow involves one 8 hour day that area high school or college students shadow individuals in departments. WDAY had 1 job shadows in television production and news. The</p>

		<p>station also sent representatives from news to 2 Career Days in area Middle Schools. A news anchor also participated in a class project called "Student read the news" where students came into the WDAY studio, set at the set and read the news with the anchor. Our news director spoke to a class, Campus News, at MSU-Moorhead, for recruitment purposes.</p>
4	Job Postings	<p>WDAY lists all upper level job openings with the NAB Job Bank and upper level openings at the station are listed with TV Jobs.com.</p>
5	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 the opportunities available in broadcasting. On-air staff, in addition to the two 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.</p>

EXHIBIT 3
Narrative Statement Regarding Outreach Initiatives

Forum Communications Company ("Forum"), licensee of WDAY-TV and WDAY (AM), is committed to broad outreach in its recruitment efforts for all full-time vacancies. During the last two years, for each full-time position, Forum 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;
- F) Sent to the two Native American Colleges in the state – United Tribes Technical College and Sitting Bull College; and
- G) Sent to the mass communications/journalism departments of area colleges and universities

In addition, Forum normally places ads in the regional daily newspapers, including *The Forum*, *The Grand Forks Herald*, the *Jamestown Sun* and the *Duluth News Tribune*.

The station also sends notification of all full-time vacancies to area universities and colleges as well as the National Association of Broadcasters ("NAB") website. All upper-level positions are listed with the NAB Job Bank and all upper-level job openings are listed with TVJobs.com as well. If the opening necessitates a broader search, Forum will advertise in trade magazines and specific websites.

Forum 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.

In addition to its comprehensive outreach effort, the station has also performed the following outreach initiatives during the last two years.

Internship Program:

Forum is dedicated to helping prepare students for careers in electronic media through cooperative education programs with colleges and universities. Toward this end, Forum has offered an on-going internship program in various broadcast departments. These departments include: news, sports, production and 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 about internships: Minnesota State University at Moorhead, North Dakota State University, Concordia College, Moorhead, MN, and University of North Dakota. Two internships were completed in television news/sports which resulted in the interns interviewing and accepting full-time positions which became open following the internships. An internship began in September and will be completed at the end of December 2013 in television production.

Training Program:

Forum has continually hired are 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. WDAY television and radio are committed to developing the skills of current staff, encouraging them to reach their potential within Forum Communications Company.

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. 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 spoke to a mass communication class for recruiting purposes.

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.