

**KDRV, KDKF**  
**October 1, 2021-September 30, 2022**  
**I. Job Vacancy List**

| <b>Job Title</b>         | <b>Recruitment / Referral Source Used</b> | <b>Recruitment Source that Referred Hiree</b> |
|--------------------------|-------------------------------------------|-----------------------------------------------|
| Reporter Producer        | 1, 2, 4, 9, 16, 19, 27                    | 9                                             |
| Marketing Assistant      | 1, 16, 19, 27, 30                         | 16                                            |
| Technical Media Producer | 1, 2, 16, 19, 27                          | 1                                             |
| National Sales Manager   | 1, 2, 16, 19                              | 19                                            |
| Producer                 | 1, 2, 9, 16, 19, 27, 34                   | 9                                             |
| Sports Anchor Reporter   | 1, 2, 4, 9, 16, 19, 23                    | 16                                            |
| Producer                 | 1, 2, 9, 16, 19, 27, 34                   | 9                                             |
| News Photographer Editor | 1, 2, 16, 19, 27                          | 16                                            |
| Reporter Producer        | 1, 2, 4, 9, 16, 19, 27                    | 19                                            |
| Sports Anchor Reporter   | 1, 2, 4, 9, 16, 19, 23                    | 19                                            |
| Meteorologist            | 1, 2, 9, 13, 19, 23, 26, 27, 45           | 9                                             |
| Producer                 | 1, 2, 9, 16, 19, 27, 34                   | 19                                            |
| News Photographer Editor | 1, 2, 16, 19, 27                          | 1                                             |
| News Photographer Editor | 1, 2, 16, 19, 27                          | 16                                            |

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**II. Master Referral Source List**

|    | <b>Referral Source</b>                            | <b>Contact Person</b>    | <b>Contact Information</b>                                                                                                 | <b>Entitled (Y/N)</b> | <b>Number of Interviewees Referred</b> |
|----|---------------------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------|
| 1  | KDRV Website                                      |                          | <a href="http://www.kdrv.com">www.kdrv.com</a>                                                                             | N                     | 7                                      |
| 2  | TVJobs                                            |                          | TVJobs.com<br>PO Box 4116<br>Oceanside, CA 92052<br>800-374-0119                                                           | N                     | 2                                      |
| 3  | MediaLine                                         | Mike Shilstone           | MediaLine.com<br>PO Box 51909<br>Pacific Grove, CA 93950<br>800-237-8073                                                   | N                     | 0                                      |
| 4  | Employee Referral                                 |                          |                                                                                                                            | N                     | 4                                      |
| 5  | Internal Posting                                  |                          |                                                                                                                            | N                     | 0                                      |
| 6  | State of Oregon<br>Employment Office              | Employment<br>Department | PO Box 1068<br>Medford, OR 97501<br>(541) 776-6060                                                                         | N                     | 0                                      |
| 7  | Bates Technical<br>College                        | Mike Scott               | 1101 S Yakima Street<br>Tacoma, WA 98405<br>(253) 680-7000                                                                 | N                     | 0                                      |
| 8  | Intentionally Omitted                             |                          |                                                                                                                            |                       |                                        |
| 9  | Word of Mouth                                     |                          |                                                                                                                            | N                     | 6                                      |
| 10 | The Job Council                                   | Pam Farquhar             | 673 Market Street<br>Medford OR 97504<br>(541) 842-2570                                                                    | N                     | 0                                      |
| 11 | Ohio-IL Center of<br>Broadcasting                 |                          | <a href="http://www.beonair.com">www.beonair.com</a><br>9000 Sweet Valley Drive<br>Valley View, OH 44125<br>(216) 447-9117 | N                     | 0                                      |
| 12 | Craigslist                                        |                          | <a href="http://www.craigslist.com">www.craigslist.com</a>                                                                 | N                     | 0                                      |
| 13 | YouTube ( <i>Active<br/>candidate sourcing</i> )  |                          |                                                                                                                            | N                     | 1                                      |
| 14 | 602 Communication                                 |                          | <a href="http://www.602communication.com">www.602communication.com</a>                                                     | N                     | 0                                      |
| 15 | Art Institute of Portland                         |                          | 1122 NW Davis Street, Portland,<br>OR 97209<br>888-624-0300                                                                | N                     | 0                                      |
| 16 | Indeed.com                                        |                          | Indeed.com                                                                                                                 | N                     | 22                                     |
| 17 | Sportscasters Talent<br>Agency of America         |                          |                                                                                                                            | N                     | 0                                      |
| 18 | KOMU-TV                                           |                          | 5550 Hwy 63 South, Columbia,<br>MO 65201<br>573-884-6397                                                                   | N                     | 0                                      |
| 19 | LinkedIn ( <i>active<br/>candidate sourcing</i> ) |                          | <a href="http://www.linkedin.com">www.linkedin.com</a>                                                                     | N                     | 61                                     |
| 20 | Spots N Dots                                      |                          | <a href="http://www.spotsndots.com">www.spotsndots.com</a>                                                                 | N                     | 0                                      |

|                                           |                                                            |                |                                                                                            |   |     |
|-------------------------------------------|------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------|---|-----|
| 21                                        | TV NewsCheck                                               |                | Tvnewscheck.com                                                                            | N | 0   |
| 22                                        | Intentionally Omitted                                      |                |                                                                                            |   |     |
| 23                                        | Magid                                                      |                | www.magid.com                                                                              | N | 3   |
| 24                                        | Rogue Valley Jobs                                          |                | www.roguevalleyjobs.com                                                                    | N | 0   |
| 25                                        | News Blues ( <i>active candidate sourcing</i> )            |                | www.newsblues.com                                                                          | N | 0   |
| 26                                        | Facebook ( <i>active candidate sourcing</i> )              |                | Facebook.com                                                                               | N | 2   |
| 27                                        | Handshake                                                  |                | <a href="http://www.handshake.com">www.handshake.com</a>                                   | N | 1   |
| 28                                        | Job Fairs ( <i>see description in Section III</i> )        |                |                                                                                            | N | 0   |
| 29                                        | Journalismjobs.com                                         |                | Journalismjobs.com                                                                         | N | 0   |
| 30                                        | Express Pros                                               |                | Expresspros.com                                                                            | N | 0   |
| 31                                        | Society of Broadcast Engineers                             |                | SBE.org                                                                                    | N | 0   |
| 32                                        | Workentertainment.com ( <i>active candidate sourcing</i> ) |                |                                                                                            | N | 0   |
| 33                                        | University of Washington                                   |                | www.washington.edu                                                                         | N | 0   |
| 34                                        | KDRV Former Intern                                         |                |                                                                                            | N | 1   |
| 35                                        | Google Search ( <i>active candidate sourcing</i> )         |                |                                                                                            | N | 0   |
| 36                                        | University of Oregon                                       |                | <i>See description in Section III</i>                                                      | N | 0   |
| 37                                        | NYU Career Counselor                                       |                | 44 West Fourth Street New York,<br>NY 10012<br>212-998-0100                                | N | 0   |
| 38                                        | Penn State                                                 |                | 201 Old Main, University Park,<br>Pennsylvania 16802<br>814-865-4700                       | N | 0   |
| 39                                        | University of Oklahoma Outreach                            |                | 1700 Asp Ave, Norman, OK 73072<br>405-325-4414                                             | N | 0   |
| 40                                        | Carver Talent                                              |                | Carvertalent.com                                                                           | N | 0   |
| 41                                        | SBE Website                                                |                | Sbe.org<br>9102 North Meridian Street, Suite<br>150 Indianapolis, IN 46260<br>317-846-9000 | N | 0   |
| 42                                        | AAJA Asian American Journalist Association                 |                | 5 Third Street Suite 1108<br>San Francisco CA 94103                                        | N | 0   |
| 43                                        | NAHJ National Association of Hispanic Journalists          |                | NAHJ.org                                                                                   | N | 0   |
| 44                                        | NABJ National Association of Black Journalists             |                | NABJonline.org                                                                             | N | 0   |
| 45                                        | American Meteorologist Society                             | Micayla Goulet | connectwithym@yourmembership.com                                                           | N | 0   |
| Total Interviewees Over Reporting Period: |                                                            |                |                                                                                            |   | 110 |

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**III. Recruitment Initiatives**

| <b>Type of Recruitment Initiative</b>                                                                                               | <b>Description</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Participate in a job or career fair                                                                                                 | On April 20, 2022, our SEU participated in a career job fair hosted by Southern Oregon University. During the fair we discussed career opportunities with job seekers and accepted resumes. SEU participants included our News Director, Chief Engineer, Digital Sales Manager, and Office Administrator.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Participate in events/programs sponsored by or on behalf of community organizations related to careers in broadcasting              | <p>Throughout the year members of our Sales department participate in weekly meetings with our local Rotary Club. During this reporting period, meeting dates included: Oct. 6, 13, 20, 27, 2021; Nov. 3, 10, 17, 24, 2021; Dec. 1, 8, 12, 19, 2021; Jan. 5, 12, 19, 26, 2022; Feb. 2, 9, 16, 23, 2022; March 2, 9, 16, 23, 30, 2022; April 6, 13, 20, 27, 2022; May 4, 11, 18, 25, 2022; June 1, 8, 15, 22, 29, 2022; July 6, 13, 20, 2022; Aug. 3, 10, 17, 24, 31, 2022; and Sept. 7, 14, 21, 28, 2022. Broadcasting and careers in broadcasting are discussed at these meetings.</p> <p>On June 9, 2022; July 4, 11, 18, 25, 2022; August 1, 8, 15, 22, 29, 2022; and September 5, 12, 19, 29, 2022, our National Sales Manager attended meetings with the Children’s Advocacy Center and spoke with attendees about careers in broadcast sales.</p> <p>On April 4, July 7 and August 11, 2022, our Marketing Assistant attended meetings with the Young Professionals Network and spoke with attendees about open positions at our station.</p> |
| Participate in an event/program for or on behalf of educational institutions related to careers in broadcasting                     | <p>On April 29, 2022, our News Director participated in a Zoom meeting with media students from Oregon State University. Among the topics discussed were broadcasting and broadcast careers.</p> <p>From August 3-7, 2022, a KDRV News staff member attended the National Association of Black Journalist and the National Association of Hispanic Journalists annual convention with the express purpose of recruiting for KDRV.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Training programs that enable station personnel to acquire skills to qualify them for higher level positions                        | During the report period we provided training to our National Sales Assistant to teach her the skills necessary to qualify for a position as Traffic Manager. Our National Sales Assistant successfully completed this training and was promoted to Traffic Manager in May 2022.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination | On September 20, 2022, KDRV’s General Manager attended a webinar hosted by Broadcast1Source focusing on best practices for compliance with the FCC’s EEO rules.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |