



**KDRV, KDKF**  
**October 1, 2020-September 30, 2021<sup>1</sup>**  
**I. Job Vacancy List**

<b>Job Title</b>	<b>Recruitment / Referral Source Used</b>	<b>Recruitment Source that Referred Hiree</b>
Producer	1, 2, 4, 9, 13, 19, 22, 27	4
Reporter/Producer	1, 2, 4, 13	4
Producer	1, 2, 4, 9, 13, 19, 22, 27	4
News Photographer/Editor	1, 4, 13, 16	16
Creative Services Director	1, 2, 13, 16, 19, 21	16
Producer	1, 2, 4, 9, 13, 19, 22, 27	4
Meteorologist	1, 2, 4, 13, 19, 23, 31	13
Anchor/Reporter	1, 2, 9, 13, 19, 23, 32	13
Creative Services Producer	1, 2, 16, 23, 27, 28	28
Producer	1, 2, 13, 19, 22, 23	19
Account Executive	1, 16, 19, 23	16
Technical Media Producer	1, 4, 9, 16, 19, 23	1
Technical Media Producer	1, 4, 9, 16, 19, 23	4

<sup>1</sup> This report was revised in April 2022 to address reporting issues.

Creative Services Producer	1, 2, 16, 23, 27, 28	16
Chief Engineer	1, 2, 23, 26, 33	33
Technical Media Producer	1, 4, 9, 16, 19, 23	1
Traffic Assistant	1, 16, 19, 23, 25	16

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**II. Master Referral Source List**

	<b>Referral Source</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	13
2	TVJobs	TVJobs.com PO Box 4116 Oceanside, CA 92052 800-374-0119	N	2
3	MediaLine	MediaLine.com Mike Shilstone PO Box 51909 Pacific Grove, CA 93950 800-237-8073	N	0
4	Employee Referral		N	12
5	Internal Posting		N	0
6	State of Oregon Employment Office	Employment Department PO Box 1068 Medford, OR 97501 (541) 776-6060	N	0
7	Bates Technical College	Mike Scott 1101 S Yakima Street Tacoma, WA 98405 (253) 680-7000	N	0
8	Rogue Valley Jobs	<a href="http://www.roguevalleyjobs.com">www.roguevalleyjobs.com</a>	N	0
9	Word of Mouth Referral		N	4
10	The Job Council	Pam Farquhar 673 Market Street Medford OR 97504 (541) 842-2570	N	0
11	Ohio-IL Center of Broadcasting	<a href="http://www.beonair.com">www.beonair.com</a> 9000 Sweet Valley Drive Valley View, OH 44125 (216) 447-9117	N	0
12	Craigslist	<a href="http://www.craigslist.com">www.craigslist.com</a>	N	0
13	YouTube ( <i>Active candidate sourcing</i> )		N	6
14	602 Communication	www.602communication.com	N	0
15	Art Institute of Portland	1122 NW Davis Street, Portland, OR 97209 888-624-0300	N	0
16	Indeed	Indeed.com	N	17

17	Sportscasters Talent Agency of America		N	0
18	KOMU-TV	5550 Hwy 63 South, Columbia MO 65201 573-884-6397	N	0
19	LinkedIn ( <i>active candidate sourcing</i> )	www.linkedin.com	N	16
20	Spots N Dots	www.spotsndots.com	N	0
21	TV NewsCheck	Tvnewscheck.com	N	0
22	Magid	www.magid.com	N	2
23	Job Fairs ( <i>see description in Section III</i> )		N	1
24	Journalismjobs.com	Journalismjobs.com	N	0
25	Express Pros	Expresspros.com	N	1
26	Society of Broadcast Engineers	SBE.org	N	1
27	KDRV Former Intern		N	2
28	Handshake	www.handshake.com	N	1
29	University of Oregon	www.uoregon.edu	N	0
30	New York University	Career Counselor 44 West Fourth Street New York, NY 10012 212-998-0100	N	0
31	Penn State ( <i>active candidate sourcing</i> )	www.met.psu.edu/careers/student-broadcast-demo-videos	N	2
32	University of Oklahoma	1700 Asp Ave Norman, OK 73072 405-325-4414	N	1
33	Carver Talent	Carvertalent.com	N	1
Total Interviewees Over Reporting Period:				82

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**III. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Description</b>
Internship Program	During the reporting period our station hosted an internship program designed to provide students with an up-close look at careers in television news, sales and creative services. From February to April, 2021, a student from Washington State University interned with us virtually in our News Department. From March to April 2021, a student from Pacific Lutheran University interned with us virtually in our News and Creative Services Department. The students were supervised by our News Director.
Participate in a job or career fair	During the school year, employees of our station participate in career days and/or job fairs. Attending these events allows us to speak to a large number of students to help give them some direction as to what type of career is best for them. On May 26, 2021, KDRV participated in a virtual job fair at Southern Oregon University. Station participants included our General Sales Manager and News Director.
Participate in an event/program for or on behalf of educational institutions	On April 9, 2021, KDRV participated in a zoom meeting with media students from Oregon State University during which our General Sales Manager and News Director spoke about broadcasting and broadcast careers.
Participate in an event/program for or on behalf of community organizations	Throughout the school year, our Sales Department participates in virtual meetings with a local Rotary Club at which our Sales Associate discusses careers in broadcasting and related topics. Meeting dates included: Oct. 7, 2020; Nov. 11, 2020; Dec. 16, 2020; Jan. 12, 2021; Mar. 24, 2021; and August 25, 2021.
Training programs that enable station personnel to acquire skills to qualify them for higher level positions	In October and November 2020, our Account Executive participated in training with station staff and outside vendors to acquire skills to move into the higher-level position of Digital Sales Manager. Training topics included best practices in digital sales. Upon successful completion of the training, our Account Executive was promoted.