

NEWSWATCH



KDRV

October 1, 2016-September 30, 2017¹

I. Job Vacancy List

Job Title	Recruitment / Referral Source Used	Recruitment Source that Referred Hiree
Account Executive	Internal Posting, KDRV Website, Craigslist, Southern Oregon University, Rogue Community College, TVJobs.com, Employee Referral, Client Referral/Word of Mouth, Indeed.com	Employee Referral
Account Executive	Internal Posting, KDRV Website, Craigslist, Southern Oregon University, Rogue Community College, TVJobs.com, Employee Referral, Client Referral/Word of Mouth, Indeed.com	Client Referral/Word of Mouth
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	TV Jobs.com
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	KDRV Website
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	Facebook
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	KDRV Website
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	LinkedIn
Anchor/Reporter	Internal Posting, KDRV Website, Craigslist, Oregon Employment Office, TVJobs.com, Facebook, LinkedIn, YouTube	YouTube
Traffic Manager	Internal Posting, KDRV Website, Craigslist, TVJobs.com, MediaLine, Employee Referral	Employee Referral
Technical Media Producer	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, Internal Promotion, Indeed.com	Internal Posting
Traffic/Sales Assistant	Internal Posting, KDRV Website, TVJobs.com, Medialine, Craigslist, Indeed.com, Confident Staffing	Confident Staffing
Reporter	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, LinkedIn, Magid, News Blues, YouTube, Employee Referral	TV Jobs.com
Reporter	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, LinkedIn, Magid, News Blues, YouTube, Employee Referral	LinkedIn
Reporter	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, LinkedIn, Magid, News Blues, YouTube, Employee Referral	LinkedIn
Sports Anchor/Reporter	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, Employee Referral, YouTube, LinkedIn	TV Jobs.com

¹ This Report was revised in February 2019 to address reporting issues.

Sports Anchor/Reporter	Internal Posting, KDRV Website, TVJobs.com, MediaLine, Craigslist, Employee Referral, YouTube, LinkedIn	Employee Referral
Photographer/Editor	Internal Posting, KDRV Website, TVJobs.com, Medialine, Craigslist, Southern Oregon University, Oregon Institute of Technology, Indeed.com	Indeed.com
General Sales Manager	Internal Posting, KDRV Website, TVJobs.com, Medialine, Craigslist, Southern Oregon University, Oregon Institute of Technology, TVNewsCheck	Internal Posting

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II. Referral Source List

	Referral Source	Contact Person	Address	Telephone Number	Number of Interviewees Referred
1	KDRV Website	Jamie Parfitt	1090 Knutson Avenue Medford, OR 97504	(541) 773-1212	6
2	TVJobs.com		PO Box 4116 Oceanside, CA 92052	800-374-0119	30
3	MediaLine.com	Mike Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	2
4	Employee Referral				11
5	Internal Posting				3
6	State of Oregon Employment Office	Employment Department	PO Box 1068 Medford, OR 97501	(541) 776-6060	0
7	Bates Technical College	Mike Scott	1101 S Yakima Street Tacoma, WA 98405	(253) 680-7000	0
8	Self Referral/Walk-In				0
9	Client Referral/Word of Mouth				3
10	Rogue Community College		www.roguecc.edu		0
11	The Job Council	Pam Farquhar	673 Market Street Medford OR 97504	(541) 842-2570	0
12	Ohio-IL Center of Broadcasting		www.beonair.com 9000 Sweet Valley Drive Valley View, OH 44125	(216) 447-9117	0
13	Craigslist		www.craigslist.com		3
14	Boise State	Bob Dodson	1910 University Dr, Boise ID 83725	(208) 426-5766	0
15	Southern Oregon University		www.handshake.com		0
16	Arizona State University	Mark Ladato			0
17	University of Missouri	Stacey Woefels			0
18	Mississippi State				0
19	YouTube (<i>station searches for qualified candidates/video resumes on YouTube but does not post job vacancy notices to YouTube</i>)				20
20	602 Communication		www.602communication.com		0
21	Art Institute of Portland		1122 NW Davis Street, Portland, OR 97209	888-624-0300	0
22	Indeed.com		Indeed.com		21
23	Sportscasters Talent Agency of America				0
24	KOMU-TV		5550 Hwy 63 South, Columbia MO 65201	573-884-6397	0
25	LinkedIn		www.linkedin.com		7
26	Spots N Dots		www.spotsndots.com		0
27	TV NewsCheck		Tvnewscheck.com		2
28	Cold Call				0
29	Magid		www.magid.com		1
30	Cal State				0

31	Rouge Valley Jobs		www.rougevalleyjobs.com		0
32	Confident Staffing		1575 E. McAndrews Road Suite 300 Medford, OR 97504. www.confidentstaffing.com	541-773-8888	2
33	News Blues (<i>station searches for qualified candidates/video resumes on News Blues but does not post job vacancy notices to News Blues</i>)				2
34	Facebook (<i>station searches for qualified candidates/video resumes on Facebook but does not post job vacancy notices to Facebook</i>)				1
35	Oregon Institute of Technology		www.oit.edy/career		0
Total Interviewees Over Reporting Period					114

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III. Recruitment Initiatives

Our station hosts internship program designed to provide students with an up-close look at careers in television news, sales and creative services. From May to July 2017, a student from Grand Canyon University interned with us in our News department. He shadowed reporters and helped produce news stories.

Throughout 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 a career is best for them. During this reporting period, KDRV participated in a job fair at Southern Oregon University on 4/26/17 and a Career Day at McLoughlin Middle School on 6/6/17.

Our station provides tours to various schools and community organizations. The tours provide participants with a “behind the scenes” view of our studios; participants have the opportunity to ask questions about careers in broadcasting. During this reporting period, one of our Account Executives or Meteorologist gave the following tours:

- 11/10/16: Horton Plaza and Fountain Plaza
- 12/6/16: Rogue Valley Manor
- 5/3/17 and 5/5/17: Highland Elementary School
- 7/7/17: The Springs at Anna Maria