



**KDRV, KDKF**  
**October 1, 2019-September 30, 2020**  
**I. Job Vacancy List<sup>1</sup>**

<b>Job Title</b>	<b>Recruitment / Referral Source Used</b>	<b>Recruitment Source that Referred Hires</b>
News Anchor/Reporter	1, 2, 9, 13, 22, 24	24
News Anchor/Reporter	1, 2, 9, 13, 22, 24	1
News Anchor/Reporter	1, 2, 9, 13, 22, 24	13
News Reporter/Producer	1, 2, 4, 9, 13, 24	13
News Reporter/Producer	1, 2, 4, 9, 13, 24	9
News Reporter/Producer	1, 2, 4, 9, 13, 24	9
News Reporter/Producer	1, 2, 4, 9, 13, 24	1
News Director	1, 2, 4, 9, 19	4
News Photographer/Editor	1, 2, 16, 24	16
Creative Services Producer	1, 4, 9, 16, 23	1
Creative Services Producer	1, 4, 9, 16, 23	4
Account Executive	1, 2, 4, 9, 16, 19, 23	19
Account Executive	1, 2, 4, 9, 16, 19, 23	1

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

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**II. Master Recruitment Source List**

	<b>Referral Source</b>	<b>Contact Information</b>	<b>Entitled (Y/N)</b>	<b>Number of Interviewees Referred</b>
1	KDRV Website	www.kdrv.com	N	9
2	TVJobs	TVJobs.com PO Box 4116 Oceanside, CA 92052 800-374-0119	N	8
3	MediaLine	MediaLine.com Mike Shilstone PO Box 51909 Pacific Grove, CA 93950 800-237-8073	N	0
4	Employee Referral		N	4
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	www.roguevalleyjobs.com	N	0
9	Word of Mouth Referral		N	11
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	15
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	9

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> )	<a href="http://www.linkedin.com">www.linkedin.com</a>	N	4
20	Spots N Dots	<a href="http://www.spotsndots.com">www.spotsndots.com</a>	N	0
21	TV NewsCheck	<a href="http://Tvnewscheck.com">Tvnewscheck.com</a>	N	0
22	Magid	<a href="http://www.magid.com">www.magid.com</a>	N	1
23	Handshake	<a href="http://www.handshake.com">www.handshake.com</a>	N	3
24	University of Oregon recruiting visit ( <i>as described in Section III</i> )	<a href="http://www.uoregon.edu">www.uoregon.edu</a>	N	4
Total Interviewees Over Reporting Period:				68

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**III. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Description</b>
Participate in an event/program for or on behalf of educational institutions (2)	Our station provides tours to various schools. The tours provide participants a “behind the scenes” view of our studios and participants have the opportunity to ask questions about careers in broadcasting. During this reporting period, our Meteorologist gave the following tours to students and their teachers/chaperones: 1/23/20 St. Mary’s School Sixth Grade Class; 1/30/20 Weed High School Class
Internship Program	In the Spring of 2020, a SOU communication major interned with our News Staff. She interned in-person in February 2020 and thereafter she virtually shadowed an assigned newscast producer each day of the internship to learn about the TV news process, including producing processes and technical skills. The intern was supervised by members of our News Department.
Participate in activities for or on behalf of an educational institution related to careers in broadcasting	On March 9-10, 2020, our News Director and Sports Anchor Reporter conducted a recruiting visit at the University of Oregon’s School of Journalism and Communications in Eugene. During the visit, our representatives spoke to students about broadcasting and broadcast careers, reviewed and provided feedback on student newscasts and sportscasts, gave a presentation on broadcasting, and toured the university’s “Duck TV” facilities. Our News Director and Sports Anchor Reporter also met one-on-one with students and conducted on-site interviews.
Training programs that enable station personnel to acquire skills to qualify them for higher level positions (2)	From December 9, 2019 through January 14, 2020, our Developmental Account Executive participated in training provided by JDA Media, a national sales consulting and revenue development firm, to acquire skills to move into the higher-level position of Account Executive. Training topics included pitching skills and best practices in digital sales. Upon successful completion of the training, our Developmental Account Executive was promoted.

	<p>Beginning on February 7, 2020, our Developmental Account Executive participated in training provided by JDA Media, a national sales consulting and revenue development firm, to acquire skills to move into the higher-level position of Account Executive. Training topics included pitching skills and best practices in digital sales. Upon successful completion of the training, our Developmental Account Executive was promoted.</p>
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