

EEO Public File Report

KQDS-TV

December 1, 2019-December 1, 2020

Listed below find all full time positions filled during the above period at KQDS-TV

News Reporter, January 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Indeed.com, LinkedIn, Handshake. Five people were interviewed. Three were from TVJobs.com, two were from the KQDS website. New hire was from the KQDS website.

News Reporter, February 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Indeed.com, LinkedIn, Handshake. Six people were interviewed. Three were from TVJobs.com, two were from the KQDS website, one was from personal referral. New hire was from TVJobs.com.

Chief Meteorologist, April 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Indeed.com, LinkedIn, Handshake. Seven people were interviewed. Three were from TVJobs.com, two were from the KQDS website, two were from personal referral. New hire was from TVJobs.com.

Morning Meteorologist, August 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Indeed.com, LinkedIn, Handshake. Eight people were interviewed. Three were from TVJobs.com, two were from Medialine.com, two were from the KQDS website, one was from personal referral. New hire was from TVJobs.com.

Account Executive, September 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Indeed.com, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Handshake. One person was interviewed. One was from personal referral. New hire was from personal referral.

Weekend News Anchor/Reporter, November 2020

Recruitment resources include: Medialine.com, Minnesota Broadcasters Association, MN Workforce Center, TVJobs.com, KQDS TV Website, Wisconsin Jobs, UMD, UWS, Lake Superior College, Fond du Lac Community College, CSS, Bemidji State University, WITC, Indeed.com, LinkedIn, Handshake. Five people were interviewed. Two were from TVJobs.com, one was from the KQDS website, two were internal applicants. New hire was an internal applicant.

During the period of December 1, 2019-December 1, 2020 no single recruitment resource has asked that we post our job openings with them.

Total for each source used during December 1, 2019- December 1, 2020

*TVJobs.com= 14

*Personal Referrals= 5

*Internal Applicants= 2

*KQDS TV Website= 9

*Medialine.com= 2

December 1, 2019 – December 1, 2020

Station Outreach Initiatives:

Employee Training:

KVRR implements training within departments throughout our group ownership. Department Managers travel to various locations implementing company practices and procedures regarding news, creative services, engineering, and sales. Employee cross training occurs within each department allowing for employee growth and advancement. Encouragement is given to all employees regarding career advancement within group ownership.

KQDS News Director and Assistant News Director attended a webinar on April 9, 2020 called “Leadership and Communication in the Coronavirus Era” which focused on ways to best manage staff members effectively during the ongoing pandemic.

KQDS News Director, Assistant News Director, Anchors and Reporters attended a webinar on April 16, 2020 called “COVID-19 Data Sources to Make Fact Checking Easier” which focused on some of the many resources available to help with information verification when covering stories related to the ongoing pandemic.

KQDS News Director and Assistant News Director attended a webinar on May 14, 2020 called “The Ethical Obligation of News During a Pandemic” which focused on keeping ethical considerations in mind while covering news stories related to the ongoing pandemic.

Director of Sales and Local Sales Manager attended a webinar on March 19, 2020 “The Future of Local TV is You” which focused on new hires and their introduction to broadcast television. The information and resources provided will help in recruitment of news hires.

Director of Sales, Local Sales Manager, and Account Executives attended a webinar on April 16, 2020 on the economic impact of Coronavirus and its effect on local television.

Director of Sales and Local Sales Manager attended a webinar on October 14, 2020 on media usage during the COVID 19 pandemic. The webinar information was shared and discussed with Account Executives.

Recruitment:

KVRR News Director is involved with the Communications Department at North Dakota State University and Minnesota State University Moorhead actively recruiting journalism students for KVRR; Fargo, ND, and KQDS; Duluth, MN. He is a board member of the communications advisory board. He attends live newscasts at both Universities to aid in providing critiques on presentation and other items regarding journalism.

KVRR News Director has a close connection to the advisors of several Universities which include University of Minnesota, University of Maryland, DePaul University Chicago, University of Wisconsin-Madison, University of Wisconsin-Milwaukee, Marquette University, Minot State, Ball State University, University of Southern California actively recruiting students for Red River Broadcast – KVRR; Fargo, ND and KQDS; Duluth, MN.

Red River Broadcast Corporate News Director is a former instructor at the University of Minnesota's Hubbard School of Journalism and Mass Communication and maintains contacts there as well as with the Broadcast Journalism Departments at St. Cloud State University, University of Minnesota, and University of St. Thomas actively recruiting journalism students. LinkedIn and YouTube continue to be utilized as recruiting tools seeking individuals who are either about to graduate and are looking for their first job in broadcast journalism or other individuals looking to move up in their career. He has expanded his LinkedIn network to more than 2,339 people, connections are journalism students, recent journalism graduates, or broadcast journalists in their first job. We actively search YouTube for journalists who have recently posted their demo reels. We simply don't wait for individuals to apply.

KQDS Anchors and Reporters participated in several community fundraisers throughout the time period. These charity efforts included our annual Gifts for Teens drive that happened in December of 2019. Items were collected in donation boxes throughout the region during the drive and distributed to the area Boys and Girls Club on December 16, 2020. A group bell ringing effort by KQDS Anchors and Reporters for the Salvation Army happened on December 18, 2020 outside an area retail store to raise funds for those in need around the region. And the Polar Plunge fundraiser including several KQDS Anchors and Reporters as participants took place on February 15, 2020 to help raise money for the area Special Olympics.

KQDS News Director served as a panelist for the "Design Matters" Workshop on November 12, 2020. This virtual meeting included discussion and information sharing with several area school administrators and teachers at both the high school and college level. The overall theme was training and career opportunities in the area of visual communications around the region. Particularly what skills and experiences are most relevant to students when they are searching for both schooling and job opportunities in the communications field.

KQDS has made significant strides in expanding their recruitment resource list to 40+ recruitment resource outlets across the country. Facebook was introduced as a new recruitment resource and has proven successful.

KVRR News Director and Business Manager attended the Job and Volunteer Fair on February 19, 2020 at the Minnesota State University Moorhead campus. They represented various positions in news and other positions within the television station at both KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KVRR News Director participated in a virtual Job and Volunteer Fair at Minnesota State University Moorhead campus on September 30, 2020 representing various positions in news and other positions within the television station at both KVRR-TV; Fargo, ND and KQDS-TV; Duluth, MN.

KVRR News Director serves as the Region 6 Director covering the states of North Dakota, Minnesota, South Dakota and Wisconsin for the Society of Professional Journalists. As Director he is both training and recruiting journalism professionals/students, and presenting sessions on ethics in journalism. The annual convention was virtual this year. On September 13, 2020 he lead a panel discussion on Ethics in Broadcasting. Recruiting is done on behalf of Red River Broadcast, KVRR-Fargo, KQDS-Duluth and KDLT-Sioux Falls.

KQDS News Director, News Anchor, Sports Anchor and Chief Meteorologist attended the Superior High School Career Fair in Superior, WI on February 26, 2020 at Superior High School. The event was open to students from Superior High School interested in learning more about job possibilities and training needed for careers in various fields. They represented KQDS; Duluth, MN, and KVRR; Fargo, ND discussing career opportunities in strategies for exploring future job options in the media industry.

KQDS News Director is a member of the Advisory Board at Mesabi Range College representing KQDS; Duluth, MN; and KVRR; Fargo, ND. This is a two year college with campus locations in Eveleth and Virginia, MN. As a member of the advisory board he has an opportunity to speak to college students, provide input to college leaders about classroom curriculum and host station tours for students.

KQDS News Director is part of a select group of individuals in communication and academic fields providing guidance to the University of Wisconsin-Superior as the school considers expanding its multimedia journalism program and course offerings. Membership in this outreach advisory board involves providing feedback and opinions about potential future structure of this program at the university as this proposed new department at the school continues to evolve. It also involves guidance for creating future internship and career opportunities for students enrolled in multimedia journalism classes who are interested in pursuing related careers with Red River Broadcast-KQDS; Duluth, MN and KVRR; Fargo, ND.

KQDS News Director is involved with the Communications Department at Minnesota State University, Western Illinois University, University of Wisconsin-Superior, University of Wisconsin-Eau Claire, University of Minnesota-Duluth, Lake Superior College, and Mesabi Range College actively recruiting journalism students via personal connections with faculty for potential future employment with Red River Broadcast – KQDS; Duluth, MN and KVRR; Fargo, ND.

KQDS hosted two job shadow students to spend several days at the television station learning more about what working at a television news job is like through observing current employees doing their daily jobs. This included a student from Superior High School in Superior, WI interested in photojournalism and editing who was able to job shadow at the station during January, 2020. A student from the University of Minnesota-Duluth interested in news reporting shadowed at the station during February, 2020.

Recruitment Resources

December 1, 2019- December 1, 2020

Fond du Lac Tribal & Community College
2101 14th St.
Cloquet, MN 55720
Phone: 218-879-0800
Fax: 218-879-0814
mhaggy@fdltcc.edu

Lake Superior College
2101 Trinity Rd.
Duluth, MN 55811
Phone: 218-733-7600
careerservices@lsc.edu

University of Minnesota—Duluth
1049 University Dr.
Duluth, MN 55812
218-726-8000
Contact: job page—jobs4u@d.umn.edu
UMD GoldPass
(User ID): mmicke@kqdsfox21.tv

University of Wisconsin—Superior
Belknap & Catlin
P.O. Box 2000
Superior, WI 54880
Phone: 715-394-8101 (College)
Contact: Career Services—kpykkone@uwsuper.edu
Phone: 715-394-8024
career@uwsuper.edu
Jacket Jobs:
(User ID) mmicke@kqdsfox21.tv

WITC—Technical College
600 North 21st Street
Superior, WI 54880
715-394-6677
Contact: wisconsintechconnect.com
Fax: 715-394-3771
(User ID) cdrovdal@kqdsfox21.tv

Indeed.com

Handshake
<https://app.joinhandshake.com/login>
(User ID) mmicke@kqdsfox21.tv
UWS/UMD/CSS/Bemidji State

Minnesota Work Force Center
715 Cloquet Ave.
Cloquet, MN 55720
Phone: 218-878-4414
320 W. 2nd St. #205
Duluth, MN 55802
Phone: 218-723-4730
www.minnesotaworks.net/

Wisconsin Job Center
Phone: 888-258-9966
www.wisconsinjobcenter.org
(User ID) kqdsfox21

Minnesota Broadcasters Association
3033 Excelsior Blvd. Suite 301
Minneapolis, MN 55416
Phone: 612-926-8123
www.minnesotabroadcasters.com/careers

TVJobs.com
Phone: 800-374-0119
www.tvjobs.com

KQDS-TV Website

LinkedIn—Duluth, MN

Medialine
P.O. Box 51909
Pacific Grove, CA 93950
www.medialine.com

Bemidji State University
1500 Birchmont Dr NE #18
Bemidji, MN 56601-2907
(218) 755-2038
Fax (218) 755-4115
Career Services
Decker Hall 202
career@bemidjistate.edu

The College of St. Scholastica
1200 Kenwood Avenue
Duluth, MN 55811
800-447-5444
(218) 723-6039
Career Services
Tower, Room 17
careers@css.edu