

FCC EEO Combined Public File Report

For the Reporting Period: 12/01/2020 to 11/30/2021

Call Letter	Type of Station	Location:City/State	Facility ID
WDIO-DT	TV	Duluth, MN	71338
WIRT-DT	TV	Hibbing, MN	71336

Full Time Positions Filled During the Reporting Period

Position	Date Filled	Recruitment Sources Utilized to Fill Vacancy [by Code Number]	Person Hired Source
WDIO-DT.Account Executive(20-1286)	02/16/2021	275, 379, 417, 531, 590, 610, 613, 615, 628, 725, 730, 792, 807, 821, 839, 846, 871, 923, 1159, 1162, 1170, 1171, 1205, 1206, 1211, 1268, 1288, 1292, 1445, 1450, 2187, 2226, 2279, 3000, 3063, 5000	1450, 2226
WDIO-DT.Weekend Meteorologist & Multi-Media Journalist(20-1287)	01/04/2021	275, 379, 417, 531, 590, 610, 613, 615, 628, 725, 730, 792, 807, 821, 839, 846, 871, 923, 1159, 1162, 1170, 1171, 1205, 1206, 1211, 1268, 1288, 1292, 1445, 2187, 2226, 2279, 3000, 3063, 5000	2226
WDIO-DT.Weekend Meteorologist & Multi-Media Journalist(21-1074)	04/06/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1162, 1170, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	923
WDIO-DT.Sales & Traffic Assistant(21-1078)	04/14/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	2226, 5000
WDIO-DT.Multimedia Journalist - WDIO-TV(21-1091)	05/11/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	869
WDIO-DT.Master Control Operator(21-1096)	04/21/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	5000
WDIO-DT.News Director(21-1103)	07/01/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	1457
WDIO-DT.FT Production Technician - WDIO-TV(21-1137)	09/08/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	5000

WDIO-DT.Photographer - WDIO-TV(21-1142)	06/11/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	5000
WDIO-DT.Account Executive(21-1207)	07/07/2021	275, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 871, 923, 1159, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	2226, 5000
WDIO-DT.Sales & Traffic Administrative Assistant(21- 1233)	07/01/2021	275, 333, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 923, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 5000	1450
WDIO-DT.Sports Director- Anchor(21-1260)	08/18/2021	275, 333, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 923, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 3075, 5000	5000
WDIO-DT.Weekend Sports Anchor-Reporter(21-1333)	08/29/2021	275, 333, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 923, 1035, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 2187, 2226, 2279, 3000, 3034, 3063, 3075, 5000	1457
WDIO-DT.Master Control Operator(21-1337)	08/25/2021	531, 730, 807, 869, 923, 1035, 1288, 1450, 2187, 2226, 3000, 3034, 3063, 3075, 5000	2226
WDIO-DT.Producer-Good Morning Northland(21-1353)	10/07/2021	275, 333, 379, 417, 531, 590, 610, 613, 628, 725, 730, 792, 807, 821, 869, 923, 1035, 1161, 1162, 1171, 1205, 1206, 1211, 1268, 1288, 1445, 1450, 1457, 2187, 2226, 2279, 3000, 3034, 3063, 3075, 5000	5000
WDIO-DT.Multimedia Journalist - WDIO-TV(21-1362)	09/24/2021	531, 590, 730, 807, 869, 923, 1035, 1288, 2187, 2226, 3000, 3034, 3063, 3075, 5000	5000
WDIO-DT.Photographer - WDIO-TV(21-1427)	11/03/2021	531, 590, 730, 807, 869, 923, 1035, 1288, 1450, 2187, 2226, 3000, 3034, 3063, 3075, 5000	5000

List of Recruitment Sources

***An asterisk next to the name of the source indicates a source that requested our postings.**

Code	Recruitment Source	Address	Contact Person	Candidates Interviewed
275	Fond du Lac Tribal & Community College	2101 14th St Cloquet Minnesota, 55720	Donna Isham 2188790800	0

379	Job Fair			1
417	WI Indianhead Technical College	2100 BEASER AVE Ashland Wisconsin, 54806	Annette Brown 7156853006	0
531	UMD Career & Internship Services Dept	22 SCC 1117 University Dr Duluth Minnesota, 55812	Susan Hudec 2187267960	0
590	U of Wisconsin Superior	PO Box 2000 Superior Wisconsin, 54880	Handshake 7153948024	1
610	Minnesota Broadcasters Association	408 St. Peter Street Suite 423 St. Paul Minnesota, 55102	Tim Hyde 6129268123	1
613	NE MN Office of Job Training Career Ctr	820 N 9th St Virginia Minnesota, 55792	Randy Back 2187356105	0
615	Minnesota Women's Consortium	165 Western Ave N, Suite 8 St Paul Minnesota, 55102	Lorraine Hart 6512280338	0
628	Minnesota Workforce Center Duluth	402 W 1st St Duluth Minnesota, 55802	Rhonda Rutford	0
725	Leech Lake Tribal College	6945 Little Roof Rd NW Cass Lake Minnesota, 55633	Amarin Chanthorn 2183354225	0
730	Lake Superior College	2101 Trinity Rd Duluth Minnesota, 55811	Kaitlyn Steffen 2187337717	1
792	Mesabi Range Community & Technical College	1001 W Chestnut St Virginia Minnesota, 55792	Toby Anderson 2187490319	0
807	Hennepin Technical College Eden Prairie/Brooklyn Park	9000 Brooklyn Blvd Brooklyn Park Minnesota, 55445	Stephen Harper 7634882411	0
821	Itasca Community College	1851 E Hwy 169 Grand Rapids Minnesota, 55744	Harold Annette 2183274491	0
839	Bemidji State University Career Svc & Northwest Technical	1500 Birchmont Dr NE #18 Bemidji Minnesota, 566012699	Lisa Gubrud 2187552405	0

	College			
846	College of St Scholastica	1200 Kenwood Ave Duluth Minnesota, 55811	Diane Swanoski 2187236085	0
869	St Cloud State University Career Center	720 4th Ave S, Centennial Hall #215 St Cloud Minnesota, 563014498	Handshake 3203082153	1
871	St Cloud Technical College	1540 Northway Dr St Cloud Minnesota, 56303	Jackie Bauer 3203085486	0
923	TV Jobs	PO Box 4116 Oceanside California, 920524116	Mark C Holloway 7607548177	9
1035	*University of the Southwest	6610 Lovington Hwy T-30 Hobbs New Mexico, 88240	Handshake 5753926561	0
1159	University of South Dakota Career Development Center	414 E Clark St Vermillion South Dakota, 57069	Ashlin Schoenfelder 6056583600	0
1161	LSU Manship School of Mass Communication	221 Journalism Building Baton Rouge Louisiana, 70803	Aariel Charbonnet 2255787312	0
1162	Wayne State University Journalism Institute for Media Diversity	191 Manoogain Hall Detroit Michigan, 48201	Alicia Nails 3135776304	0
1170	Manship School of Mass Communications	221 Journalism Bldg Louisiana State University Baton Rouge Louisiana, 70803	Aariel Charbonnet 2255787312	0
1171	University of Miami School of Communication	5100 Brunson Dr Coral Gables Florida, 33146	Carolyn M Castro 3052845234	0
1205	Roger Williams University	One Old Ferry Rd Bristol Rhode Island, 2809	Pamela Fournier 4012531040	0
1206	*Dept of Workforce Development - Office of Veteran Employment Services	2725 E 6th St Superior Wisconsin, 54880	Tom Casey 7153927808	0
1211	Community Action Duluth	2424 W 5th St #102 Duluth Minnesota, 55806	Deb Eagle 2187261665	0

1268	Columbia University Journalism School	Pulitzer Hall, 2950 Broadway New York New York, 10027	Lauren Mack 2128544422	0
1288	Northland College	1411 Ellis Ave Ashland Wisconsin,	Handshake 7156821230	0
1292	St Cloud State University	720 4th Ave S St Cloud Minnesota, 56301	Zengjun Peng 3203083756	0
1445	Hibbing Community College Multimedia Program	1515 E 25th St Hibbing Minnesota, 55746	Becky Mayo 2182632968	0
1450	Indeed.com	Austin Texas,		21
1457	LinkedIn	2029 Stierlin Ct Mountain View California, 94043		11
2187	Minnesota State University Moorhead	1107 7th Ave S Moorhead Minnesota, 56563	Handshake 2184772131	0
2226	Employee Referrral			9
2279	UNO School of Communication	6001 Dodge St CPACS 200 Omaha Nebraska, 68182	Chris Allen 4025542601	0
3000	HBI Career Site			7
3034	The College of St. Scholastica	1204 Kenwood Avenue Duluth Minnesota, 55811	Handshake	0
3063	Bemidji State University/Northwest Technical College	1500 Birchmont Dr NE #18 Bemidji Minnesota, 56601	Handshake 218-755-2405	0
3075	St. Cloud Technical & Community College	1540 Northway Drive Saint Cloud Minnesota, 56303	Lisa Mohr 3203085486	0
5000	Internal			12

Outreach Activities

Name of Event/ Initiative	Contact Person	Date	Description of Initiative
Columbia College Chicago Spring Internship & Career Fair	Valerie Robbins	02/11/2021- 02/11/2021	WDIO's News Director attended a virtual career fair to discuss careers in broadcasting with college students attending Columbia University in Chicago, IL. They also talked about coursework, internships, demo reels and networking.
Howard University Spring 2021 Virtual Career Fair	Career Services	02/25/2021- 02/25/2021	WDIO's News Director attended the Howard University virtual career fair. The Office of Career Services connected students and alumni from Howard University with companies that have openings. The News Director spoke with students interested in careers in journalism and broadcasting about job opportunities.
Iron Range Leadership Summit	Ruva Tsoka	10/07/2021- 10/07/2021	WDIO's Anchor/Reporter met with Iron Range High School students to help them understand about how newscasts come together and the education necessary for a career in broadcasting and journalism. WDIO's Anchor/Reporter was able to help students create their own news update, with students acting as reporters and anchors.
Leadership Training	Franklin Covey Training	04/28/2021- 09/15/2021	Managers at WDIO-TV participated in leadership training during the year. The trainings were The 6 Critical Practices For Leading a Team and The 4 Essential Roles of Leadership. Training was provided to grow and develop management/leadership skills.
Mentoring Opportunity	Kaitlin Zenner	06/01/2021- 08/31/2021	WDIO's Account Executive mentors and coaches local college students. She speaks with students about her job in broadcasting and has every freshman participate in a group discussion about the different jobs in broadcasting and journalism. They also discuss behind the scenes jobs like sales, production and engineering. Interested students are then referred to other leaders at the station.
Michigan State University Spring Career Days	Randi Martinez	02/24/2021- 02/24/2021	WDIO's News Director virtually attended the Michigan State University Spring Career Days. The News Director was able to meet with students interested in pursuing jobs and internships in the areas of Sales, Marketing, Media, Advertising, Public Relations and Professional Communications.
Scholastic Kid Reporter	Maxine Osa	10/05/2021- 10/05/2021	WDIO's Anchor/Reporter interviewed a 7th Grade student from Duluth School as part of a Scholastic Kid Reporter Story. The student,

in turn, was able to interview WDIO's Anchor/Reporter as part of a class program. The student learned about the education and experience required for a career in journalism and broadcasting.

School Visits 2020-2021	Various	12/01/2020-11/30/2021	WDIO News & Weather staff regularly speak with students in elementary schools, high schools and colleges about their jobs and careers in broadcasting and meteorology. Schools visited during the reporting period include: Superior Headstart, Lincoln Elementary (Hibbing) 5th Grade, Rock Ridge Public School, Piedmont Elementary 5th Grade, and Moose Lake Elementary 5th Grade.
St Cloud State University Diversity Job & Internship Fair	Jackie Bauer	01/29/2021-01/29/2021	WDIO's News Director attended the St. Cloud State University Diversity Job & Internship Fair, the largest diversity recruiting event of it's kind in Minnesota. He spoke with students about coursework needed to pursue a career in journalism and broadcasting as well as positions with the station.
Syracuse University Newhouse School of Public Communications Diversity Communications Career Fair	Bridget Lichtinger	03/05/2021-03/05/2021	WDIO's News Director attended a virtual job fair at Syracuse University Newhouse School of Public Communications. The career fair focused on opportunities for underrepresented students in communications and journalism.
University MN Duluth Student Interview	Maria Vollom	09/20/2021-09/20/2021	WDIO's Anchor/Reporter met virtually with a University of Minnesota Duluth journalism student. The student interviewed the Anchor/Reporter for one of her classes. They spoke about the classes needed for a career in journalism, as well as expectations and experiences needed to get into the broadcasting field.
University of Wisconsin Superior Promethean Meeting	Tom Hansen	03/30/2021-03/30/2021	WDIO's Assistant News Director spoke virtually with students from the University of Wisconsin Superior. The students are participants in the production of the school's student newspaper, The Promethean. The Assistant News Director discussed his experience in the journalism program at UWS and provided insight on what steps are needed for a journalism career. They also talked about news positions available at WDIO and how to apply for openings.
University of Wisconsin-Madison Advertising & Communication Fair	Pamela Garcia-Rivera	03/10/2021-03/10/2021	WDIO's News Director attended the University of Wisconsin Madison virtual career fair. The students attending were focused on careers in advertising, marketing, public relations, journalism, communications,

digital media and entertainment. Interested students were encouraged to apply for positions with the station.

University of Wisconsin-River Falls Career Fair

Career Fair Coordinator

02/17/2021-02/17/2021

WDIO's News Director attended the University of Wisconsin-River Falls Virtual Career Fair. The Career Fair is a way for students to network with employers from a variety of industries. Students gathered information about WDIO and possible job and internship opportunities, as well as learn about coursework needed for careers in journalism and broadcasting.