

Northern Minnesota Public Television, Inc. - KAWE, Bemidji, MN
Annual Public File - FCC EEO Report
Reporting Period Ending November 30, 2016

1. Full-Time Vacancies

A list of all full-time vacancies filled by the station's employment unit during the preceding year, identified by job title.

Position
Broadcast Tech
Multi-Media Journalist/Social Media Coordinator
Bemidji News Reporter
Multi-Media Journalist/Social Media Coordinator
Newscast Technical Director
Bemidji News Reporter
Brainerd News/Sports Reporter
Bemidji News Reporter

2. Recruitment Sources Utilized for Each Search

For each such vacancy, the recruitment sources utilized to fill the vacancy, identified by name, address, contact person and telephone number.

Broadcast Tech & Multi-Media Journalist/Social Media Coordinator							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
TVJobs	(800) 374-0119	Mark Holloway	P.O. Box 4116	Oceanside	CA	92052	www.tvjobs.com
MN Job Service	1-888-GET-JOBS	On-line	616 America Ave	Bemidji	MN	56601	www.mnworks.net
MediaLine	(800) 237-8073	Mark Shilstone	Box 51909	Pacific Grove	CA	93950	www.medialine.com
Internal Posting	218-333-3015	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org
Forum Communications	<u>701-451-5643</u>	Anne Malvin	101 5th St N	Fargo	ND	58102	www.forumcomm.com

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Bemidji News Reporter Multi-Media Journalist/Social Media Coordinator Newscast Technical Director Bemidji News Reporter Brainerd News/Sports Reporter Bemidji News Reporter							
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Internal Posting / Web site	218-333-3015	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org

3. Recruitment Sources That Referred Hired For Each Full Time Position Search

For each such vacancy, the recruitment source that referred the hire for each full-time vacancy during the preceding year.

Position	Recruitment Source for Hire
Broadcast Tech	LPTV Web Site
Multi-Media Journalist/Social Media Coordinator	Forum Communications
Bemidji News Reporter	TVJobs.com
Multi-Media Journalist/Social Media Coordinator	Word of mouth
Newscast Technical Director	Word of mouth
Bemidji News Reporter	TVJobs.com
Brainerd News/Sports Reporter	TVJobs.com
Bemidji News Reporter	TVJobs.com

4. Total Number Of Persons Interviewed By Each Recruitment Source

For each such vacancy, data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each

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recruitment source utilized in connection with such vacancies.

Position / Recruitment Source	Number Interviewed
Broadcast Tech	
LPTV Web Site	1
Forum Communications	2
Total	3

Position / Recruitment Source	Number Interviewed
Multi-Media Journalist/Social Media Coordinator	
Word of Mouth	1
Forum Communications	1
Total	2

Position / Recruitment Source	Number Interviewed
Bemidji News Reporter	
TV Jobs	3
Word of Mouth	1
Total	4

Position / Recruitment Source	Number Interviewed
Multi-Media Journalist/Social Media Coordinator	
Word of Mouth	1
Total	1

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Position / Recruitment Source	Number Interviewed
Newscast Technical Director	
TV Jobs	1
Word of Mouth	1
Total	2

Position / Recruitment Source	Number Interviewed
Bemidji News Reporter	
TV Jobs	6
Total	6

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Position / Recruitment Source	Number Interviewed
Brainerd News/Sports Reporter	
TV Jobs	1
Total	1

Position / Recruitment Source	Number Interviewed
Bemidji News Reporter	
TV Jobs	5
Sportscasters Talent Agency of America ?? (we didn't post the job here)	1
Staatalent.com (again, we didn't post the job here)	1
Total	7

5. Prong 3 Initiatives

Since Northern Minnesota Public Television (NMPTV operating KAWE) is classified as a small market station, we are required to comply with at least two prong 3 initiatives every two-year reporting period as is outlined by the FCC.

For the EEO reporting period ending November 30, 2016, NMPTV has met the goals and has accomplished several Prong 3 initiatives as follows:

(v) Implementation and operation of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Description: NMPTV has a strong partnership with Bemidji State University (BSU) and Central Lakes College in Brainerd, MN. Every semester, NMPTV offers volunteer opportunities and formal internships for students enrolled in Bemidji State University and Central Lakes College's video and mass communications program in both technical and journalism areas.

In addition to offering formal internships to BSU students, NMPTV also recruits and trains mass communications students from both BSU and Central Lakes College in Brainerd to assist with local productions throughout the school year.

In addition, NMPTV also provides other community members the opportunity to train and learn various jobs involved with the production of local programming. Just one example of this is as follows: NMPTV produces a Monday through Friday nightly news program and community volunteers are recruited and trained for various positions necessary for the production of the news. All technical positions other than the technical director are staffed with these volunteer / training positions. These include teleprompter, cameras, floor director, and audio operator. People that are recruited for these volunteer / training positions are trained by staff personnel and do become proficient in the technical areas mentioned above and many acquire the skills for employment in

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these areas. During the covered reporting period well over 30 people have participated in this program and have learned valuable broadcast skills.

(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Description: Being a small market station with limited resources, we are a continual training ground. We typically hire at least two news reporters every year. These reporters are usually hired directly out of college with little or no on-the-job experience. Dennis Weimann, our news director, does an outstanding job training these new employees to not only report the news, but also moves every one into the role of anchoring and putting together the entire newscast. This allows these reporters to fill in the lead anchor role and gain experience that will allow them to move into more demanding roles here at NMPTV and also to move into bigger market jobs with more responsibility.

(ix) Establishment of a mentoring program for station personnel

Description: In 2015, NMPTV began a job search for a Director of Engineering. After extensive searching and a few interviews, we were unable to locate a qualified candidate that we could afford. To move this forward, in 2016, NMPTV hired a young college graduate into an Engineering Tech position with the hopes of growing this position. Our Engineering Tech has been shadowing our Engineering Manager since he was hired and is being mentored to help him learn this business and gain the skills necessary and learn meaningful broadcast engineering knowledge.

In addition, in our news department we typically hire graduates right out of school. Dennis Weimann (who is our news director) mentors these new graduates / hires and helps them not only grow in their current position, but helps them to move up in our organization and also on to bigger market jobs. During 2016, we had several of our news reporter staff turn over and take jobs in larger markets after working with us for one to two years. This is a great example of how effective this mentoring is in our news department.

This mentoring takes place with all of our reporters here at Lakeland Public Television. We're proud of how we train our employees for greater responsibility and career advancement.