

Northern Minnesota Public Television, Inc. - KAWE, Bemidji, MN
Annual Public File - FCC EEO Report
Reporting Period Ending November 30, 2020

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
Sports Director/Anchor
Brainerd Sports/News MMJ
Multimedia Journalist
Brainerd Sports/News MMJ
Brainerd News MMJ

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.

Sports Director/Anchor (1-'20)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
Indeed.com	800-430-6955	n/a	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com

Brainerd Sports/News Multimedia Journalist (1-'20)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
tvjobs.com	800-374-0119	Mark C. Holloway	P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
Indeed.com	800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
Medialine	706-364-7564	Rich Everitt	1209 Wood Valley Rd	Augusta	GA	30909	www.medialinetalent.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net

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Multimedia Journalist (3-'20)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
Indeed.com	1-800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
Journalism Jobs.com	510-508-7386	On-Line	N/A	N/A	N/A	Not listed	info@journalismjobs.com www.journalismjobs.com
tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net

Brainerd Sports/News Multimedia Journalist (9-'20)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
Indeed.com	1-800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
lptv.org Website	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org bsanford@lptv.org
KAWE & KAWB On-Air	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org bsanford@lptv.org

Brainerd News Multimedia Journalist (9-'20)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
Minnesota works.net	651-259-7501	?	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
Indeed.com	1-800-430-6955	n/a	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com

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tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com http://www.tvjobs.com
LPTV.org Website	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org bsanford@lptv.org
KAWE & KAWB On-Air	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org bsanford@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
Sports Director/Anchor	Word of mouth – In house
Brainerd Sports/News MMJ	Staatalent.com *
Multimedia Journalist	Indeed.com
Brainerd Sports/News MMJ	Indeed.com
Brainerd News MMJ	Staatalent.com *

* While we don't post on staatalent.com, they pull information from other online sources like Indeed.com. This is how our postings got there.

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 recruitment source utilized in connection with such vacancies.

Position / Recruitment Source	Number Interviewed
Sports Director/Anchor	
Staatalent.com	3
TVJobs.com	1
In-house	1
Total	5

Position / Recruitment Source	Number Interviewed
Brainerd Sports/News MMJ	
Staatalent.com	2
Total	2

Position / Recruitment Source	Number Interviewed
Multimedia Journalist	
Indeed.com	1
Total	1

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Position / Recruitment Source	Number Interviewed
Brainerd Sports/News MMJ	
Indeed.com	1
Total	1

Position / Recruitment Source	Number Interviewed
Brainerd News MMJ	
Staatalent.com	2
Indeed.com	1
Total	3

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, 2020, NMPTV has met the goals and has accomplished several Prong 3 initiatives as follows:

(v) 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 TV production 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. NMPTV produces a Monday through Friday nightly newscast 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 these areas. During the covered reporting period our numbers were down due to COVID-19 preventing us from having volunteers in the building beginning in March. Beginning in December of 2019 through our building closure due to COVID-19 in March of 2020, we still had nine people participate in this program and they 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 turn over and hire several news reporters every year. These reporters are usually hired by us directly out of college with little or no on-the-job experience. During 2020, we hired five college graduates with little previous on-the-job experience as reporters. Dennis Weimann, our news director, does an outstanding job training these new employees to not only report the news, but also moves every one of these new reporters into

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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 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 to learn the business and grow in their current position. This mentorship allows these young reporters who are new in the business to move up in our organization and also on to bigger market jobs. During 2020, we have had five of our news reporter staff turn over and take jobs in larger markets after working with us typically about a year. This is a great example of how effective this mentoring is in our news department. This kind of mentoring takes place with all of our reporters here at NMPTV. We're proud of how we train our employees for greater responsibility and career advancement.