

**Northern Minnesota Public Television, Inc. - KAWE, Bemidji, MN**  
**Annual Public File - FCC EEO Report**  
**Reporting Period Ending November 30, 2021**

**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.

<b>Position</b>
<b>President &amp; CEO</b>
<b>Office Manager/Sales Assoc.</b>
<b>Multimedia Producer/Director</b>
<b>Multimedia Producer/Director</b>
<b>News Multimedia Journalist</b>
<b>News Multimedia Journalist</b>

**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.

<b>President &amp; CEO (2-'21)</b>							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
Publicmediaajobs.org	202.885.6412	On-line	4400 Massachusetts NW	Washington	DC	20016	Publicmediaajobs.org
Indeed.com	800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
NETA Consulting	803.799.5517	Skip Hinton	PO Box 50008	Columbia	SC	29250	www.netaonline.org
Greaterpublic.org	800.454.2314	On-line	PO Box 303279	Austin	TX	78703	www.greaterpublic.org
CPB	202-879-9600	On-line	401 9th Street, NW	Washington	DC	20004	www.cpb.org/jobline
TVnewscheck.com	610.649.7989	On-line	238 Crosshill Road	Wynnewood	PA	19096	www.tvnewscheck.com

<b>Office Manager/Sales Assoc. - Brainerd(5-'21)</b>							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website

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LPTV.org Website	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	<a href="http://www.lptv.org">www.lptv.org</a> bsanford@lptv.org
Indeed.com	800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net

<b>Multimedia Producer/Director (2-'21)</b>							
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
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	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	<a href="http://www.lptv.org">www.lptv.org</a> jhanks@lptv.org
tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com

<b>Multimedia Producer/Director (7-'21)</b>							
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
LPTV.org Website	218-751-3407	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	<a href="http://www.lptv.org">www.lptv.org</a> jhanks@lptv.org

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<b>News Multimedia Journalist (7-'21)</b>							
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
Staatalent.com	949-648-7822	Jon Chelesnik					www.staatalent.com
lptv.org Website	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	<a href="http://www.lptv.org">www.lptv.org</a> bsanford@lptv.org

<b>News Multimedia Journalist (9-'21)</b>							
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
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	<a href="http://www.lptv.org">www.lptv.org</a> bsanford@lptv.org
KAWE & KAWB On-Air	218-751-3407	Bill Sanford	108 Grant Ave NE	Bemidji	MN	56601	<a href="http://www.lptv.org">www.lptv.org</a> bsanford@lptv.org

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**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.

<b>Position</b>	<b>Recruitment Source for Hire</b>
<b>President &amp; CEO</b>	Word of mouth – In house posting
<b>Office Manager/Sales Assoc.</b>	Indeed.com
<b>Multimedia Producer/Director (2-'21)</b>	Word of mouth – In house posting
<b>Multimedia Producer/Director (7-'21)</b>	<a href="http://www.lptv.org">www.lptv.org</a> website employment posting
<b>News Multimedia Journalist (7-'21)</b>	Staatalent.com
<b>News Multimedia Journalist (9-'21)</b>	<a href="http://www.lptv.org">www.lptv.org</a> website employment posting

**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.

<b>Position / Recruitment Source</b>	<b>Number Interviewed</b>
<b>President &amp; CEO</b>	
Publicmediajobs.org	2
netaonline.org	3
In-house	2
<b>Total</b>	<b>7</b>

<b>Position / Recruitment Source</b>	<b>Number Interviewed</b>
<b>Office Manager/Sales Assoc.</b>	
Indeed.com	2
<b>Total</b>	<b>2</b>

<b>Position / Recruitment Source</b>	<b>Number Interviewed</b>
<b>Multimedia Producer/Director (2-'21)</b>	
Word of mouth	2
<b>Total</b>	<b>2</b>

<b>Position / Recruitment Source</b>	<b>Number Interviewed</b>
<b>Multimedia Producer/Director (7-'21)</b>	
<a href="http://www.lptv.org">www.lptv.org</a> website employment posting	1
<b>Total</b>	<b>1</b>

<b>Position / Recruitment Source</b>	<b>Number Interviewed</b>
<b>News Multimedia Journalist (7-'21)</b>	

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<a href="http://www.lptv.org">www.lptv.org</a> website employment posting	1
<b>Total</b>	<b>1</b>

Position / Recruitment Source	Number Interviewed
<b>News Multimedia Journalist (9-'21)</b>	
Staatalent.com	1
Indeed.com	1
<b>Total</b>	<b>2</b>

**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, 2021, 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.

New in 2021, NMPTV is partnering with the Bemidji High School (BHS) Career Academies program. The BHS Career Academies match high school students interested in different trades, include broadcast media, and connect them with local employers for job shadowing opportunities. We will be hosting a group of BHS students monthly to learn about our production of Lakeland News and participate in real world hands-on training in the broadcast industry.

**(viii) Establishment of training programs designed to enable station personnel to acquire skills that could**

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**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 2021, we hired two candidates 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 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 2021, we have had two 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.

In our engineering department, we are also working to mentor and grow internal staff into higher level engineering positions. Over the past several years, stations have faced a big challenge in this area with very few qualified broadcast engineering candidates available to fill positions opened by retiring personnel. Our current Director of Engineering is working closely with IT staff to grow their skillset to meet the needs of a complex television broadcast organization.