

Northern Minnesota Public Television, Inc. - KAWE, Bemidji, MN
Annual Public File - FCC EEO Report
Reporting Period Ending November 30, 2023

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
TV News-Sports Reporter/Anchor
Marketing & Comm. Manager
TV News Reporter/Anchor
TV News-Sports Reporter/Anchor
Multi-Media Producer/Director
TV News-Sports Reporter/Anchor
TV News-Sports Reporter/Anchor
Development Specialist

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.

TV News Reporter/Anchor (12-'22)						
Phone #	Contact	Address	City	State	Zip	Email/Website
218-751-3407	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org jhanks@lptv.org
800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	TX	78750	www.indeed.com
651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
1-855-655-5653	On-Line	1000 West Maude Avenue	Sunnyvale	CA	94085	www.linkedin.com

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Marketing & Communications Manager (4-'23)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
LPTV.org Website	218-751-3407	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org jhanks@lptv.org
Indeed.com	800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	TX	78750	www.indeed.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
Handshake	Email support only	On-Line	225 Bush St #1200	San Francisco	CA	94104	https://app.joinhandshake.com/emp
ZipRecruiter	(877) 252-1062	On-Line	604 Arizona Ave.	Santa Monica	CA	90401	https://www.ziprecruiter.com/

TV News Reporter/Anchor (6-'23)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
LPTV.org Website	218-751-3407	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org jhanks@lptv.org
Indeed.com	800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	TX	78750	www.indeed.com
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
tvjobs.com	800-374-0119	Mark C. Holloway	Broadcast Employment Services P.O. Box 4116	Oceanside	CA	92052	admin@tvjobs.com www.tvjobs.com
LinkedIn	1-855-655-5653	On-Line	1000 West Maude Avenue	Sunnyvale	CA	94085	www.linkedin.com

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TV News-Sports Reporter/Anchor – Brainerd (7-'23)							
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	www.lptv.org 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
LinkedIn	1-855-655-5653	On-Line	1000 West Maude Avenue	Sunnyvale	CA	94085	www.linkedin.com

Multi-Media Producer Director (8-'23)							
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	www.lptv.org jhanks@lptv.org
Handshake	Email support only	On-Line	225 Bush St #1200	San Francisco	CA	94104	https://app.joinhandshake.com/emp

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TV News-Sports Reporter/Anchor (9-'23)							
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
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	www.lptv.org jhanks@lptv.org

TV News-Sports Reporter/Anchor (9-'23)							
Recruiting Source	Phone #	Contact	Address	City	State	Zip	Email/Website
Minnesota works.net	651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
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	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org jhanks@lptv.org
LinkedIn	1-855-655-5653	On-Line	1000 West Maude Avenue	Sunnyvale	CA	94085	www.linkedin.com

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Development Specialist (11-'23)						
Phone #	Contact	Address	City	State	Zip	Email/Website
1-800-430-6955	On-Line	6433 Champion Grandview Way, Bldg 1	Austin	MN	78750	www.indeed.com
651-259-7501	On-Line	332 Minnesota St. Suite E200	St. Paul	MN	55101	www.minnesotaworks.net
218-751-3407	Jeff Hanks	108 Grant Ave NE	Bemidji	MN	56601	www.lptv.org jhanks@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
TV News-Sports Reporter/Anchor (12-'22)	Word of Mouth
Marketing & Communications Manager (4-'23)	Word of Mouth
TV News Reporter/Anchor (6-'23)	Word of Mouth
TV News-Sports Reporter/Anchor – Brainerd (7-'23)	TVJobs.com
Multi-Media Producer Director (8-'23)	Word of Mouth
TV News-Sports Reporter/Anchor (9-'23)	Word of Mouth
TV News-Sports Reporter/Anchor (9-'23)	Word of Mouth
Development Specialist (11-'23)	Word of Mouth

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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
TV News-Sports Reporter/Anchor (12-'22)	
Word of mouth	2
Linkedin	1
Total	3

Position / Recruitment Source	Number Interviewed
Marketing & Communications Manager (4-'23)	
lptv.org web posting	2
Word of mouth	3
Total	5

Position / Recruitment Source	Number Interviewed
TV News Reporter/Anchor (6-'23)	
Word of mouth	1
Total	1

Position / Recruitment Source	Number Interviewed
TV News-Sports Reporter/Anchor (7-'23)	
Word of mouth	3
lptv.org web posting	1
TVJobs.com	1
Total	1

Position / Recruitment Source	Number Interviewed
Multi-Media Producer Director (8-'23)	
Word of mouth	2
Indeed.com	1
lptv.org web posting	2
Total	5

Position / Recruitment Source	Number Interviewed
TV News-Sports Reporter/Anchor (9-'23)	
Word of mouth	1
Total	1

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Position / Recruitment Source	Number Interviewed
TV News-Sports Reporter/Anchor (9-'23)	
Word of mouth	1
Total	1

Position / Recruitment Source	Number Interviewed
Development Specialist (11-'23)	
Word of mouth	1
Total	1

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, 2023, 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.

From December 26, 2022 to August 30, 2023, our Lakeland News production had TWO paid intern reporters from Central Lakes College funded through the Sourcewell organization located in Staples, MN. Per terms of the Sourcewell agreement, these interns worked under 40 hours per week during this term. These paid internship's proved to be very successful, with the intern offering local news coverage work that we wouldn't have been able to provide otherwise. The supervision and training of these students is coordinated by our News Director, Dennis Weimann, and our News Technical Director, Nathan Green.

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. The supervision and training of these students is coordinated by our News Director, Dennis Weimann, and our News Technical Director, Nathan Green.

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

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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. The supervision and training of these community volunteers is coordinated by our News Director, Dennis Weimann, and our News Technical Director, Nathan Green.

During the 2022 & 2023 school years, NMPTV partnered 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 have hosted a group (4 or 5 on average) of BHS students on a one day a month basis to learn about our production of Lakeland News and participate in real world hands-on training in the broadcast industry. The supervision and training of these BHS students is coordinated by our News Director, Dennis Weimann, and our News Technical Director, Nathan Green.

(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 2023, we hired five 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 2023, we had one of our news reporter staff take a job in a larger market after working with us about two years. 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. Our current Engineering Manager is mentoring other engineering personnel on TV transmitter technology to develop their skills and take over when staff engineers retire in the coming year. 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.