

FCC EEO Public File Report

Call Sign	Type of Station	Location: City/State	Facility ID
WDIO-DT	TV	Duluth, MN	71338
For the reporting period: 12/01/08 to 11/30/09			

Full-Time Positions Filled

Job Title	Date Closed	Recruitment Source Groups	Source for Person Hired
Internet Marketing & Sales	08/31/2009	Internal,National,P Except for: 1270	1190
News Reporter	11/20/2009	Internal,National,P	1198
Producer	11/12/2009	Internal,National,P	531
Sales Account Executive-Draw against commission	12/23/2008	Internal,National,P	357
Sales Account Executive-Draw against commission	02/13/2009	Internal,National,P	357
Sales Account Executive-Draw against commission	02/13/2009	Internal,National,P	781

List of Recruitment Sources for Interviewees

Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees
357	2	369	2	523	1	531	2
546	1	590	1	608	1	628	2
781	1	1190	4	1198	4		

List of Recruitment Sources that requested postings

1150 1159 1170 1198 1205 1206 1211 1291 1292 1430 1431 1432

Recruitment Source Groups

Group Name	Ending Date: Members of this group
Internal	Current: 307 369 402 408 416 546 555 843 865 893 905 911 912 913 1213 1270 05/26/09: 1270 ACTIVE 03/17/09: 1270 INACTIVE
National	Current: 253 254 255 452 487 608 644 651 657
P=Professional	Current: 143 239 249 275 294 347 357 367 387 397 417 464 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 835 839 846 871 916 1159 1170 1171 1172 1190 1198 1205 1206 1211 1279 1288 1291 1292 1430 1431 1432 04/16/09: 1430 ADDED 1431 ADDED 1432 ADDED
Paid	Current: 245 338 460 689 750
S=Support	Current: 143 239 249 275 294 347 357 367 387 397 417 464 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 807 821 839 846 871 1150 1159 1170 1171 1172 1190 1198 1206 1211 1288 1291 1292 1429 04/15/09: 1429 ADDED
T=Technical	Current: 143 239 249 275 294 347 357 367 387 397 417 464 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 821 839 846 871 1150 1159 1170 1171 1172 1190 1198 1206 1211 1288 1291 1292 1429 04/15/09: 1429 ADDED

Recruitment Sources

ID	Source	ID	Source	ID	Source
143	American Indian Resources Ctr 211 W 4th St Duluth, MN 55806 Vi Foldesi (218) 726-1370	239	Duluth Business University 4724 Mike Colalillo Dr Duluth, MN 55807 David Cook (218) 740-4365	245	Duluth News Tribune 424 W 1st St Duluth, MN 55802 Sandy DoBrava (218) 723-5201
249	Department of Workforce Development-WI Job Center 1805 N 14th St #1 Superior, WI 54880 Mary Ann Grymala (715) 392-0818	253	Emma L Bowen Foundation-CA 4024 Radford Ave #300 Studio City, CA 91604 Norma P Pichardo (818) 655-5708	254	Emma L Bowen Foundation-DC 1299 Pennsylvania Ave NW, 11th Flr Washington, DC 20004 Phylis Eagle Oldson (202) 637-4494
255	Emma L Bowen Foundation-NY 524 W 57th St New York, NY 10019 Sandra Rice (212) 975-2545	275	Fond du Lac Tribal & Community College 2101 14th St Cloquet, MN 55720 Donna Isham (218) 879-0800	294	Hibbing Community College 1515 E 25th St Hibbing, MN 55746 Terri Brandt (218) 262-6775
307	KSTP-TV 3415 University Ave St Paul, MN 55114 Dixie Hansen (651) 642-5555	338	Consulting Firm	347	Community Organization-General
357	Employee-Current	367	Employee-Former	369	Internal Applicant

387	Job Fair	397	Publication	402	WDIO-TV 10 Observation Rd Duluth, MN 55811 Peggy Scandin (218) 727-6864
408	WHEC-TV 191 East Ave Rochester, NY 14604 Kathy Knox (585) 546-0745	416	WNYT-TV 15 N Pearl St Albany, NY 12204 Christine Kimball (518) 436-4791	417	WI Indianhead Technical College 600 N 21st St Superior, WI 54880 Kim Davidson (715) 394-6677
452	Society of Broadcast Engineers 9247 N Meridian St #305 Indianapolis, IN 46260 Scott Jones (317) 846-9000	460	Radio Television News Directors Association 1600 K St NW #700 Washington, DC 200362838 Sharon Hammon (202) 467-5258	464	St Cloud State University-Mass Communication 720 S 4th Ave St Cloud, MN 563014498 Gregory S Martin (320) 308-3293
487	Society of Professional Journalists 3909 N Meridian St Indianapolis, IN 46208 Greg Jones (317) 927-8000	492	College of St Scholastica-American Indian Studies Program 1200 Kenwood Ave Duluth, MN 55811 Barbara King (218) 723-6170	523	U of MN-Duluth-Recruitment Coordinator 1117 University Dr, 21 Solon Campus Center Duluth, MN 55812 Linda Bloom (218) 726-7985
529	U of MN-Duluth-American Indian Learning Resource Center 1208 Kirby Dr, 315 Kirby Plaza Duluth, MN 55812 Lea Carr (218) 726-6350	531	U of MN-Duluth-Career Svcs 22 SCC 1117 University Dr Duluth, MN 55812 Pamela Merzowski (218) 726-7960	546	KSAX-TV 415 Filmore St Alexandria, MN 56308 Melissa Matthews (320) 763-5729
555	KSTC-TV 3415 University Ave St Paul, MN 55114 Glenna Sorensen (651) 523-7301	575	KUWS-Wisconsin Public Radio PO Box 2000 Superior, WI 54880 Kim Gustafson (715) 394-8530	590	U of Wisconsin-Superior 1800 Grand Ave Superior, WI 54880 Kathy Pykkonen (715) 394-8305
591	Center for Academic and Career Advising, UW- Superior Belknap & Catlin, PO BOX 2000 Superior, WI 54880 Susan Larson (715) 394-8024	608	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone (831) 648-5200	613	NE MN Office of Job Training, Career Ctr 4927 Matterhorn Dr Duluth, MN 55811 Candis McQueen (218) 723-4948
623	Minnesota Broadcasters Association 3033 Excelsior Blvd #440 Minneapolis, MN 55416 Linda LaSere (612) 926-8123	628	Minnesota Job Service Plcmt Office 320 W 2nd St #205 Duluth, MN 55802 Ken Greshowak (218) 723-4703	644	National Association of Broadcasters 1771 N St NW Washington, DC 200362891 Karen Hunter (202) 429-5498
651	National Association of Hispanic Journalists PO Box 226722 Washington, DC 20045 Marco Botero (202) 662-7145	657	National Hispanic Media Coalition 2514 S Grand Ave Los Angeles, CA 90007 Claudia Flores (213) 746-6988	689	National Press Photographers Assoc Reg Chapter 5 1801 Grand Ave Des Moines, IA 50309 Mike Borland (515) 254-0462
707	Business Organization-General	730	Lake Superior College 2101 Trinity Rd Duluth, MN 558113399 Betsy Jacobson (218) 733-7618	732	Lake Superior College-BC 2101 Trinity Rd Duluth, MN 558113399 Brandon Leno, (218) 733-7665
750	Recruiter	761	Self Inquiry	771	Website
781	Word of Mouth	792	Mesabi Range Community & Technical College 1001 W Chestnut St Virginia, MN 55792 Toby Anderson (218) 749-0319	807	Hennepin Technical College-Eden Prairie/Brooklyn Park 9000 Brooklyn Blvd Brooklyn Park, MN 55445 Cheryl Benkofske (763) 488-2411
821	Itasca Community College 1851 E Hwy 169 Grand Rapids, MN 55744 Harold Annette (218) 327-4491	835	Job Post-All MN State Universities	839	Bemidji State University-Career Svcs 1500 Birchmont Dr NE #18 Bemidji, MN 566012699 Laura Holm (218) 755-2038
843	KOBF-TV 825 W Broadway Farmington, NM 87401 Deb Kelly (505) 326-1141	846	College of St Scholastica 1200 Kenwood Ave Duluth, MN 55811 Kathy Harbaugh (218) 723-6085	865	KAAL-TV 1701 10th Place NE Austin, MN 55912 Bonnie Broden (507) 437-6666
871	St Cloud Technical College 1540 Northway Dr St Cloud, MN 563031240 Pat Schug (320) 308-5926	893	KOB-TV 4 Broadcast Plaza SW Albuquerque, NM 87104 Lori Lung (505) 243-4411	905	KOBR-TV 124 E 4th St Roswell, NM 88201 Nora Nieto (505) 625-8888
911	KSTP-AM 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989	912	KSTP-FM 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989	913	WFMP-FM 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989
916	Minnesota Women's Consortium 550 Rice St St Paul, MN 55103 Lorraine Hart (651) 228-0338	1150	Brown College-Career Services 1440 Northland Dr Mendota Heights, MN 55120 Karol Baumeister (651) 905-3499	1159	University of South Dakota-Career Development Center 414 E Clark St Vermillion, SD 57069 Tara Rohan (605) 677-5307
1170	Manship School of Mass Communications 221 Journalism Bldg Louisiana State University Baton Rouge, LA 70803 Helen Taylor (225) 578-2336	1171	University of Miami School of Communication 5100 Brunson Dr Coral Gables, FL 33124 Luis Herrera (305) 284-2474	1172	Wayne State University Journalism Institute for Minorities 191 Manogian Hall Detroit, MI 48202

				Jack Lessenberry (313) 993-4083	
1190	WDIO-TV Website 10 Observation Rd Duluth, MN 55811 Peggy Scandin (218) 727-6864	1198	TVJobs PO Box 4116 Oceanside, CA 92052 Mark C Holloway (800) 374-0119	1205	Roger Williams University One Old Ferry Rd Bristol, RI 02809 Robbin Beauchamp (401) 254-3224
1206	Wisconsin Job Center/Veterans Services 1805 N 14th St, Ste 1 Superior, WI 54880 Tom Casey (715) 392-7808	1211	Community Action Duluth 19 N 21st Ave W Duluth, MN 55806 Allegra Henderson (218) 726-1665	1213	F&F Productions 14333 Meyerlake Circle Clearwater, FL 33760 Donna Guilliame (727) 535-6776
1270	ReelzChannel 5650 University Blvd SE Albuquerque, NM 87106 Jasmine DelCampo (505) 212-8800	1279	ReelzChannel 1201 W 5th St #T900 Los Angeles, CA 90017 Kelly Inthout (213) 443-2469	1288	Northland College 1411 Ellis Ave Ashland, WI 54806 Patti Fenner-Leino (715) 682-1230
1291	St. Cloud State University-Student Employment Centennial Hall Ste 215 720 4th Ave S St. Cloud, MN 56301 Ashlee Anvik (320) 308-3756	1292	St Cloud State University 720 4th Ave S St Cloud, MN 56301 Zengjun Peng (320) 308-3756	1429	Leech Lake Tribal College PO Box 180 Cass Lake, MN 56633 Josette Staples (218) 335-4270
1430	The College of St Scholastica - School of Arts 1200 Kenwood Ave Duluth, MN 55811 Ed Smith (218) 723-6072	1431	The College of St Scholastica - Communications Department 1200 Kenwood Ave Duluth, MN 55811 Merry Vaughan (218) 723-6072	1432	The College of St Scholastica - School of Arts and Letters 1200 Kenwood Ave Duluth, MN 55811 Ray Gamache (218) 723-6072

Outreach Activities

Name of Event / Initiative	Contact Person	Date	Brief Description of Initiative	Other Information
Community Organizations/Speaking Engagements 08-09	WDIO-TV Public Affairs Office	12/01/2008 - 11/30/2009	WDIO-TV Anchors, Reporters, Meteorologists, Photographers and Sales Staff regularly speak with community organizations about their positions and careers in broadcasting. Additionally, they talk about the news business, what news is, and how stories develop.	Community organizations are: Superior Business Connections; Duluth Rotary Club; Virginia Rotary Club.
School Visits 2008-2009	WDIO-TV Public Affairs Department	12/01/2008 - 11/30/2009	WDIO-TV News & Weather Staff regularly speak with students in elementary schools, senior highs and colleges about their jobs and careers in broadcasting and meteorology.	Schools visited include: Willow River Elementary School; Queen of Peace School; Nettleton Elementary School; Churchill Elementary School; Lowell Elementary School; Northwestern Elementary School; Great Lakes Elementary School; Laura McArthur Elementary School; Talk Camp Gitch; Nashwauk High School.
Station Tours 2008-2009	WDIO-TV Public Affairs Office	12/01/2008 - 11/30/2009	WDIO-TV regularly offers station tours to interested schools and community groups. Participants learn about station operations and what it takes to put on a newscast. They also have an opportunity to talk with Anchors, Reporters and other station personnel about their jobs and how they prepared for employment in broadcasting.	Schools and community groups that participated in station tours include: Cromwell Elementary 5th Grade Class; Willow River 6th Grade Class; Duluth Cub Scout Pack; Homecroft Cub Scout Pack; Willow River 2nd Grade Class; Northwestern High School Juniors & Seniors; Lakewood Girl Scouts; Duluth Lakeside Cub Scouts; Woodland Area Cub Scouts 2nd Grade; Virginia MN Girl Scouts; Cloquet-Esko 4th Grade Boy Scouts; Stowe Elementary Cub Scouts; Mountain Iron-Buhl High School Journalism class; Hermantown Girl Scouts; Virginia High School Journalism class; Barnum Elementary 5th Grade Class; St. Rose's 1st and 2nd Grade class; Esko Elementary School 2nd Grade Class; Russian English Language Students from St. Scholastica; Superior Business Connection; Air National Guard Cadets from Grand Rapids, MN; Virginia Area Church Youth Group; Lake Superior College Mass Communication Class; Laura McArthur Boy Scout Troop.
Northland College Career & Volunteer Fair	Greta Anderson, Temporary Coordinator of Career & Community Services	02/12/2009 - 02/12/2009	WDIO-TV management attended the Northland College & Volunteer Fair. Around 60 other businesses and groups from Wisconsin and Northern MN attended, as well with over 200 students. Several students in Meteorology studies stopped by to ask questions about WDIO and possible positions.	
Job Shadow	UMD Student contact	02/27/2009 - 02/27/2009	WDIO-TV's Engineer and Assistant News Director worked with a student who was interested in a career in broadcasting. The student spent most of the day in the newsroom learning about the daily routine. Time was also	The student was hired as a part-time photographer at the station.

			spent behind the scenes in the Master Control area and on the Newslink and Satellite truck.	
2009 Summer Job & Internship Fair at St. Cloud State University	Ashlee Anvik, Director, Student Employment Services	03/18/2009 - 03/18/2009	WDIO-TV management participated in the St. Cloud State University 2009 Summer Job & Internship Fair. Over 300 students attended the event. Information about internship opportunities throughout Hubbard Broadcasting, Inc. was given out.	
Bemidji State University Job Fair 2009	Laura Holm, Recruitment Coordinator	03/25/2009 - 03/25/2009	WDIO-TV management attended the Annual Career Fair at Bemidji State University. Many students who attended were interested in internships for the summer. Information on Hubbard Broadcasting, Inc.'s internship opportunities was given out, along with company website addresses.	
Job Shadow	John McLoughun	04/01/2009 - 04/01/2009	Two UMD students interested in careers in television spent the day at the station learning about station operations. They also participated in a video interview about DTV Transition for their class.	
Lake Superior College Job Fair 2009	Betsy Jacobson, Placement Director	04/01/2009 - 04/01/2009	WDIO-TV management participated in the Lake Superior College's Job Fair 2009. Students stopped by our table inquiring about current and future openings.	
Job Shadow	Michelle Schubitzke, Program Coordinator/Founder	04/09/2009 - 04/09/2009	Employment Links, a staffing company that works with persons with disabilities, contacted the station for one of their clients interested in television. The client spent an evening with the production department learning about the production aspect of news.	
Leech Lake Tribal College Career Fair	Roselynn Jones, Recruiter	04/14/2009 - 04/14/2009	WDIO-TV participated in the 2nd Annual College & Career Fair at Leech Lake Tribal College. Around twenty businesses and colleges attended the event. The career fair was open to college students and the general public. Information about positions and qualifications for positions at the station was handed out.	
NABEF/RTNDA Career Fair 2009	Rumana Sultana, Project Coordinator	04/22/2009 - 04/22/2009	WDIO-TV management participated in the NABEF/RTNDA Career Fair in Las Vegas, NV on April 22, 2009. Managers greeted job fair participants and shared information about jobs in broadcasting. Contact information and open position listings for all HBI stations, including WDIO-TV, were distributed to interested individuals. The Career Fair is a part of the NAB Show and RTNDA Conference.	This was a joint event with many Hubbard Broadcasting, Inc. station management representatives participating.
Job Shadow	Angela Moe, Two Harbors High School	05/05/2009 - 05/05/2009	A student from Two Harbors High School spent the day with the news and photography department. While here she participated in our morning news meeting and observed photographers and editors. She learned about cameras and shot weather video for the evening news segments.	The job shadow allowed the student to complete a school assignment.
Northland Career & Technical Education Expo	Michelle LaPorte, High School Connections Director	05/06/2009 - 05/06/2009	WDIO-TV management, along with several local businesses and local colleges, attended the Northland Career & Technical Education Expo. This event is for local high school students interested in exploring different careers.	
Duluth Denfeld High School Scholarship	Elli Martin, Duluth Denfeld High School	05/08/2009 - 05/22/2009	WDIO-TV management worked with Elli Martin, counselor at Duluth Denfeld High School to establish criteria for the station's broadcasting scholarships. WDIO-TV offers two \$500 scholarships to Duluth Denfeld High School seniors each year. Stations Management then selected scholarship recipients based on	Criteria: Senior pursuing a degree from 2-year or 4-year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including Electronics or Electrical Engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application

			the set criteria. A WDIO-TV Anchor presented the scholarship at the high school's awards ceremony on 5/22/09.	process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Grand Rapids High School Scholarship	Jane Neveau, Grand Rapids High School	05/08/2009 - 05/22/2009	WDIO-TV management worked with Jane Neveau, Grand Rapids High School counselor, to establish criteria for the station's broadcasting scholarships. WDIO-TV offers two \$500 scholarships to Grand Rapids High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO-TV Anchor presented the scholarship at the high school's awards ceremony on 5/13/09.	Criteria: Senior pursuing a degree from 2-year or 4-year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including Electronics or Electrical Engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Hibbing High School Scholarship	Marge Frider, Hibbing High School	05/08/2009 - 05/22/2009	WDIO-TV management worked with Marge Frider, counselor at Hibbing High School to establish criteria for the station's broadcasting scholarships. WDIO-TV offers two \$500 scholarships to Hibbing High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO-TV Anchor/Reporter presented the scholarship at the high school's award ceremony on 5/11/09.	Criteria: Senior pursuing a degree from 2-year or 4-year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including Electronics or Electrical Engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Virginia High School Scholarship	Paula Larson, Virginia High School	05/08/2009 - 05/22/2009	WDIO-TV management worked with Paula Larson, counselor at Virginia High School to establish criteria for the station's broadcasting scholarships. WDIO-TV offers two \$500 scholarships to Virginia High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO-TV Anchor presented the scholarship at the high school's awards ceremony on 5/8/09.	Criteria: Senior pursuing a degree from 2-year or 4-year post secondary institution in Broadcasting or related field, including: Broadcasting, Journalism, Communications, Broadcasting Technology including Electronics or Electrical Engineering, Marketing, Public Relations/Promotions, Advertising, Computer Graphics or Graphic Arts. Financial need or other scholarship awards will not be a factor in determining this award. Application process will include: statement of educational and career goals, 2 letters of recommendation and an official transcript.
Election Volunteers for Primary Election	Chirs Julien; UMD Instructor	09/15/2009 - 09/15/2009	Six students from the UMD Journalism program came to the station for election night. They got a chance to watch a newscast, watch how a newscast is put together and then went out to different precincts in Duluth to get election results. Those election results were called back into the station so that we could report election results as soon as the polls closed. This helped us get the first results onto our website and over the air.	
Lake Superior College PT Employment Fair	Betsy Jacobson, Career Services	09/23/2009 - 09/23/2009	WDIO-TV's management attended the Part-Time Employment Fair at Lake Superior College on September 23, 2009. Several students stopped by to inquire about part-time openings as well as general questions about different jobs at the station.	
Informational Interviews	Chris Julien, UMD Instructor	10/07/2009 - 10/22/2009	Two students visited the station and interviewed the Assistant News Director for a Communications class at UMD. They came seeking information about the Assistant News Director's responsibilities and to learn more about how the newsroom operates.	
Interviews of News Staff	Chris Julien, UMD Instructor	10/14/2009 - 10/20/2009	Two students from UMD interviewed our Anchors for class papers. One student was working on a project about women in the news business as she was thinking about a journalism career. The other student also was working on a paper about a journalism career.	
Job Shadow/Student Meeting	UMD Professor	11/18/2009 - 11/18/2009	A UMD student discussed Media Ethics with the Assistant News Director for a Media Law and Ethics Class paper. The student asked many relevant questions about the subject.	