

# FCC EEO Public File Report

Call Sign	Type of Station	Location: City/State	Facility ID
WDIO-DT	TV	Duluth, MN	71338
WIRT-DT	TV	Hibbing, MN	71336

For the reporting period: 12/01/11 to 11/30/12

## Full-Time Positions Filled

Job Title	Date Closed	Recruitment Source Groups	Source for Person Hired
Assistant Chief Engineer	03/14/2012	Internal	369
Morning News Anchor/Reporter	08/09/2012	Internal,National,P	369
News Reporter	11/14/2012	Internal,National,P	1190
News Reporter	01/18/2012	Internal,National,P	Except for: 1092 369
News Reporter	08/09/2012	Internal,National,P	1198
News Reporter	11/14/2012	Internal,National,P	367
Photographer	04/06/2012	Internal	369
Sales Account Executive-Draw against commission	06/04/2012	Internal,National,P	1190
Sports Director/Anchor	05/21/2012	Internal,National,P	1198
Weekend News Anchor/Reporter	08/21/2012	Internal,National,P	357

## List of Recruitment Sources for Interviewees

Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees
357	4	367	3	369	5	590	1
623	1	1190	8	1198	4	1291	1

## List of Recruitment Sources that requested postings

1150 1159 1170 1198 1205 1206 1211 1291 1292 1430 1431 1432 1441 1445

## Recruitment Source Groups

Group Name	Ending Date: Members of this group
Internal	<b>Current:</b> 307 369 402 408 416 555 843 865 893 905 911 912 913 1213 1270 <b>10/12/12:</b> 546 INACTIVE
National	<b>Current:</b> 254 255 452 487 608 644 657 1092 <b>02/08/12:</b> 651 INACTIVE
P=Professional	<b>Current:</b> 143 239 249 275 294 347 357 367 387 397 417 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 835 839 846 871 916 1159 1170 1171 1172 1190 1198 1205 1206 1211 1279 1288 1291 1292 1430 1431 1432 1441 1442
Paid	<b>Current:</b> 245 338 689 750
S=Support	<b>Current:</b> 143 239 249 275 294 347 357 367 387 397 417 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 807 821 839 846 871 1150 1159 1170 1171 1172 1190 1198 1206 1211 1288 1291 1292 1429 1441 1445 1452
T=Technical	<b>Current:</b> 143 239 249 275 294 347 357 367 387 397 417 492 523 529 531 575 590 591 613 623 628 707 730 732 761 771 781 792 821 839 846 871 1150 1159 1170 1171 1172 1190 1198 1206 1211 1288 1291 1292 1429 1445 1452

## 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 Superior, WI 54880 Chuck Gottschall (715) 392-7812	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 Sarah Douglas (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 Mary Beth Frost (715) 394-6677	452	Society of Broadcast Engineers 9247 N Meridian St #305 Indianapolis, IN 46260 Scott Jones (317) 846-9000
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) 726-6379	531	U of MN-Duluth-Career Svcs 22 SCC 1117 University Dr Duluth, MN 55812 Pamela Merzwski (218) 726-7960	546	KSAX-TV 415 Filmore St Alexandria, MN 56308 Katie Jerde (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/Yellowjacket Union, Ste 230 PO Box 2000 Superior, WI 54880 Kathy Pykkonen (715) 394-8024
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 Rhonda Rufford (218) 302-8406	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 Paul G Waterman (218) 733-7717	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 Angela Schmidt (218) 755-2405
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 Willis (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 Cathy Potts (505) 243-4411	905	KOBR-TV 124 E 4th St Roswell, NM 88201 Isabel Castillo (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	KTMV-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	1092	Broadcast Engineering 9800 Metcalf Overland Park, KS 66212 Jennifer Shafer (913) 967-1732	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 33146 Carolyn M Castro (305) 284-5234
1172	Wayne State University Journalism Program 563 Manoogian 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 Pamela Fournier (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 Kris Cook (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 Lori Lung (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 Molly Nettell (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 Dawn Kingbird (218) 335-4289	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 Pat Greenwood (218) 723-6607	1441	Concordia University-St Paul 275 N Syndicate St St Paul, MN 551045494 Cindy O'Donovan (651) 603-6245	1442	Columbia University Graduate School of Journalism 2950 Broadway New York, NY 10027 Jacqueline DeLaFuente (212) 854-4422
1445	Hibbing Community College-Multimedia Program 1515 E 25th St Hibbing, MN 55746 Sarah Douglas (218) 263-2968	1452	College of St Scholastica 1200 Kenwood Ave Duluth, MN 55811 Robert Larson (218) 723-6072		

## Outreach Activities

Name of Event / Initiative	Contact Person	Date	Brief Description of Initiative	Other Information
Community Organizations/Speaking Engagements 11-12	WDIO-DT Public Affairs Office	12/01/2011 - 11/30/2012	WDIO-DT 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 include: Propeller Club at the Port Authority in Duluth; Bridesmaids Ball for the Gillette Children's Specialty Healthcare; House of Hearts for the St. Luke's Foundation; Q & A for Independent Non-Profit Youth Workers; Lightning Seminar at MN Power; Ball for Boys & Girls Club of Duluth; and Program Committee for The Bethel Port Re-Hab.
School Visits 2011-2012	WDIO-DT Public Affairs Department	12/01/2011 - 11/30/2012	WDIO-DT 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: Moose Lake School; Floodwood 2nd & 4th Graders; Northern Lights Elementary School 2nd Grade Class; Piedmont Elementary ; Nelle Shean Elementary School in Gilbert; Franklin Elementary Grade School 1st, 2nd & 3rd grade classes; College of St Scholastica Outward Bound class; St. James 2nd & 3rd Grade Class; Northwestern Middle School Career Day; Solon Springs Elementary School 4th Grade Class; Great Lakes Elementary 2nd Grade Class; Boys & Girls Club of Duluth; Stowe Elementary 1st & 3rd Grade Classes; MacArthur Elementary 2-7th Grade Classes; Barnum Elementary 2nd - 4th Grade Classes; Moose Lake Elementary 4th Grade Class; Cooper Elementary 2nd Grade Class; 2nd Grade Class at Greenhaven Elementary in Hibbing; Kindergarten Class at Lowell Elementary.
Station Tours 2011-2012	WDIO-DT Public Affairs Office	12/01/2011 - 11/30/2012	WDIO-DT 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: Poplar WI Boy Scout Troop 212; Cromwell Tiger Cubs; Lakeside Cub Scouts; Duluth Tiger Cubs; Duluth Heights Area Cub Scouts; Cromwell Elementary 5th Graders; Hermantown Tiger Cubs; Lowell Elementary 5th Graders; (4) Esko Second Grade classes; Hermantown Kidscare; Cromwell Elementary 5th Grade Class.
Job Shadow	Student at the College of St. Scholastic	12/27/2011 - 01/12/2012	A student from the College of St. Scholastica spent a few weeks in the Sports Department learning to write and produce stories, and edit video for sportscasts. He was able to learn what it is like to work in a TV Sports Department.	
Superior High School Career Fair	Mike Matejka, Principal, Superior High School	02/01/2012 - 02/01/2012	WDIO-DT was part of the Superior Senior High School Career Fair. The Career Fair was an opportunity for sophomore students to explore careers, educational opportunities and connect with the community. Our Meteorologist demonstrated weather experiments for the	

			students.	
Northland College Job & Internship Fair 2012	Patti Fenner-Leino, Director of Career Education & Retention	02/09/2012 - 02/09/2012	WDIO-DT was part of the Northland College Job Fair. Some students expressed interest in job shadow opportunities and were given information on how to contact the station.	
Job Shadow	Student from Superior Senior High School	03/19/2012 - 04/01/2012	A student from Superior Senior High School spent 20 hours at the station for a school project about working in TV News. She completed a PowerPoint presentation of her experience for her class.	The student was at the Superior Senior High School Career Fair and approached Management about the job shadow opportunity.
Lake Superior College Job Fair 2012	Paul Waterman, Assistant Director Career Services	03/21/2012 - 03/21/2012	WDIO-DT's Office Manager attended the Lake Superior College Job Fair. She spoke with many students interested in employment opportunities at the station.	
Job Shadow	Carol Youngberg, Counselor, William Kelly HS	03/23/2012 - 03/26/2012	Two students from William Kelly High School in Silver Bay spent three days shadowing news and sports Reporters. The students were very interested in jobs in TV news and learned what is it like to work in a Newsroom.	
Grand Rapids High School Scholarship 2012	Kate Bauman, Grand Rapids High School Scholarship Secretary	04/09/2012 - 05/09/2012	WDIO-DT management worked with a Grand Rapids High School Secretary to establish criteria for the station's broadcasting scholarships. WDIO-DT offers two \$500 scholarships to Grand Rapids High School seniors each year. Stations management then selected scholarship recipients based on the set criteria. A WDIO-DT News Anchor/Reporter presented the scholarships at the high school's awards ceremony on 5/9/12.	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. The application process included: a statement of educational and career goals, 2 letters of recommendation and an official transcript.
Hibbing High School Scholarship 2012	Matthew Hintz, Hibbing High School Counselor	04/09/2012 - 05/14/2012	WDIO-DT management worked with a Hibbing High School Counselor to establish criteria for the station's broadcasting scholarships. WDIO-DT offers two \$500 scholarships to Hibbing High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO-DT News Anchor/Reporter presented the scholarships at the high school's awards ceremony on 5/14/12.	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. The application process included: a statement of educational and career goals, 2 letters of recommendation and an official transcript.
Virginia High School Scholarship 2012	Paula Larson & Donna Luzovich, Virginia High School Counselors	04/09/2012 - 05/11/2012	WDIO-DT management worked with the Virginia High School Counselors to establish criteria for the station's broadcasting scholarships. WDIO-DT 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-DT News Anchor/Reporter presented the scholarships at the high school's awards ceremony on 5/11/12.	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. The application process include: a statement of educational and career goals, 2 letters of recommendation and an official transcript.
Wisconsin Indianhead Technical College Job Seeking Preparation Day	Anita King, College Advancement Associate	04/11/2012 - 04/11/2012	WDIO-DT was a part of the Wisconsin Indianhead Technical College Job Fair. Students asked questions about accounting and sports openings as well as job shadow opportunities at the station.	
UMD Journalism Class Visit	Chris Julin, Professor, Journalism, UMD	04/18/2012 - 04/18/2012	About 20 UMD Journalism Students came to the station to learn about working in TV News. They toured the Newsroom and Studio and had an opportunity to talk with members our News Team about working in TV news. The group also watched our 6 pm show from the Studio as well as the Production Booth.	
Lake Superior College's Fall Job Fair 2-2012	Paul Waterman, Asst Director of Career Services	09/12/2012 - 09/12/2012	WDIO-DT's Office Manager and Production Manager attended the Lake Superior College Job Fair. They spoke with many students about employment opportunities at the station.	

Media Studies Advisory Committee	Hanna Erpestad, Dean Liberal Arts, Lake Superior College	10/23/2012 - 10/23/2012	WDIO-DT's Production Manager is on the Advisory Committee for Media Studies at Lake Superior College. The Committee looks for ways to enroll more students in the program and then assist with placement in media jobs.	
Young Leaders Workforce Development Conference	Natalie Smolich	11/14/2012 - 11/14/2012	An Anchor spoke with students at the Young Leaders Workforce Development Conference about how the station reports on mining issues in the news. She also talked about her job in TV news. The Conference is the first of its kind on the Range for high school students.	