

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: 12/01/10 to 11/30/11

Full-Time Positions Filled

Job Title	Date Closed	Recruitment Source Groups	Source for Person Hired
Master Control Operator	08/23/2011	Internal,National,P	369
News Anchor	03/22/2011	Internal,National,P	369
News Anchor (Revised)	03/31/2011	Internal,National,P	357
News Producer	07/25/2011	Internal,National,P,S,T	Except for: 1452 369
Producer	10/06/2011	Internal	369
Sales Account Executive-Draw against commission	06/14/2011	Internal,National,P	1190
Sales Account Executive-Draw against commission	03/31/2011	Internal,National,P	357

List of Recruitment Sources for Interviewees

Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees
357	2	369	5	590	1	1190	4

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	Current: 307 369 402 408 416 546 555 843 865 893 905 911 912 913 1213 1270
National	Current: 254 255 452 487 608 644 651 657 1092 10/19/11: 1092 ACTIVE 1092 ADDED 03/04/11: 253 INACTIVE
P=Professional	Current: 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 1429 1441 1445 1452
Paid	Current: 245 338 689 750
S=Support	Current: 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 09/15/11: 1452 ADDED 03/15/11: 1445 ADDED
T=Technical	Current: 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 09/15/11: 1452 ADDED 03/15/11: 1445 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 Superior, WI 54880 Chuck Gottschall (715) 392-7812	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 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 Kim Davidson (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 Merzowski (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 Shiilstone (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 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) 755-2038	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 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 Manoojian 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 Ray Gamache (218) 723-6072	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 10-11	WDIO-DT Public Affairs Office	12/01/2010 - 11/30/2011	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 are: North Shore Beauty Pageant; Albrook Elementary School; UDAC in Duluth, MN; First Edition, KUJWS; Laura McArthur School; Maple WI; Lion's Club; Boys & Girls Club of the Northland; Relay for Life in Duluth; Second Harvest Northern Lakes Food Bank; Bethel, Port Re-hab; Lake Superior Steelhead Association; Duluth Business University; Thunder Bay Salmon Association; Chamber Ambassador for Duluth Area Chamber of Commerce; Board of Director and Committee Chair for the Duluth/Superior American Advertising Federation; 2011 Salvation Army Kettle Kick-Off Chair; Board Chair of Duluth Entertainment Convention Center Amsoil Arena.
School Visits 2010-2011	WDIO-DT Public Affairs Department	12/01/2010 - 11/30/2011	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: 4 Corners Elementary School, WI; Floodwood 2nd & 4th Grade Elementary Class; Merritt Creek Elementary School 4th Grade Class; Lincoln Piedmont Elementary School "I Love to Read Month"; Lincoln Piedmont Elementary 2nd Grade Class; Inventor Fair @ Miller Hill Mall for Duluth and surrounding schools; Homecroft Elementary Kindergarten Class; Franklin Elementary School in Eveleth, MN; Nelle Shean Elementary School in Gilbert; 2nd Grade Classes at Greenhaven Elementary School in Hibbing; Carlton Elementary School; Pike Lake 4th Grade Elementary Classes; Northwestern Elementary School in Maple, WI; Proctor Bayfield Elementary 1st and 4th Grade Classes; Barnum K-6th Grade Class; Lake Superior Elementary 2nd Grade Class; Virginia High School; Grand Rapids Middle School Science Camp.
Station Tours 2010-2011	WDIO-DT Public Affairs Office	12/01/2010 - 11/30/2011	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: At Home Living, Cloquet, MN; Cub Scout Pack from Duluth Lakewood School; Duluth Lakeview Christian Academy 4th Graders; Congdon Park Cub Scouts; Wrenshall High School Career Day Students; Cloquet Cub Scouts; Virginia High School TV Production Students; Superior High School Special Needs Students; Superior Cub Scouts; Barnum

				Elementary 5th Graders; Mesabi Range Science Technology Engineering & Math Students; Esko Middle School 2nd Grade Class; UDAC special needs adults; Hibbit High School; Minnesota Virtual Academy Tour.
Superior High School Career Fair	Mike Matejka, Career Fair Planning Committee	02/02/2011 - 02/02/2011	WDIO-DT was part of the Superior Senior High School Career Fair on February 2, 2011. At least 300-400 students participated. Many students asked questions about what college classes to take to be a reporter or anchor on the news. Our Reporter talked with 2 students interested in job shadow opportunities at the station.	
Northland College Annual Job & Internship Fair	Patti Fenner-Leno, Director of Career Education & Rentention	02/10/2011 - 02/10/2011	WDIO-DT was part of the Northland College Job Fair. Students stopped at our table to ask about openings at our station. Most students were interested in internships or job shadows opportunities. All were given information on how to contact the station. Because Northland College has a Meteorology program, many students from this program visited our booth.	
University of Wisconsin-Superior Journalism Class	Mike Simonson, Instructor, UWSuperior	02/25/2011 - 02/25/2011	WDIO-DT's News Director spoke to Broadcast Journalism students at University of Wisconsin, Superior. Topics discussed included: how news decisions are made; the role of the news media in society; the differences in the types of media and journalism; what strengths and skills are needed for journalists; what employers are looking for when hiring; what preparation students should make as they pursue a journalism career; the ethical challenges facing journalists; and the role of the news director at a television station.	
Lake Superior College Job Fair - 2011	Paul Waterman, Asst. Director of Career Services	03/23/2011 - 03/23/2011	WDIO-DT's Production Manager attended the Lake Superior College Job Fair on March 23, 2011. He spoke with candidates from the Broadcasting Class interested in employment in our Production Department.	
Leech Lake Tribal College Career Fair 2011	Tallie Large, Recruiter	04/05/2011 - 04/05/2011	WDIO-DT participated in the Leech Lake Tribal College Career Fair. Many students stopped to ask about working in television and what type of college courses they should take to work at a television station.	
WITC Lets Get to Work Day	Kris Vesel, Manager of Enrollment Services	04/13/2011 - 04/13/2011	WDIO-DT was part the Job Fair at WITC. Several students who were graduating soon stopped by to talk about full time employment, mainly the administrative and sales areas.	
Grand Rapids High School Scholarship 2011	Jane Neveau, Counselor	04/15/2011 - 05/11/2011	WDIO-DT management worked with a Grand Rapids High School Counselor 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 Reporter presented the scholarships at the high school's awards ceremony on 5/11/11.	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 2011	Matthew Hintz, Counselor	04/15/2011 - 05/16/2011	WDIO-DT management worked with a Secretary at Hibbing High School 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. The scholarships were presented at the high school's award ceremony on 5/16/11.	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 2011	Paula Larson, Counselor	04/15/2011 - 05/06/2011	WDIO-DT management worked with a Virginia High School Counselor, to establish criteria for the station's broadcasting scholarships. WDIO-DT offers two \$500 scholarships to Virginia High School seniors each year. Station Management then selected scholarship recipients based on the set criteria. A WDIO News Reporter presented the scholarships at the high school's awards ceremony on 5/6/11.	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.
Duluth Business University Job Fair	David Cook, Career Services Mgr	06/07/2011 - 06/07/2011	WDIO-DT was a part of the DBU (Duluth Business University) Job Fair for their current students and alumni. Many graphic artist students visited our booth, as well a few marketing and sales students.	
Job Shadow - 2011	St Cloud State	07/01/2011 -	A St. Cloud State Meteorology student spent time at the station to learn all about weather and the	

	Meteorology Class	08/01/2011	weather system for his class assignment. He learned about our weather programs and completed his own weather video for future use.	
Job Shadow #2 - 2011	Superior Senior High School Student	11/01/2011 - 11/22/2011	A student from Superior Senior High School participated in a 20 hour job shadow at the station for credit. The student is interested in journalism as a career. She spent 3 Tuesday evenings and a few weekend days to learn more about broadcast journalism and to fulfill her class requirement.	
Lake Superior College Job Fair - 2011	Paul Waterman, Asst Director Career Services	11/15/2011 - 11/15/2011	WDIO-DT's Production Manager attended the Lake Superior College Job Fair 2011. Students from the school asked the Production Manager questions about openings and working in broadcasting.	