

KARE
EEO PUBLIC FILE REPORT
November 21, 2010 - November 20, 2011

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Content Coordinator	1-7, 9-10, 12-20, 22-25, 28-39, 41-54, 56-57, 59-64, 66-71, 73-75	35
Sales Assistant	1-20, 22, 24-32, 34-39, 41-57, 59-75	75
Multi-Media Morning Producer	1-4, 6, 9-20, 22, 24-25, 27-30, 32, 34- 38, 40-47, 49-51, 53-54, 56-57, 59, 61- 64, 66-67, 70-71, 73-75	75
Director-TD	1-4, 6, 9-20, 22, 24, 26, 28-30, 32, 34- 38, 40-47, 49-51, 53-54, 56-57, 59, 61- 64, 66-67, 70-71, 73-75	26
Broadcast Multimedia Account Executive	1-4, 6, 9-20, 22, 25-26, 28, 30, 32, 34- 38, 40-47, 49-51, 53-57, 59, 61-67, 70- 71, 73-75	26
Broadcast Multimedia Account Executive	1-4, 6, 9-20, 22, 25-26, 28, 30, 32, 34- 38, 40-47, 49-51, 53-57, 59, 61-67, 70- 71, 73-75	55
Maintenance Technician	1-4, 6, 9-20, 22, 25-26, 28, 30, 32, 34- 38, 40-46, 49-51, 53-54, 56-59, 61-64, 66-67, 70-71, 73-75	58
Multimedia Producer	1-4, 6, 9-20, 22, 25-26, 28, 30, 32, 34- 38, 41-46, 49-51, 53-54, 56-57, 59, 61- 65, 67, 70-71, 73-75	26
Metromix Producer	1-4, 6, 9-20, 22, 25-26, 28-30, 32, 34- 38, 41-46, 49-51, 53-54, 56-57, 59, 61- 64, 66-67, 71, 73-75	26
Digital Coordinator	1-4, 9-22, 25-28, 30, 32, 34-38, 40-41, 43-46, 49-51, 53-57, 59, 61-67, 71, 73- 75	55

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Ability Building Center PO Box 6938 1911 14th Street NW Rochester, Minnesota 55903 Phone : 507-281-6262 Email : Fax : 1-507-281-6270 Steven Hill	N	0
2	AccessAbility 360 Hoover Street NE Minneapolis, Minnesota 55413 Phone : 612-331-5958 Email : Fax : 1-612-331-2448 Laura Hollinger	N	0
3	Adult Client Training Service 802 E Fairview Ave Olivia, Minnesota 56277 Phone : 320-523-5666 Email : kborden@tds.net Fax : 1-320-523-5766 Karen Borden	N	0
4	Adult Training & Habitation Center PO Box 600 Winsted, Minnesota 55395 Phone : 320-485-4191 Email : sdwathe@tds.net Fax : 1-320-485-4763 Steven Wilson	N	0
5	Alexandria Technical College 1601 Jefferson St Alexandria, Minnesota 56308 Phone : 320-762-0221 Email : stepho@alx.tech.mn.us Fax : 1-320-762-4421 Dennis Thompson	N	0
6	American Indian Business Development 1113 Franklin Ave East Minneapolis, Minnesota 55404 Phone : Email : lindaweinmann@aindc.com Fax : 1--- Linda Weinmann	N	0

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7	American Indian Center 1530 Franklin Ave South Minneapolis, Minnesota 55404 Phone : Email : dclark@maicent.org Fax : 1--- --	N	0
8	American Indian OIC 1845 E Franklin Ave Minneapolis, Minnesota 55404 Phone : - Email : info@aioic.org Fax : 1--- Beverly -	N	0
9	American Indian OIC, Inc 1845 East Franklin Ave Minneapolis, Minnesota 55404 Phone : 612-341-3358 Email : donc@aioic.org Fax : 1-612-341-3766 Don Clark	N	0
10	American Women in Radio & TV A Lotz 3415 University Ave Minneapolis, Minnesota Phone : Email : alotz@awrt.org Fax : 1--- --	N	0
11	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Email : info@bcfm.com Fax : 1--- Career Service	N	0
12	Brown College 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3499 Email : Aluckie-parks@browncollege.edu Fax : 1--- K. / T. Baumeister / Miller	N	0

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13	Brown College 1440 Northland Drive Mendota Heights, Minnesota Phone : 6515-905-3400 Email : kbaumeister@browncollege.edu Fax : Karol Baumeister	N	0
14	Career Builder Minnesota Phone : Email : Fax : Manual posting Career Service	N	10
15	Carver County Workforce Center 602 East Fourth Street Chaska, Minnesota 55318 Phone : 952-361-1711 Email : mrudloff@co.carver.mn.us Fax : 1-952-361-1636 Mary Rudloff	N	0
16	Cedar Valley Services 2111 4th Street NW Austin, Minnesota 55912 Phone : 507-433-2303 Email : Fax : 1-507-433-8880 Jim Mueller	N	0
17	Central MN Jobs & Training Services 106 Pine Street Monticello, Minnesota 55362 Phone : 763-271-3715 Email : bchaffee@ngwmail.mn.state.us Fax : 1-763-271-3701 Barb Chaffee	N	0
18	Centro Cultural Chicano 1915 Chicago Avenue Minneapolis, Minnesota 55404 Phone : Email : infocenter@centromn.org Fax : 1--- --	N	0

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19	Chicano-Latino Affairs Council 555 Park St #210 St Paul, Minnesota 55103 Phone : Email : clac.desk@state.mn.us Fax : 1--- Career Service	N	0
20	Chicanos Latinos University 220 South Robert Street #103 St. Paul , Minnesota 55101 Phone : Email : armij001@umn.edu Fax : 1--- Cindy -	N	0
21	Community Employment Partnership 2324 University Avenue W #105 St Paul, Minnesota 55114 Phone : 651-255-0405 Email : Fax : 1-651-255-0000 Jean Hammink	N	0
22	Courage Center 3915 Golden Valley Road Golden Valley, Minnesota 55422 Phone : 763-520-0509 Email : Sara.sundeen@courage.org Fax : 1--- Sara Sundeen	N	0
23	Crisis Resource Center 125 West Front Street Owatonna, Minnesota 55060 Phone : 507-451-1202 Email : Fax : 1-507-455-2891 Sara Colby	N	0
24	East Side Neighborhood Service, Inc. 1929 Second St NE Minneapolis, Minnesota 55418 Phone : Email : olivba@esns.org Fax : 1--- Ann Oliver	N	0

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25	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
26	Employee Referral	N	18
27	Equality - Pathways to Potential 5535 Lake Sarah Heights Drive Loretto, Minnesota 55357 Phone : 763-479-3014 Email : greghani@juno.com Fax : 1-763-479-3014 Greg Hani	N	0
28	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
29	Hennepin Technical College 9000 Brooklyn Blvd Brooklyn Park, Minnesota 55445 Phone : Email : jobs@htc.mnscu.edu Fax : 1--- Career Service	N	0
30	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0

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31	Hmong TV Hmong Village St Paul, Minnesota Phone : 651-442-7698 Email : info@iamhmongtv.com Fax : 1--- -Posting Coordinator	N	0
32	Inroads Minneapolis/St. Paul 1600 University Ave West St. Paul, Minnesota 55104-3839 Phone : 951-644-4406 Email : info@inroads.org Fax : 1--- Collin Melvin	N	0
33	Jobs Now Coalotion 400 Selby Ave Suite Q St Paul, Minnesota 55102 Phone : 651-290-0240 Email : jncinfo@jobsnowcoalition.org Fax : 1-651-290-0162 Kris Jacobs	N	0
34	KAPOSIA Inc 380 E. Lafayette Freeway South St Paul, Minnesota 55107 Phone : 651-224-6974 Email : jmlynarczyk@kaposia.com Fax : 1-651-224-7249 Jackie Mlynarczyk	N	0
35	KARE 11 Internal Candidates Minnesota Phone : Email : Fax : Manual posting Career Service	N	5
36	Life-Work Planning Center 201 North Broad Street, Suite 100 Union Square Business Center Mankato, Minnesota 56001 Phone : 507-345-1577 Email : Fax : 1-507-345-1469 Susan McNamara	N	0

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37	Media Line P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
38	Minneapolis College of Art and Design 2501 Stevens Ave S Minneapolis, Minnesota 55404 Phone : 612-874-3721 Email : careers@mcad.edu Fax : 1--- Phyllis / Christine Ware / Davis	N	0
39	Minneapolis Urban League 2100 Plymouth Ave Minnesota Phone : 612-302-3157 Email : rpargo@mul.org Fax : 612-521-8513 Roosevelt Pargo	N	0
40	Minneapolis Urban League 2100 Plymouth Ave Minneapolis, Minnesota Phone : 612-302-3157 Email : rpargo@mul.org Fax : 1-612-521-8513 Roosevelt Pargo	N	0
41	Minnesota Broadcasters Association 3033 Excelsior Blvd #301 Mpls, Minnesota 55416 Phone : 612-926-8123 Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda Lasere	N	0
42	Minnesota Woman's Consortium/Women in Trades 660 Rice Street St Paul, Minnesota 55103 Phone : 651-228-0338 Email : info@mnwomen.org Fax : 1--- Lorraine Hart	N	0

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43	Minnesota WorkForce Center 205 2nd Ave NW, Suite B Roseau, Minnesota 56751 Phone : 218-463-2233 Email : Bonny.Stechmann@state.mn.us Fax : 1-218-463-1316 Bonny Stechman	N	0
44	Minnesota Workforce Center Minnesota Department of Employment And Economic 1201 89th Ave NE Blaine, Minnesota 55434 Phone : Email : tracy.rohloff@co.anoka.mn.us Fax : 1--- Tracy Rohloff	N	0
45	MN Council of Churches 122 W Franklin Ave Suite 100 Minneapolis, Minnesota 55404 Phone : 612-230-3225 Email : sampelp@mnchurches.org Fax : 1--- Sonja / Patricia Ausen / Sample	N	0
46	NAACP Sabathani Community Center 310 E 38th Street, Room 138 Minneapolis, Minnesota 55409 Phone : Email : naacp@apollo3.com Fax : 1--- Roger Clark	N	0
47	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
48	National Academy of TV Arts & Sciences Minnesota Phone : 952-474-7126 Email : info@ntauppermuswest.org Fax : Teresa Vickery	N	0

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49	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
50	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
51	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nljja.org Fax : 1--- Career Service	N	0
52	NEI Technical College 825 41st Ave NE Columbia Heights, Minnesota 55421 Phone : Email : eileen.weber@neicoltech.org Fax : 1--- Eileen Weber	N	0
53	Occupational Development Center, Inc. Highway 32 South Box 730 Thief River Falls, Minnesota 56701 Phone : 218-681-4949 Email : plavalier@odcmn.com Fax : 1-218-681-7635 Peter Lavalier	N	0
54	Opportunity Services Inc. 1681 West Third Street Red Wing, Minnesota 55066 Phone : 651-578-1329 Email : steves@oppserv.org Fax : 1-651-578-2873 Steve Spandl	N	0

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55	Outside Referral	N	9
56	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington, District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
57	Ramsey Action Programs Inc 450 Syndicate Street N Suite 300 St Paul, Minnesota 55104 Phone : 651-645-6445 Email : jscheibel@ramseyactionprograms.org Fax : 1-651-645-2253 Jim Scheibel	N	0
58	SBE.org	N	1
59	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
60	Southeast Asian Community Council 555 Girard Terrace N Suite 110 Minneapolis, Minnesota 55405 Phone : Email : info@swacc-mn.org Fax : 1--- --	N	0
61	Southwest MN Workforce Center 129 W. Nicols Montevideo, Minnesota 56265 Phone : 320-269-5561 Email : Fax : 1-320-269-5696 Juanita Lauritsen	N	0

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62	St. Cloud State University Mass Communications Dept 125 Stewart Hall St. Cloud, Minnesota 56301 Phone : 320-308-3294 Email : mlmills@stcloudstate.edu Fax : 1-320-308-5337 Mark Mills	N	0
63	St. John's University Career Services Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Email : jclarkson@csbsju.edu Fax : Heidi Harlander	N	0
64	Summit Academy OIC 935 Olson Memorial Hwy Minneapolis, Minnesota 55405 Phone : 612-278-6579 Email : lwelman@saoic.org Fax : 1--- --	N	0
65	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
66	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
67	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0

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68	University of Minnesota Career & Communication Learning Center Minnesota Phone : Email : employerrlations@class.cla.umn.edu Fax : Career Service	N	0
69	University of Minnesota - Martin Luther King Program 19 Johnson Hall 101 Pleasant Street SE Minneapolis, Minnesota 55455 Phone : Email : mlk@class.cla.umn.edu Fax : 1--- Career Services	N	0
70	University of Minnesota, School of Journalism 111 Murphy Hall, 206 Church St SE Mpls, Minnesota 55455-0418 Phone : 612-625-0120 Email : sjmcugs@umn.edu Fax : 1--- Career Service	N	0
71	University of St. Thomas, Counseling & Career Services 2115 Summit Avenue #5020 St Paul, Minnesota 55105-1096 Phone : 651-962-6767 Email : pnlee@stthomas.edu Fax : 1--- Pa Nhia Lee	N	0
72	Unsolicited resume	N	1
73	Winona State University Minnesota Phone : 507-474-7835 Email : rbanicki@winona.edu Fax : Rita Banicki	N	0
74	Women's Advocate, Inc. 584 Grand Avenue St. Paul, Minnesota 55114 Phone : Email : mbrown@wadvocates.org Fax : 1--- Mary Brown	N	0

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75	www.kare11.com Minnesota Phone : Email : Fax : Manual posting Career Service	N	8
TOTAL INTERVIEWS OVER REPORTING PERIOD:			52

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	11/29/2010	Establishment of an intern program designed to assist members of the community	<p>KARE's commitment and dedication to educating future journalists includes reaching out to college students through our internship program.</p> <p>We offered 17 student internships during the period in our News, Sports, Metromix, and Community departments. The student earns academic credit for their participation in the program.</p> <p>Students in the program were from the following universities/colleges: University of St. Thomas, University of Wisconsin-Madison and River Falls, University of Minnesota-Twin Cities and Duluth, Luther College, College of St Benedict, University of Missouri, St Cloud State University, and Northwestern College. Selection is based on a formal interview, followed by orientation. Internships last one semester. Information about our program is disseminated in a variety of ways, including our station website, community organizations, and college and university guidance offices.</p>	5	Internship Coord. Department Representatives	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
2	12/2/2010	Establishment of training programs for station personnel	<p>December 2 & 14, 2010 & January 6, 2011: Ten employees attended a Navigation Workshop webinar presented by Gannett USCP and Gannett Broadcast. The goal of the webinar was to enable KARE to make data driven decisions with the Odyssey main navigation tool. Lorelei Brown, industry expert, covered best practices, how to increase site traffic, and how to improve user experiences.</p> <p>January 20, 2011: Sales Internet Coordinator attended Community class to train on Adobe Photoshop.</p> <p>February 8-10 & February 12-15, & 27, 2011: Executive Promotion Producer traveled to Phoenix, AZ and Denver, CO to assist in producing Gannett video.</p> <p>February 27-March 4, 2011: PC Specialist traveled to WGRZ-TV in Buffalo to train for the ENPS Newsroom Workflow system.</p> <p>March 4, 2011: News Director attended a Minnesota Public Radio Journalism presentation given by Ken Auletta, author and writer on digital media. The topic was the upheaval that the digital world is causing in the news, media and entertainment industries. The contact for the event was Diana Saez.</p> <p>March & April, 2011: Research and Operations Manager completed training online to learn Power Point.</p> <p>April 2011: Manager Technology and Operations completed Element K training.</p> <p>May 10-11, 2011: Two Director/Technical Operators traveled to KSDK-TV in St. Louis to begin training</p>	115	Staff from all Departments	1.00

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			<p>on the ENPS Newsroom Workflow system.</p> <p>May 14-15, 2011: Managing Editor Integration traveled to KSDK-TV in St. Louis to begin training on the ENPS Newsroom Workflow system.</p> <p>June 6-9, 2011: Multi-platform Creative Coordinator attended a seminar at Gannett in McLean, Va. for the Talent Development Program members.</p> <p>June 14-15, 2011: Two Director/Technical Operators traveled to KSDK-TV in St. Louis to begin training on the ENPS Newsroom Workflow system.</p> <p>June 22, 2011: Seven employees attended a Facebook Brown Bag lunch at KARE. Metromix Social Media Marketing expert Katie Schutrop led a discussion about how to join Facebook, learn more about Facebook from a business standpoint, or share your own way of getting into the social media arena.</p> <p>June 26-27, 2011: Digital Technology Manager and MM Photojournalis traveled to WXIA-TV in Atlanta to begin training on the ENPS Newsroom Workflow system.</p> <p>June 29 & 30, 2011: Approximately 12 reporters, producers, photographers and other newsroom employees attended a two hour training session for Writing for TV and Writing for Online. The training was hosted by Greg Vandegrift, professor of Journalism at St Thomas University.</p> <p>July 11-15 & July 18-22, 2011: 18 Technology and Operations employees and all Newsroom staff attended training sessions for the new Newsroom</p>			

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			<p>Workflow system. Training included how to use ENPS, Edius Editing, and Bitcentral equipment.</p> <p>August 10-11, 2011: Local Sales Manager attended Olympic Sales Training at Gannett in McLean, VA.</p> <p>August 17, 2011: Digital Sales Manager traveled to St. Louis for training on the management of digital online inventory.</p> <p>October 2011: Multi-Platform Creative Coordinator, a graduate of Gannett's Talent Development Program, was selected to be a group leader for the Gannett Ambassador Program. Her responsibilities include putting together a plan to improve the 10-week portion of the Talent Development Program and increasing its retention rate.</p> <p>October 12-13, 2011: Two employees from the Gannett Traffic Operations Center visited KARE to train, re-train, and review Wide Orbit traffic system procedures. Employees from across KARE attended meetings: Sales, Accounting, Programming, Community Relations, and Technology & Operations.</p> <p>October 13, 2011: Multi-Platform Creative Coordinator participated in Dale Carnegie training for high-impact presentations. This course provided coaching on successful presentations. Participants presented six times over the course of two days and presentations were videotaped and evaluated.</p> <p>KARE 11 also offers a tuition assistance program designed to encourage self-development through undergraduate or graduate coursework. One employee participated in this program during the reporting period.</p>			

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			The Technology & Operations Department also provides a high level of on the job training. Their employees had over 200 hours of cross training this reporting period.			

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3	1/3/2011	Establishment of a mentoring program	<p>January –May 2011: Director/Technical Operator mentored a Hopkins High School student in the ProPel work study program. The goal of the ProPel mentorship is to enable the mentee to experience “the work” that occurs on a regular basis. The contact was Jesse Theirl.</p> <p>February-May 2011: Reporter mentored a student from the University of Minnesota. The student is a part of the Leaderquest program and is interested in a career in the media. The contact was Yueqin Chen.</p> <p>February – August 2011: VP/Business Manager participated as a mentor in the Gannett Mentoring Program. The program is designed to improve the mentee’s leadership competencies, technical expertise, business knowledge, insight into Gannett and its various aspects of business. She mentored the Controller from the Springfield Missouri newspaper. The program included an orientation, weekly calls to discuss leadership and managing experiences and a site visit.</p> <p>February – August 2011: Manager of Integration in News and Morning Executive Producer participated as mentees in the Gannett Mentoring Program. The program is designed to improve the mentee’s leadership competencies, technical expertise, business knowledge, insight into Gannett and its various aspects of business. The program included an orientation, weekly calls to discuss leadership and managing experiences and a site visit.</p> <p>April 13, 2011: Reporter mentored a University of Minnesota Freshman on a broadcasting paper he was writing.</p>	5	Director Tech Ops Reporter Business Manager News Staff	1.00

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4	1/13/2011	Participation in events or programs sponsored by educational institutions	<p>January 13, 20, 27, 2011 & February 2, 24, 2011 & March 3, 2011: Photographer assisted in the teaching of broadcast news classes at Waldorf College, Forest City, IA. The contact was Professor Mark Newcom.</p> <p>February 17, 2011: Producer participated in a panel at Normandale College on the topic of "Writing for a Living".</p> <p>February 27, 2011: A student from Waldorf College, Forest City, IA shadowed a Photojournalist for a day to learn more about careers in broadcast journalism.</p> <p>March 10, 2011: Reporter spoke to the "Electronic News Writing and Reporting" class at the University of Minnesota. She shared her experience of making the transition from student to journalist, and her first job and life at KARE. The contact was Dana Benson.</p> <p>March 30, 2011: Social Media Manager spoke to an advanced writing class at St Thomas University. Topics included how to integrate broadcast scripts into print scripts, changes in the broadcast industry, and the importance to an online presence. The contact was Professor Greg Vandegrift.</p> <p>April 12, 2011: Reporter assisted a University of Minnesota student with an interview for his senior thesis on Broadcast Journalism.</p> <p>April 29, 2011: Reporter assisted with career day for two classes at Birchwood Elementary in Wayzata, MN.</p> <p>May 12, 2011: Morning Anchor mentored a student from Minnetonka Middle School. The student job shadowed to learn more about careers in</p>	10	Photographers, Anchors Producer, Reporters Social Media Manager Metromix Marketing	0.25

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			<p>broadcast journalism.</p> <p>May 19, 2011: Two Morning anchors spoke to high school and college student scholarship winners at General Mills about careers in journalism/broadcasting.</p> <p>June 2, 2011: Reporter assisted a sophomore student from Maple Grove Senior High with an English paper. The reporter provided an interview on the topic of what is was like to cover the 35W bridge collapse from a journalistic standpoint.</p> <p>June 27, 2011: Reporter spoke to a group of approximately 20 people from the ThreeSixty Journalism Camp on the topic of broadcast journalism. He also gave them a tour of the station. The contact was Lynda McDonnell.</p> <p>September 17, 2011: Metromix Marketing employee spoke at a leadership retreat for the Public Relations Society of America-Minnesota Chapter. The topic was networking. The event provides an opportunity for committee members from the student chapters from various campuses (St Thomas, U of M, St Cloud State University, UW-Eau Claire, etc) to come together and learn more about the PR industry, share tips for recruiting and fundraising for their chapters, and other topics such as creating networking events. The contact for this event was Danielle Schumann.</p>			

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5	2/23/2011	Participation in events sponsored by community groups	<p>February 23, 2011: Anchor and Reporter hosted an event for 20-25 people on the topic of journalism today. The event was held at the Gardens of Solonica.</p> <p>May 24, 2011: Integrated Sales Manager spoke to the Fireplace and Patio Association of the Upper Midwest about online and how the public is consuming news.</p> <p>May 2011: Reporter took part in a media panel at FBI law enforcement training in St. Cloud, MN. Some of the issues discussed were related to media and law enforcement.</p> <p>June 10, 2011: Reporter spoke to the Crystal/New Hope Rotary Club about TV news and the broadcast industry.</p>	5	Anchor & Reporter SalesSales Manager Reporters	0.25

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6	3/1/2011	Participation in other activities designed by the station employment unit	<p>KARE conducts station tours to inform the community of our operations and to offer the opportunity to learn more about the roles and jobs in broadcasting. Groups ranged from college journalism students to Cub Scout groups working on their communication badges.</p> <p>March 1, 2011: Executive Administrative Assistant conducted a station tour for 9 1st grade boyscouts and 6 parents from Troop 388 – Oakwood Elementary School in Wayzata, Minnesota. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>March 2, 2011: Anchor conducted a tour for 10 Minnesota Junior Miss Scholarship program contestants. The contact was Melanie Burmeister. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>March 8, 2011: Anchor conducted a tour for a Hudson Middle School student and her family. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>March 12, 2011: Reporter conducted a tour for a Brownie group. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>May 26, 2011: Integrated Sales Manager provided a tour to 4th graders from Annunciation School. The tour was part of a field trip day to learn about different industries. The tour included</p>	7	<p>Anchors & Reporters Manager Strategic Partnerships Executive Team & Sales Exec. Assistant</p>	1.00

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			<p>watching the KARE 11 Today show. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>October 13, 2011: Executive Administrative Assistant conducted a station tour for six sailors from the fast attack submarine Minnesota SSN 783. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>November 2011: Director of Technology and Operations conducted a tour for a group of people from the Commission of Deaf, DeafBlind, and Hard of Hearing Minnesotans. The purpose of the tour was to learn more about KARE and how the emergency captioning process works. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>November 10, 2011: VP/Business Manager conducted a tour for approximately 31 people from a senior group from Epiphany Church in Plymouth, Minnesota. John McDonald was the contact. Tour included information on how the Broadcasting industry works, careers in the industry and specifically how news gathering works within the station.</p> <p>KARE's Manager of Strategic Partnerships began offering the public tours of the station in 2011 as a part of our community outreach. The tours included information on the broadcasting industry, specifically how</p>			

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			<p>things work at KARE, and information on careers in journalism. The tour also includes a question/answer session on TV and Digital news gathering.</p> <p>The following groups participated in these tours:</p> <p>April 1, 2011: Little Falls Community High School Video Production Class</p> <p>April 26, 2011: eQuality – Pathways to Potential</p> <p>May 16, July 21, October 14, 2011: Girl Scout Troups working toward communication badges</p> <p>July 14, 2011: University of Wisconsin-Madison Alumni</p> <p>October 20, 2011: Spring Lake Park media Class</p>			

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7	4/26/2011	Provision of training to management	<p>April 26-29, 2011: Digital Sales Manager attended a Digital Sales Managers meeting at Gannett, in McLean, VA, aimed at building up Digital sales proficiencies.</p> <p>May & June 2011: Seventeen station managers completed the Gannett online Ethics and Inside Trading policy.</p> <p>June 7-9, 2011: Manager of Strategic Partnerships attended the NBC Affiliate Marketing Meeting in Las Vegas, NV. The meeting featured breakout sessions with speakers and presentations that focused on creative innovation, social marketing strategies, technological advances and new market-driven revenue opportunities in the station landscape.</p> <p>June 19-24, 2011: Senior Producer Online attended training program in Tampa, Florida sponsored by The Poynter Institute. The seminar focused on concepts for developing smarter mobile strategies; mobile apps, etc.</p>	18	Department Heads Manager Strategic Partnerships Senior Producer Online	1.00
8	5/31/2011	Participation in other activities designed by the station employment unit	<p>Supported by KARE during the reporting period through a grand from the Gannett Foundation:</p> <p>University of St. Thomas Support for the Three-Sixty Journalism program which promotes and trains youth on the many opportunities in media and journalism.</p>	1	Gannett Foundation	1.00

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9	7/1/2011	Participation in scholarship programs	KARE supports the Upper Midwest National Television Academy. Their sponsorship program supports the educational and professional development mission of the Upper Midwest National Television Academy Chapter. NTA is a not-for-profit 501c6 corporation dedicated to advancing excellence in television by providing college scholarships to promising high school student interested in the field of broadcasting, providing professional development and outreach to all members, and promoting and honoring exceptional work, both past and present with the prestigious Emmy Award.	1	GM & President	1.00
10	11/14/2011	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2011. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation	1.00
TOTAL POINTS OVER REPORTING PERIOD:						8.50