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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
Digital Marketing Services Sales Manager - KARE	1-4, 6-8, 10-15, 17-19, 21-24, 27, 30-38, 40, 44-46, 48-49, 51, 54-61, 63-65	19
Sales Account Executive - Broadcast	1-4, 6-15, 17-25, 27, 30-32, 34-46, 48-49, 51, 53-57, 59-65	19
Television Sales Account Executive	1-4, 6-15, 17-18, 20-27, 30-32, 34-39, 41, 43-49, 51-57, 59-65	52
Enterprise Reporter – KARE 11 & MPR Pilot Program	1-3, 5-15, 18, 20-25, 27, 30-32, 34-39, 41, 43-46, 48-49, 51, 53-57, 59-65	65
Director of Marketing	1-4, 6-15, 18-25, 27-28, 30-32, 34-39, 41, 43-49, 51, 53-57, 59-65	19
Senior Digital Account Executive	1-4, 6-15, 18, 20-25, 27, 30-39, 41, 43-46, 48-49, 51, 53-57, 59-65	33
Content Coordinator - KARE	1-3, 6-16, 18-25, 27, 30-32, 34-39, 41, 43-46, 48, 51, 53-57, 59-65	19
Television Sales Account Executive	1-4, 6-12, 14-16, 18-27, 29-32, 34-39, 41, 43-46, 48, 51, 53-57, 59-65	19
Staff Accountant - KARE	1-4, 6-16, 18, 20-27, 30-32, 34-39, 41, 43-46, 48, 53-57, 59-65	26
Research Coordinator & Sales Assistant - KARE	1-4, 6-16, 18, 21-27, 30-32, 34-35, 37-39, 41, 43-46, 48, 53-57, 59-65	61
Digital Account Executive - KARE	1-2, 4, 6-16, 18, 20-27, 30-32, 34-39, 41, 43-48, 50, 53-57, 59-65	47

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

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 Url : www.abcinc.org Fax : 1-507-281-6270 Steven Hill	N	0
2	AccessAbility 360 Hoover Street NE Minneapolis, Minnesota 55413 Phone : 612-331-5958 Url : www.accessability.org 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 Url : www.acts-ability.org 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 Url : www.athc.org Email : sdwathc@tds.net Fax : 1-320-485-4763 Steven Wilson	N	0
5	Agency Referral	N	1
6	American Indian OIC, Inc 1845 East Franklin Ave Minneapolis, Minnesota 55404 Phone : 612-341-3358 Url : www.aioic.org Email : donc@aioic.org Fax : 1-612-341-3766 Don Clark	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	American Women in Radio & TV A Lotz 3415 University Ave Minneapolis, Minnesota Email : alotz@awrt.org - -	N	0
8	Brown College 1440 Northland Drive Mendota Heights, Minnesota Phone : 651-905-3400 Email : kbaumeister@browncollege.edu Karol Baumeister	N	0
9	Brown Institute 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3440 Email : tmiller@browncollege.edu Terry Miller	N	0
10	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	3
11	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
12	Cedar Valley Services 2111 4th Street NW Austin, Minnesota 55912 Phone : 507-433-2303 Url : www.cedarvalleyservices.org Fax : 1-507-433-8880 Jim Mueller	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Central MN Jobs & Training Services 106 Pine Street Monticello, Minnesota 55362 Phone : 763-271-3715 Url : www.mnworkforcecenter.org Email : bchaffee@ngwmail.mn.state.us Fax : 1-763-271-3701 Barb Chaffee	N	0
14	Centro Cultural Chicano 1915 Chicago Avenue Minneapolis, Minnesota 55404 Email : infocenter@centromn.org - -	N	0
15	Chicanos Latinos University 220 South Robert Street #103 St. Paul , Minnesota 55101 Email : armij001@umn.edu Cindy -	N	0
16	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
17	Courage Center 3915 Golden Valley Road Golden Valley, Minnesota 55422 Phone : 763-520-0509 Email : ssundeen@mncareersoulutions.com Sara Sundeen	N	0
18	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
19	Employee Referral	N	8

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Equality - Pathways to Potential 5535 Lake Sarah Heights Drive Loretto, Minnesota 55357 Phone : 763-479-3014 Url : Coming Soon Email : greghani@juno.com Greg Hani	N	0
21	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
22	Helping Industry Resolve Employment Disabilities - HIRED 310 East 38th Street Room 101 Minneapolis, Minnesota 55409 Phone : 612.822.9235 Fax : 1-612-822-9235 Jeannette Moliflnor	N	0
23	Helping Industry Resolved Employment Disabilities HIRED 1200 Plymouth Ave N Minneapolis, Minnesota 55411 Phone : 612.529.3342 Fax : 1-612-529-7131 Andrea Comstock	N	0
24	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Carlos Ericksen-Mendoza	N	0
25	Hmong Television Email Only Mpls, Minnesota Email : mitchlee@comcast.net Mitch Lee	N	0
26	Indeed.com	N	7

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Inroads Minneapolis/St. Paul 1600 University Ave West St. Paul, Minnesota 55104-3839 Phone : 951-644-4406 Email : info@inroads.org Collin Melvin	N	0
28	Internal Candidate	N	4
29	Job Fair	N	1
30	KARE 11 Internal Candidates Minnesota Career Service Manual Posting	N	0
31	Life-Work Planning Center 201 North Broad Street, Suite 100 Union Square Business Center Mankato, Minnesota 56001 Phone : 507-345-1577 Url : www.lwpc.org Fax : 1-507-345-1469 Susan McNamara	N	0
32	Lifeworks Services Inc. 1120 Centre Point Drive Suite 100 Mendota Heights, Minnesota 55120 Phone : 651.365.3730 Fax : 1-651-454-3174 Steve Huisken	N	0
33	Linked In	N	6
34	Media Line P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
35	Minneapolis College of Art and Design 2501 Stevens Ave S Minneapolis, Minnesota 55404 Phone : 612-874-3721 Email : careers@mcad.edu Phyllis / Christine Ware / Davis	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	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
37	Minnesota Broadcasters Association 3033 Excelsior Blvd #301 Mpls, Minnesota 55416 Phone : 612-926-8123 Url : www.minnesotabroadcasters.com/careers Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda Lasere	N	0
38	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
39	Minnesota Workforce Center 1606 W. Third St. Red Wing, Minnesota 55066 Phone : 651-385-6480 Url : www.mnwfc.org Email : Vicky.Koehn@state.mn.us Fax : 1-651-385-6484 Vicky Koehn	N	0
40	Minnesota Workforce Center Minnesota Department of Employment And Economic 1201 89th Ave NE Blaine, Minnesota 55434 Email : tracy.rohloff@co.anoka.mn.us Tracy Rohloff	N	0
41	Minnesota Works 300 11th Ave. NW Rochester, Minnesota 66901 Phone : 507-285-7318 Url : www.minnesotaworks.net Email : victoria.tiff@state.mn.us Victoria Tiff	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	MN Work Center 801 Roosevelt Avenue PO Box 1108 Detroit Lakes, Minnesota 56501 Phone : 218-846-7377 Email : knowell@wfc.des.state.mn.us Fax : 1-218-846-0773 Kelley Nowell	N	0
43	MN Workforce Center- St. Cloud 3333 West Division St. Midtown Square Mall, Suite 212 St. Cloud, Minnesota 56303 Phone : 320-202-6435 Email : michael.eisenstadt@state.mn.us Fax : 1-320-654-5173 Mike Eisenstadt	N	0
44	NAACP Sabathani Community Center 310 E 38th Street, Room 138 Minneapolis, Minnesota 55409 Email : naacp@apollo3.com Roger Clark	N	0
45	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
46	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlgja.org Career Service	N	0
47	Non-Employee Referral	N	3
48	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
49	Opportunity Services Inc. 1681 West Third Street Red Wing, Minnesota 55066 Phone : 651-578-1329 Url : www.oppserv.org Email : steves@oppserv.org Fax : 1-651-578-2873 Steve Spandl	N	0
50	Quality Career Services 2515 Wabash Ave St. Paul, Minnesota 55114 Phone : 651-647-9322 Fax : 1-651-647-0423 Zonia Holub	N	0
51	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Karen Gregory	N	0
52	Self Referral	N	1
53	Society of Professional Journalists Minneaplis Chapter Minneapolis, Minnesota 55414 Phone : 952-882-2471 Email : scott.theisen@gmail.com Scott Theisen	N	0
54	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
55	Southwest MN Workforce Center 129 W. Nicols Montevideo, Minnesota 56265 Phone : 320-269-5561 Url : www.mnwfc.org Fax : 1-320-269-5696 Juanita Lauritsen	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
56	St. John's University Career Services Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Email : jclarkson@csbsju.edu Heidi Harlander	N	0
57	State Services for the Blind 2200 University Ave. W. #240 St. Paul, Minnesota 55114 Phone : 651.642.0363 Url : http://www.mnssb.org Email : pam.gowan@state.mn.us Fax : 1-651-649-5927 Pam Gowan Job Placement Specialist	N	0
58	Summit Academy OIC 935 Olson Memorial Hwy Minneapolis, Minnesota 55405 Phone : 612-278-6579 Email : lwelman@saoic.org - -	N	0
59	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	1
60	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 Career Service	N	0
61	University of St. Thomas, Counseling & Career Services 2115 Summit Avenue #5020 St Paul, Minnesota 55105-1096 Phone : 651-962-6767 Email : pnlee@stthomas.edu Pa Nhia Lee	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
62	US Department of Veterans Affairs VA Regional Office BHW Federal Bldg 1 Federal Drive Fort Snelling, Minnesota 55111-4050 Phone : 612.970.5452 Fax : 1-612-970-5455 Candy Kriska	N	0
63	Winona State University Minnesota Phone : 507-474-7835 Email : rbanicki@winona.edu Rita Banicki	N	0
64	Women's Advocate, Inc. 584 Grand Avenue St. Paul, Minnesota 55114 Email : mbrown@wadvocates.org Mary Brown	N	0
65	www.kare11.com Minnesota Url : www.kare11.com Career Service Manual Posting	N	6
	TOTAL INTERVIEWS OVER REPORTING PERIOD:		**44**

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	11/29/2012	Establishment of training programs for station personnel	KARE 11 offers a tuition assistance program designed to encourage self-development through undergraduate or graduate coursework. Two employees participated in this program during the reporting period. The Technology & Operations Department provides a high level of on the job training. Their employees had over 300 hours of cross training this reporting period. Other staff training included a blend of day-to-day tools, seminars and multi-day intensive sessions. November 29, 2012: Sales Multiplatform Research & Presentation Coordinator attended training at Gannett station KUSA. December 2, 2012: Social Media Producer attended video training seminar at Gannett. January 2013: News Graphics & Music Package training for Newsroom & Tech/Ops Social Media Producer attended video training session. January 14, 2013: Social Media Producer attended video training session. January 8-10, 2013: Production Supervisor –Operations and Managing Editor-Integration observed the rollout and receives training on Gannett's new graphics and music packages at KUSA. January 15-18, 2013: Local Sales Manager attended Eckstein Summers Sales Training. Topics included best practices, case studies, and how to make the most of the sales tools.	90	Participants from all departments	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			February 24-26, 2013: Social Media Producer attended video training session. February 28-March 1, 2013: Digital Technology Manager attended Wisconsin Newspaper Convention. He spent time with his mentor in addition to attending a social media seminar and sessions to help him understand the challenges facing the industry. March 9-12, 2013: Sixty (60) KARE employees attended a Social Media seminar given by a Gannett Social Media Expert. April 8, 2013: Thirty-nine (39) KARE employees attended a legal seminar hosted by Dorsey & Whitney and a KARE expert. The presentation included information on data practices, particularly as they relate to law enforcement, Minnesota's Shield Law, MN/WI recording consent rules, defamation, invasion of privacy, and use of materials from social media and defamation online. April 13-15, 2013: Multimedia Journalist attended the National Photographers Press Association advanced storytellers workshop. The workshop offered tips for producing the best possible story as a single person crew, using daily feedback and real time in the field experience. April 2013: Social Media Manager/Producer conducted a one-day video training session for Gannett's Community Publishing site in St Cloud, MN; St Cloud Times. April 7-11, 2013: VP/Director of Technology and Operations and Manager of Technology and Operations attended National Association of			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			Broadcasters (NAB) convention. May 8-10, 2013: Social Media Producer attended sessions at Gannett to review and deveop video training for staff. June 19-21, 2013: Anchor/Reporter, and two Multimedia Journalists attended the Investigative Research (IRE) conference. The three employees who attended learned Investigative reporting tips and training, database research and planning joint projects with other properties in the Gannett group. June 24-26, 2013: Sales Multiplatform Research & Presentation Coordinator joined Gannett's Leadership and Diversity Council. The council was designed to strengthen and diversify Gannett's workforce. June 24-26, 2013: Marketing Director attended the Promax 2013 Station Summit. It was a four-day event where networks, station groups, syndicators and local broadcasters discuss and debate issues, trends, and emerging business opportunities driving success in local television. July 16 & 17, 2013: KARE Sales Department attended DMS Product & Positioning training - lead by the Director of Digital Training and Performance for Gannett. October 2-3, 2013: Multimedia Journalist and Content Coordinator attended IRE Conference. Focus was data base work and other new technology research for investigative reporting. October 2013: Technical/Operations employee completed 16 hours of online training for Adobe "After Effects".			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			October 16-18, 2013: Digital Operations Manager and Social Media Producer attended Online News Association sessions. Training offered included: latest trends in social media, tracking technology and networking with other Digital leaders. March 9-12, 2013: Digital operations Manager attended South by South West (SXSW) interactive conference. The annual event features presentations in emerging technologies, new digital works, and innovation driving the digital world.			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
2	12/8/2012	Participation in other activities designed by the station employment unit	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. December 8, 2012: KARE hosted an Open House for over 440 viewers. KARE Staff were positioned around the building to guide viewers through tour, answer questions and expose the public to careers in broadcasting. April 2013: Reporter offered a tour and spoke about careers in Journalism to Boy Scout Troop 233 from Anoka, MN. 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 things work at KARE, and information on careers in journalism. The tour also includes a question/answer session on TV and Digital news gathering. The following groups participated in these tours: January 8, 2013: Boy Scouts (16 Guests) January 8, 2013: Spectrum High School. 10-15 students January 24, 2013: Salem Lutheran School (12 Students) Watched 11:00 AM Newscast March 13, 2013: Group of students from NDSU's student-run news station. April 9, 2013: Tour with a group of students from Ridgewater Comm/Tech College April 12, 2013: Tour with students from UND's journalism program & watched 4 p.m. News. 13 students.	1	Manager of Strategic Partnerships	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			April 15, 2013: Tour with students from SCSU's broadcast media program & watched 5 p.m. News. April 25, 2013: Chanhassen High School, Journalism Students (20 Students) Watched 11:00AM Newscast June 6, 2013: Sunrise Park Middle School, Students that work on a weekly newscast for the school, Watched 11:00 AM Newscast July 26, 2013: Group of foreign exchange students interested in Journalism (8 Students) August 1, 2013: Youth Summer Camp, St. Paul Public Schools (15 Students) August 13, 2013: Step Up Program Students (15 Students) Watched 11:00 AM Newscast August 16, 2013: Summer Weather Class through Bloomington/Richfield Community Ed. 15 Students—5th-8th grade) September 30, 2013: Dunwoody Mass Media & Culture Class/Night Class (15 Students), Watched 5:00 PM Newscast October 3, 2013: Dunwoody Mass Media & Culture Class/Day Class (15 Students), Watched 11:00 AM Newscast November 1, 2013: Sunrise Park Middle School, Students that work on a weekly newscast for the school (15 Students) Watched 11:00 AM Newscast			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
3	12/9/2012	Provision of training to management	December 9-11, 2012: General Sales Manager and Local Sales Manager attended a Gannett Digital conference in Phoenix, Arizona. April 1 – 4, 2013: Gannett Market Makers Conference: General Manager/President, Marketing Director, News Director and Human Resources participated in a four day conference. Topics included: Staffing, Employee Relations, Change Management, Organizational Development and Succession Planning. May & June 2012: Seventeen station managers completed the Gannett online Ethics and Inside Trading policy. July 31-Aug 1, 2013: Production Supervisor of Operations attended a course through the University of Minnesota called "Principles of Supervision." September 2013-May 2014: Digital Operations Manager is participating in the 2013-2014 Leadership Twin Cities Program. Leadership Twin Cities is a professional development group. September 16-18, 2013: Production Supervisor of Operations traveled to Gannett sister station WKYC to observe and train with their Production Manager on building relationships and teamwork between Director and Producer positions and to expand her supervisory skills.	17	Station Managers	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	12/13/2012	Participation in events or programs sponsored by educational institutions	December 2012: Digital Technology Manager hosted 15 students from the Videography Program of Central Lakes College in Staples, MN. The student toured the station, watched a live broadcast, and learned about careers in Broadcast Journalism. March 28, 2013: Multimedia Journalist served as a media panelist for the Boreas Leadership Program at the University of Minnesota. Boreas is a leadership development program for graduate and professional students. His role as a media panelist included answering questions about media interviews, teaching how to interact productively with reporters, careers in the industry and practicing with mock interviews. April 2013: VP/Business Manager assisted student from University of Wisconsin-LaCrosse with completion of a project for her Broadcast & Digital Media Management class. Activities included arranging interviews with key staff and answering station profile questions. April 2013: Photojournalist spoke to a group of students from a St. Thomas Multimedia Reporting course on the topic of video journalism and careers in broadcasting. September 13, 20, 27, 2013: Account Executive met with and advised students at Oak Point Elementary School in Eden Prairie, MN about careers in Broadcast and ongoing education. September 2013: Anchor hosted a group of students from St Cloud State University, St. Cloud, MN. The students observed a live newscast and interviewed Directors about the newsroom systems.	6	News, Business office, & Sales staff	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
5	1/14/2013	Establishment of an intern program designed to assist members of the community	KARE's commitment and dedication to educating future journalists includes reaching out to college students through our internship program. We offered 14 student internships during the period in our News, Sports, and Weather departments. The student earns academic credit for their participation in the program. Students in the program were from the following universities/colleges: University of Minnesota-Twin Cities, University of Wisconsin-Madison, University of St. Thomas, St. Cloud State University, University of Iowa, Iowa State University, and Oklahoma State University. 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.	3	News Staff	1.00

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6	1/27/2013	Participation in events or programs sponsored by educational institutions	One of our award winning Multimedia Journalists conducted several training seminars on the topic of visual storytelling in journalism and careers in the industry. He taught sessions at the following events: Northwest Video Workshop January 27 & 28th, 2012 Seattle, WA Training seminar for reporters and photographers 150 in attendance NPPA Advanced Storytelling Workshop April 22-27, 2012 San Marcos, TX Training seminar for reporters and photographers 50 in attendance Northwest Broadcast News Association April 27, 2012 Bloomington, MN Spoke at seminar for students and young professionals in television news 100 in attendance Ignite Your Passion Storytelling Workshop September 15, 2012 St. Paul, MN Training seminar for reporters and photographers 120 in attendance Excellence in Journalism Sept. 21st & 22nd, 2012 Ft. Lauderdale, Florida Training seminar for reporters and photographers. 100 in attendance Loras College Dubuque, Iowa October 27, 2012 Conducted two visual storytelling sessions for students and young	1	MMJ	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			professionals 30 in attendance			
7	3/1/2013	Establishment of a mentoring program	March 2013: Digital Sales Manager and Digital Technology Manager participated as a mentees in the Gannett Mentoring Program. The mentoring program was designed by the Leadership and Diversity Council to develop and retain top talent. As a mentee, they have the opportunity to build a relationship with a trusted executive within the company focused on providing guidance on business issues and developmental goals. As a mentor or peer, they have the opportunity to perform a valuable role in building a relationship with a talented manager within the company and assisting them as they work on their leadership development. The program is a six month commitment. April 2013: KARE Journalist mentored a University of Minnesota student Spring semester. The program included review of the students writing and preparation of his resume reel to advance his future career in broadcasting. September 2013: News Producer participated in the College of St. Benedict Bennie Mentor Program. The goal of the mentorship program is to foster an exchange of ideas, friendship, and expertise between professional Bennie alumnae and a student in need of life and career guidance and development.	4	Digital Sales Manager Digital Tech Manager Journalist News Producer	1.00

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November 21, 2012 - November 20, 2013

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
8	4/23/2013	Participation in other activities designed by the station employment unit	Supported by KARE during the reporting period through a grant from the Gannett Foundation: Intermedia Arts of Minnesota Our Turn program engages those normally excluded from the media - youth, immigrants and economically disadvantaged people in regular after-school journalism and media education programming with the aim of creating positive character development for participants. University of St. Thomas Support for the ThreeSixty Journalism Program which serves teens interested in Journalism. The program provides classes, summer camps and mentoring.	1	Gannett Foundation	1.00
9	4/30/2013	Participation in Job Fairs	April 30, 2013: Digital Sales Manager participated in the North Senior Academy High School Career Fair. She covered jobs in the industry and career advice and information.	1	Digital Sales Manager	0.25
10	6/10/2013	Establishment of a mentoring program	June 10-12, 2013: Sales Multiplatform Research & Presentation Coordinator participated in Gannett's Talent Development Program conference at Gannett Headquarters in McLean, VA. She had the opportunity to talk with Gannett's Leadership Team about building your brand, finding purpose in the workplace, and keys to success. Gannett's TDP was designed to develop and retain talent. It includes ongoing mentorship and development opportunities for participants.	1	Sales Research & Presentation Coordinator	1.00

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11	11/19/2013	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. As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2013 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. 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.	2	Gannett Foundation	1.00
12	11/19/2013	Participation in other activities designed by the station employment unit	September 13-15, 2013: Ignite Your Passion 2014 This Next Generation Video Storytellers Workshop was held in Minneapolis, MN and was spearheaded by KARE-TV in partnership with NPPA and Gannett Foundation. Sessions included: guest speakers, discussion sessions, and critique opportunities to assist participants in furthering their storytelling skills and developing in their careers. KARE staff led, attended and participated in the sessions that focused on improving the art of visual journalism at every level.	15	News Department	1.00

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					TOTAL POINTS OVER REPORTING PERIOD:	**9.75**