



**KDRV, KDKF**  
**October 1, 2023-September 30, 2024**  
**II. Master Referral Source List**

	<b>Referral Source</b>	<b>Contact Person</b>	<b>Contact Information</b>	<b>Entitled (Y/N)</b>	<b>Number of Interviewees Referred</b>
1	KDRV Website		<a href="http://www.kdrv.com">www.kdrv.com</a>	N	9
2	TVJobs		TVJobs.com PO Box 4116 Oceanside, CA 92052 800-374-0119	N	0
3	MediaLine	Mike Shilstone	MediaLine.com PO Box 51909 Pacific Grove, CA 93950 800-237-8073	N	0
4	Employee Referral			N	2
5	Internal Posting			N	0
6	State of Oregon Employment Office	Employment Department	PO Box 1068 Medford, OR 97501 (541) 776-6060	N	0
7	Bates Technical College	Mike Scott	1101 S Yakima Street Tacoma, WA 98405 (253) 680-7000	N	0
8	Intentionally Omitted				
9	Word of Mouth			N	0
10	The Job Council	Pam Farquhar	673 Market Street Medford OR 97504 (541) 842-2570	N	0
11	Ohio-IL Center of Broadcasting		<a href="http://www.beonair.com">www.beonair.com</a> 9000 Sweet Valley Drive Valley View, OH 44125 (216) 447-9117	N	0
12	Craigslist		<a href="http://www.craigslist.com">www.craigslist.com</a>	N	0
13	YouTube ( <i>Active candidate sourcing</i> )			N	0
14	602 Communication		<a href="http://www.602communication.com">www.602communication.com</a>	N	0
15	Art Institute of Portland		1122 NW Davis Street, Portland, OR 97209 888-624-0300	N	0
16	Indeed.com		Indeed.com	N	0
17	Sportscasters Talent Agency of America		<a href="http://www.staatalent.com">www.staatalent.com</a> 949-648-7822	N	0
18	KOMU-TV		5550 Hwy 63 South, Columbia, MO 65201 573-884-6397	N	0
19	LinkedIn ( <i>active candidate sourcing</i> )		<a href="http://www.linkedin.com">www.linkedin.com</a>	N	36
20	Spots N Dots		<a href="http://www.spotsndots.com">www.spotsndots.com</a>	N	0

21	TV NewsCheck		Tvnewscheck.com	N	0
22					
23	Magid		www.magid.com	N	0
24	Rogue Valley Jobs		www.roguevalleyjobs.com	N	0
25	News Blues ( <i>active candidate sourcing</i> )		www.newsblues.com	N	0
26	Facebook ( <i>active candidate sourcing</i> )		Facebook.com	N	0
27	Handshake		<a href="http://www.handshake.com">www.handshake.com</a>	N	1
28	Job Fairs ( <i>see description in Section III</i> )			N	0
29	Journalismjobs.com		Journalismjobs.com	N	0
30	Express Pros		Expresspros.com	N	0
31					
32	Workentertainment.com ( <i>active candidate sourcing</i> )			N	0
33	University of Washington		www.washington.edu	N	0
34	KDRV Former Intern			N	0
35	Google Search ( <i>active candidate sourcing</i> )		Google.com	N	1
36	University of Oregon		<i>See description in Section III</i>	N	0
37	NYU Career Counselor		44 West Fourth Street New York, NY 10012 212-998-0100	N	0
38	Penn State		201 Old Main, University Park, Pennsylvania 16802 814-865-4700	N	0
39	University of Oklahoma Outreach		1700 Asp Ave, Norman, OK 73072 405-325-4414	N	0
40	Carver Talent		Carvertalent.com	N	0
41	SBE Website		Sbe.org 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 317-846-9000	N	0
42	AAJA Asian American Journalist Association		5 Third Street Suite 1108 San Francisco CA 94103	N	0
43	NAHJ National Association of Hispanic Journalists		NAHJ.org 1050 Connecticut Ave, NW 5 <sup>th</sup> Fl Washington, DC 20036 866-624-5674	N	0
44	NABJ National Association of Black Journalists		NABJonline.org 1100 Night Hall, Suite 3101 College Park, Maryland 20742 301-405-0248	N	0
45	American Meteorologist Society	Micayla Goulet	connectwithym@yourmembership.com	N	0

46	Talent Dynamics		600 Las Colinas Blvd E #100 Irving TX 75039	N	4
47	University Northern Colorado	Shawn Montano	501 20 <sup>th</sup> Street Greeley, CO 80639	N	0
48	KWWL TV		511 E. St, Waterloo, Iowa 50703 319-291-1200	N	1
49	KOIN TV		222 SW Columbia St. Suite #102, Portland, OR 97201	N	1
Total Interviewees Over Reporting Period:					55

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**III. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Description</b>
Participate in a job or career fair	<p>On October 26, 2023, our SEU participated in a career job fair hosted by Southern Oregon University. During the fair we discussed career opportunities with job seekers and accepted resumes. SEU participants included our Broadcast Engineer, General Sales Manager, and Office Administrator.</p> <p>On February 6, 2024, SEU participated in Washington State University’s online career fair, initiated by an online conversation January 31, 2024, with WSU career placement staff (Omar Urbano and Aimee Tejada Lunn). Consequently, Director of Community Outreach had recruiting conversations with three students on February 6, 2024, about careers in Broadcasting, including Joyce Thuku (graduate student) 509-592-8075, joyce.thuku@wsu.edu, Marhiyana Patrocik (spring 2024 graduate) 562-271-8170, marhiyana@petrocik.net and Michael Williams (2025 graduate) 253-495 7388, michaelanthonywilliams.9@gmail.com.</p> <p>February 2024, SEU’s Director of Community Outreach sent written outreach to three Washington State University professors to invite career opportunities at KDRV/KDKF for their students, including Journalism &amp; Media Production Chair Ben Shors (509-335-1547, bshors@wsu.edu), Assistant Professor Matthew Loveless (mloveless@wsu.edu, former TV news journalist) and Alison Boggs (509-335-5219, alison.boggs@wsu.edu, former reporter).</p> <p>On April 10, 2024, SEU staff, including Digital Sales Manager, Marketing Assistant and Director of Community Outreach met in-person with students and faculty at public four-year university Southern Oregon University in Ashland about broadcasting career opportunities while signing approximately 40 students for contact regarding prospective future opportunity.</p>
Participate in events/programs sponsored by or on behalf of community organizations related to careers in broadcasting	<p>On June 20, 2024, our Digital Sales Manager attended the Emerging Leaders Gala and spoke with attendees about open positions at our station. This is a fundraising organization for Youth71Five Ministries.</p>
Participate in an event/program for or on behalf of educational institutions related to careers in broadcasting	<p>On October 5, 2023, Our Chief Meteorologist talked to Sacred Heart School 3rd graders about the weather and being a meteorologist.</p> <p>On November 11, 2023, Our Chief Meteorologist talked to Roosevelt Elementary School 3rd graders about the weather and being a meteorologist.</p> <p>On January 24, 2024 our Chief Meteorologist and one of our Meteorologist and our Director of Community Outreach hosted a group of</p>

	<p>36 fifth graders from New Hope Christian School in Grants Pass. They toured the facility and talked about the weather and being a meteorologist.</p> <p>On February 6, 2024 our Chief Meteorologist hosted 65 students from Abraham Lincoln Elementary School. They toured the facility and talked about the weather and being a meteorologist.</p> <p>On March 15, 2024 our Chief Meteorologist hosted a group of 8<sup>th</sup> graders from Cascade Christian Middle School. They toured the facility and talked about the weather and being a meteorologist.</p> <p>On May 15, 2024 our Director of Community Outreach hosted a group of 12 high school students for a station tour. They toured the station and talked about being a news anchor and sales account executive.</p> <p>On May 9, 2024 our Director of Community Outreach hosted a group of 15 elementary students from Allen Dale Elementary School. They toured the station</p>
<p>Training programs that enable station personnel to acquire skills to qualify them for higher level positions</p>	<p>KDRV has sent several staff through drone training for Federal Aviation Administration Part 107 certification and operation of civil small unmanned aircraft systems within the United States.</p>
<p>Participate in internship/training program/s</p>	<p>May 20, 2024, to July 19, 2024, SEU hosted Baylor University sophomore Abbey Ferguson who's studying broadcast journalism, giving her full-time internship opportunity. The paid internship started with basic reporter training before transitioning into a functioning paid intern/reporter, covering news of the day such as utility rate increases, a local city averaging more than a power outage per week, wildfires, new businesses, U.S. Supreme Court ruling based on a local case, storm damage and a politician's retirement amid a harassment allegation, among other stories/topics.</p>