

FCC EEO Public File Report

Call Sign	Type of Station	Location: City/State	Facility ID
KAAL	TV	Austin, MN	18285
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
Account Executive: Commission+Base	04/11/2011	Internal,National,P Except for: 1444	393
Anchor/Reporter	08/23/2011	Internal,National,P	352
Anchor/Reporter	08/23/2011	Internal,National,P	352
Anchor/Reporter	11/18/2011	Internal,National,P Except for: 1092	1183
Broadcast Engineer	01/17/2011	Internal,National,P,T Except for: 1444	369
Creative Services Producer	11/21/2011	Internal,National,P Except for: 1092	869
Creative Services Producer	11/21/2011	Internal,National,P Except for: 1092	352
Creative Services Supervisor	11/07/2011	Internal,National,P Except for: 1092	352
Director/Graphics Operator	02/18/2011	Internal,T	352
Meteorologist/Reporter	09/28/2011	Internal,National,P	917
Outreach Marketing Manager	12/29/2010	Internal,National,P,S Except for: 1444	1444
Producer/Reporter	08/23/2011	Internal,National,P	776
Production Assistant	09/28/2011	Internal,National,P,T	1183
Production Assistant	03/30/2011	Internal,P,S,T	765
Production Assistant	06/10/2011	Internal,P	1444
Production Assistant	06/10/2011	Internal,P	611
Production Assistant/Master Control Operator	11/10/2011	National,S,T Except for: 1092	1444
Production Supervisor	01/19/2011	Internal,National,P	362
Reporter/Photographer	06/15/2011	Internal,National,P	362
Reporter/Photographer	06/15/2011	Internal,National,P	869
Reporter/Photographer	09/08/2011	Internal,National,P	917

List of Recruitment Sources for Interviewees

Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees
352	8	362	2	369	4	393	7
546	1	611	5	627	2	765	7
776	4	869	2	917	9	1183	2
1444	10						

List of Recruitment Sources that requested postings

1166 1201 1222 1277 1423 1440

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: 185 204 315 333 342 352 362 382 393 435 485 508 511 519 576 578 579 585 609 611 614 627 630 702 738 756 765 776 790 828 869 879 917 929 1139 1140 1166 1182 1183 1197 1201 1222 1423 1427 1440 1444 09/19/11: 1277 INACTIVE
Paid	Current: 688 712 745 1423 1444 10/18/11: 833 INACTIVE 09/19/11: 459 INACTIVE
S=Support	Current: 185 204 315 333 342 352 362 382 393 435 519 576 579 585 611 614 627 630 702 738 756 765 776 828 869 879 929 1139 1140 1182 1183 1197 1201 1222 1444
T=Technical	Current: 185 204 315 333 342 352 362 382 393 576 579 585 611 614 627 630 702 738 756 765 776 828 869 879 929 1139 1140 1182 1183 1197 1201 1222 1423 1427 1444

Recruitment Sources

ID	Source	ID	Source	ID	Source
185	Austin Area Chamber of Commerce 329 N Main St #102 Austin, MN 55912 Lori Scherer (888) 319-5655	204	Brown College 1440 Northland Dr Mendota Hts, MN 55120 Karol Baumeister (651) 905-3499	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	307	KSTP-TV 3415 University Ave St Paul, MN 55114 Dixie Hansen (651) 642-5555
315	U of Northern Iowa GIL 102 Cedar Falls, IA 50614 Kris Peterson (319) 273-6857	333	U of South Dakota 414 E Clark St Vermillion, SD 57069 Nancy Andresen (605) 677-5765	342	Community Organization-General
352	Employee-Current	362	Employee-Former	369	Internal Applicant
382	Job Fair	393	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	435	Riverland Community College 1900 8th Ave NW Austin, MN 55912 Mindi.askelson@riverland.edu (507) 379-3361
452	Society of Broadcast Engineers 9247 N Meridian St #305 Indianapolis, IN 46260 Scott Jones (317) 846-9000	459	Radio Television News Directors Association 4121 Plank Road #512 Fredricksberg, PA 22407 Tara (202) 467-5203	485	St Louis University 3642 Lindell Blvd O'Neil Hall St Louis, MO 63108 Ben Abell (314) 977-3335
487	Society of Professional Journalists 3909 N Meridian St Indianapolis, IN 46208 Greg Jones (317) 927-8000	508	University of Arizona Department of Atmospheric Sciences 1118 E 4th Street, PO Box 210081 Tucson, AZ 85721-008 Linda Meyers-Regal (520) 621-6831	511	University of Chicago 5734 S Ellis Ave Chicago, IL 60637 David Leslie (773) 702-8101
519	University of Iowa 100 Pomerantz Center, Suite C310 Iowa City, IA 52242 Christine Wells (319) 335-1024	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
576	U of Wisconsin-La Crosse 1725 State St La Crosse, WI 54601 Karolyn Bald (608) 785-8514	578	U of Wisconsin Dept of Atmospheric & Oceanic Sciences 1225 W Dayton Street Room 849 Madison, WI 53706 Toni Sumner-Beebe (608) 262-2828	579	Wartburg College-Communication Arts Center 100 Wartburg Blvd Waverly, IA 50677 Cliff Brockman (319) 352-8438
585	U of Wisconsin-Madison 5115 Vilas Hall, 821 University Ave Madison, WI 53706 Dustin McGinnis (608) 263-4898	608	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone (831) 648-5200	609	Mississippi State Univ-School of Meteorology 109 Hilbun Hall, PO Box 5448 MS State, MS 39762 Kim Chewe (662) 325-3915
611	Minnesota Dept of Economic Security-Austin 1600 8th Ave NW Austin, MN 55912 Marlene Niemeyer (507) 433-0555	614	Minnesota Broadcasters Association 3033 Excelsior Blvd Suite 440 Minneapolis, MN 55416 Linda LaSere (612) 926-8123	627	Minnesota Dept of Economic Security-Albert Lea Mankato Place 12 Civic Center Plaza STE 1600 Mankato, MN 56001 Karen Wagner (507) 389-6723
630	Minnesota State University-Mankato 209 Wigley Administration WA 209 Mankato, MN 56001 Brenda Garbers (507) 389-6063	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	688	National Press Photographers Assoc 414 S Andrews Street Shawano, WI 54166 Cory Dellenbach (715) 526-3383	702	Business Organization-General
712	Consulting Firm	738	Macalester College 1600 Grand Ave St Paul, MN 55105 Linda Schindler (651) 696-6384	745	Recruiter
756	Self Inquiry	765	Website	776	Word of Mouth
790	Penn State University Department of Meteorology 503 Walker Building University Park, PA 16802 Lynn Persing (814) 863-8568	828	Iowa State University-Plcmt Office 0210 Beardshard Hall Ames, IA 50013 Ann Wessman (515) 294-5627	833	Journalismnext.com 1804 W Abingdon Dr #202 Alexandria, VA 22314 Eric Wee (703) 739-0408
843	KOBF-TV 825 W Broadway Farmington, NM 87401 Deb Kelly (505) 326-1141	865	KAAL-TV 1701 10th Place NE Austin, MN 55912 Bonnie Broden (507) 437-6666	869	St Cloud State University-Career Svcs 720 4th Ave S AS 101 St Cloud, MN 563014498 Karen Hommerding (320) 308-2153
879	Southwest Minnesota State University	893	KOB-TV	905	KOBR-TV

	1501 State St BA 156 Marshall, MN 56258 Linda Kruse (507) 537-6221	4 Broadcast Plaza SW Albuquerque, NM 87104 Cathy Potts (505) 243-4411	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
917	TV Jobs PO Box 4116 Oceanside, CA 92054 Mark C Holloway (800) 374-0119	929 Ball State University Career Center, Lucinda Hall 220 Muncie, IN 47306 Cindy Hershman (765) 285-2436	1092 Broadcast Engineering 9800 Metcalf Overland Park, KS 66212 Jennifer Shafer (913) 967-1732
1139	Southern Illinois University Career Services, Woody Hall B-204, Mail Code 4703 Carbondale, IL 62901 Missy Houghland (618) 453-7112	1140 Illinois State University Campus Box 2520 Normal, IL 61790 Pat Heck (309) 438-2200	1166 Wayne State University Journalism Institute for Minorities 191 Manogian Hall Detroit, MI 48202 Alicia Nails (313) 577-6304
1182	Syracuse University CDC, Rm 20, NCCI, 215 University Place Syracuse, NY 13224 Karen McGee (315) 443-3270	1183 KAAL-TV Website 1701 10th Place NE Austin, MN 55912 Matt Christian (507) 355-6657	1197 Wartburg College Pathways Center for Career Services 100 Wartburg Blvd Waverly, IA 50677 Derek Solheim (319) 352-8615
1201	Winona State University PO Box 5838 Winona, MN 55987 Rita Banicki (507) 457-5613	1213 F&F Productions 14333 Meyerlake Circle Clearwater, FL 33760 Donna Guillaume (727) 535-6776	1222 Winona State University-Rochester Campus 859 30th Avenue SE Rochester, MN 55904 Career Services (507) 280-5079
1270	ReelzChannel 5650 University Blvd SE Albuquerque, NM 87106 Lori Lung (505) 212-8800	1277 TV News Giggs 318 SE Jackson Street Lee's Summit, MO 64063 Stacey Chalous (816) 267-0316	1423 Winona State University-Mass Comm. Dept. PO Box 5838 Winona, MN 55987 Toni Drier (507) 457-5878
1427	Drake University School of Journalism 115 Meredith Hall Des Moines, IA 50311 Shari Tenney (515) 271-3194	1440 Concordia University-St Paul 275 N Syndicate St St Paul, MN 551045494 Cindy O'Donovan (651) 603-6245	1444 KAAL-TV Website 2720 Superior Drive Suite 101 Rochester, MN 55912 Jean Wick (507) 288-7555

Outreach Activities

Name of Event / Initiative	Contact Person	Date	Brief Description of Initiative	Other Information
Job Shadow - January 2011	Student from Alden/Conger School	01/05/2011 - 01/05/2011	A student from Alden/Conger school job shadowed our morning Meteorologist as part of his "Career Outlook" program. The student is interested in becoming a meteorologist and wanted to learn how to put together a weather forecast. He was able to observe what the Meteorologist did and ask questions regarding education needed.	
Brown College Broadcasting/Communications Job Fair-2011	Karol Baumeister	01/27/2011 - 01/27/2011	KAAL's Chief Engineer attended Brown College's Job Fair. He visited with soon-to-graduate students and alumni from Brown College about employment opportunities at KAAL-TV and in the television broadcasting industry. He instructed attendees to check our website for future job opportunities and how to apply for positions, if interested. He also participated on the panel discussion with Radio/TV students, which approximately 30 students attended, and spoke about the advantages of starting in a small market.	
Crossroads Chapel in Rochester	Jenny Karrow	01/27/2011 - 01/27/2011	Our 5:00 pm Anchor was the main speaker for a school assembly about careers in broadcasting.	
Hawthorne Elementary - Albert Lea	Mary Jo Dorman, Teacher	02/15/2011 - 02/15/2011	Fifty-eight 5th graders & teachers toured KAAL to learn about the news, weather, and production. Teachers and students asked questions of staff about what to concentrate on studying now in order to prepare for careers in broadcast, journalism and production. They also asked what classes the staff needed to take in college to do their jobs.	
Job Shadow - March 2011	Student from the University of MN	03/14/2011 - 03/14/2011	A journalism student job shadowed a KAAL Reporter. The student attended KAAL's morning editorial meeting, went out in the field with the Reporter, observed the writing and editing process and watched from the control booth the 5:00 pm newscast.	
Career Fair at Packer Arena in Austin	Derik Gustafson (career fair organizer)	03/22/2011 - 03/22/2011	Nearly 450-8th graders attended a Career Fair at Packer Arena in Austin. The students could choose from presentations about 25 different careers. KAAL's Weekend Meteorologist spoke about the educational requirements to become a meteorologist and how he forecasts the weather.	
Nevelyn Elementary School in Austin	Kathy Neve	05/03/2011 - 05/03/2011	KAAL's News Anchors and Meteorologists visited the Nevelyn Elementary School in Austin. The visit was a surprise for a teacher who has her class watch the KAAL Good Morning web cast every weekday in her classroom. The Anchors & Meteorologist also answered questions on how to become an anchor and meteorologist and what they do in their positions.	
Job Shadow - May 2011	Student from Alden/Conger	05/18/2011 -	A student interested in meteorology as a career job shadowed at the station for a day. She started at our Austin studio and observed the morning show Anchors,	

	High School	05/18/2011	participated in the morning news meeting, went out in the field with a Reporter, spent time with the Meteorologist and watched our 5:00 pm newscast from the control booth.	
St. Cloud State University Visit	Mark Mills, Professor	07/18/2011 - 07/18/2011	St. Cloud State University invited KAAL's News Director and a Reporter to its required summer journalism workshop for students. The News Director and Reporter answered questions from broadcast journalism students about potential careers in the Broadcasting industry and spoke about considerations when applying for future openings and skills employers look for when hiring.	