

**KEYC TELEVISION RECRUITMENT DATA  
FOR THE 12 MONTH PERIOD OF 12/01/2008 THROUGH 11/30/09**

<b>Job Title</b>	<b>Date Position(s) Filled</b>	<b>Total # of Interviewees</b>	<b>**All Recruitment Resources Used</b>	<b>**Recruitment Resources Used That Requested Notification</b>	<b>Recruitment Source of Hire</b>	<b>Interviewee Referral Sources &amp; Numbers of Referrals</b>
9 PM Anchor	12/1/2008	Internal Promotion	N/A	N/A	N/A	N/A
Weekend Anchor News Reporter	12/29/2008	3	1,2,3,4,5,6,11,12,17,19,21,22,23,36,37 & 38	1,2,3 & 4	TVJOBS.COM	Word of Mouth (1) TVJOBS.COM (1) Minnesota works.net (1)
Receptionist Administrative Assistant	5/29/2009	12	1,4,9,11,12,22,23,36 & 38	1 & 4	Mankato Free Press	Mankato Free Press (6) Monser.com (1) Minn. Works.net (3) Referral from Employee (1) Internal Posting (1)
Reporter	9/14/2009	4	1,2,3,4,5,6,7,8,11,12,21,22,23,36,37 & 38	1,2,3 & 4	Mankato Free Press	Mankato Free Press (1) Word of Mouth (1) TVJOBS.COM (2)
Midday Anchor	11/1/2009	Internal Promotion	N/A	N/A	N/A	N/A

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**\*\*SEE "KEYC RECRUITMENT RESOURCES TABLE" FOR NAME, ADDRESS, CONTACT PERSON AND PHONE NUMBER OF RESOURCE**

KEYC YEARLY TOTAL NUMBER OF INTERVIEWEES AND TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE FOR THE 12 MONTH PERIOD OF 12/01/08 THROUGH 11/30/09

<b>RECRUITMENT RESOURCE NAME</b>	<b>TOTAL NUMBER OF INTERVIEWEES</b>
Mankato Free Press	7
Minnesota Works.org	4
TVJOBS.COM	3
Word of Mouth	2
MONSTER.COM	1
Employee Referral	1
Internal Posting	1

# RECRUITMENT RESOURCES MASTER RECORD

POSITION TITLE: \_\_\_\_\_ FULL-TIME/PART-TIME: Full Time

DATE POSTED: \_\_\_\_\_ DATE THAT DESIGNATED RECRUITMENT RESOURCES WERE CONTACTED: \_\_\_\_\_

## RECRUITMENT RESOURCES REQUESTING NOTIFICATION OF JOB VACANCIES

NAME & NUMBER	ADDRESS	PHONE	FAX	CONTACT PERSON	E-MAIL	REQUESTED NOTIFICATION?	FOR WHAT POSITIONS?	METHOD OF NOTIFICATION				NOTIFY PER ADMIN. POLICY	NOTIFIED
								MAIL	E-MAIL	FAX	OTHER		
#1 Community Assist. For Refugees, Inc.	110 Fulton St. Mankato, MN 56001	507-345-8585	507-345-1659	Kent Cova-Suarez	carkent@hickorytech.net	Yes 06/21/04	All	X				X	X
#2 Gustavus Adolphus College	800 W. College Ave. St. Peter, MN 56082	507-933-7586	507-933-6277	Kathy Allen	cfavre@gustavus.edu	Yes 06/06/03	Only those requiring BA/BS degree		X			X (if position requires degree)	
#3 SCSU Society of Professional Journalists	720 4th Ave. S. - SH 14 St. Cloud, MN 56301	320-308-4967	320-308-5489	Drew Sandholm	spj@stcloudstate.edu	Yes 11/18/04	All newsroom positions		X			X (if a news position)	
#4 St. James Area Chamber of Commerce	514 2nd Ave. S., P.O. Box 346 St. James, MN 56081-0346	507-375-3333	507-375-3334	Jane Loeschen	chamber@stjamesmn.org	Yes 07/01/03	All	X				X	X

## OTHER RECRUITMENT RESOURCES

NAME	ADDRESS	PHONE	FAX	CONTACT PERSON	E-MAIL	REQUESTED NOTIFICATION?	FOR WHAT POSITIONS?	METHOD OF NOTIFICATION				NOTIFY PER ADMIN. POLICY	NOTIFIED
								MAIL	E-MAIL	FAX	OTHER		
#5 Bethany Lutheran College	700 Luther Drive Mankato, MN 56001	507-344-7000	507-344-7376	Mark Wichmann	profmew@blc.edu	No		X					
#6 Broadcast Employment Services <a href="http://www.tvjobs.com">www.tvjobs.com</a>	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	760-754-2115	Mark Kennedy		No					On-Line Entry		
#7 Brown College	1440 Northland Drive Mendota Heights, MN 55120	651-905-3550		Amber Luckie		No		X					
#8 Institute of Production & Recording	312 Washington Ave. N. Minneapolis, MN 55401	612-436-5463	612-375-1919	Deborah		No		X					
#9 La-Mano, Inc.	P.O. Box 3373 Mankato, MN 56002-3373	507-344-8361		Victoria Sales		No		X				X	X
#10 Minnesota Broadcasters Association	3033 Excelsior Boulevard, Suite 301 Minneapolis, MN 55416	612-926-8123	612-926-9761			No		X					

NAME	ADDRESS	PHONE	FAX	CONTACT PERSON	E-MAIL	REQUESTED NOTIFICATION?	FOR WHAT POSITIONS?	METHOD OF NOTIFICATION				NOTIFY PER ADMIN. POLICY	NOTIFIED
								MAIL	E-MAIL	FAX	OTHER		
#11 Minnesota Workforce Center <a href="http://www.mnworks.org">www.mnworks.org</a>	12 Civic Center Plaza, Suite 1600 Mankato, MN 56001	507-389-6723	507-389-2708			No					ON-LINE ENTRY	X	X
#12 Minnesota State University, Mankato <a href="http://www.mavjobs.com">www.mavjobs.com</a>	Career Development Center 211 Wigley Admin. Ctr. Mankato, MN 56001	507-389-6061	507-389-5114	Jennifer Guyer-Wood	jennifer.guyer-wood@mn-su.edu	No					ON-LINE ENTRY	X	X
#13 NAB Career Center	1771 N. Street N.W. Washington, DC 20036	202-429-5497	202-429-3923	Alex Hitz-Sanchez		No		X					
#14 Rasmussen Business College	130 St. Andrews Dr. Mankato, MN 56001	507-625-6556	507-625-6557	Dee Kroeger	deannak@rasmusse.n.edu	No		X					
#15 Ridgewater College	210115th Ave. N.W. Willmar, MN 56201  2 Century Ave. S.E. Hutchinson, MN 55350	320-235-5114  320-587-3636	320-587-9019  320-587-9019	Sally Kerfeld	skerfeld@ridgewater.edu	No			X				
#16 Riverland Comm. College/Placement Center	1900 8th Ave. N.W. Austin, MN 55912	507-433-0600	507-433-0665			No		X					
#17 St. Cloud State University	Career Services 720 4th Ave. South St. Cloud, MN 56301	320-255-2151	320-654-5167	Addie Turkowski		No		X					
#18 South Central College	Placement Office 1920 Lee Blvd. North Mankato, MN	507-389-7225	507-388-9951	Diane Krohn	dianes@scctc.mnscu.edu	No		X				X Only if 4-year degrees not required	
#19 Southwest State University	Career Services 1501 State Street Marshall, MN 56258	507-537-6221	507-537-7979	Tom Jones		No		X					
#20 Classified Verticals <a href="http://keyc.mankato.joblist.com">http://keyc.mankato.joblist.com</a>	Scott Petersen 2329 Career Ave., ste 209 Sioux Falls, SD 57107	605-275-8121		Scott Petersen	<a href="http://scott@classifiedverticals.com">scott@classifiedverticals.com</a>	NO					FREE On-line Entry		

**PAID ADVERTISEMENT: NEWSPAPER/MAGAZINE (MUST ATTACH PROOF COPY AND ACTUAL AD FROM PUBLICATION FOR PERMANENT FILE)**

<b>NAME</b>	<b>ADDRESS</b>	<b>PHONE</b>	<b>FAX</b>	<b>CONTACT PERSON</b>	<b>NOTIFY PER ADMIN. POLICY</b>	<b>COMMENTS/RUN DATES</b>
#21 THE FREE PRESS	418 S. 2 <sup>ND</sup> ST. MANKATO, MN 56001	507-344-6395	507-625-7168	CLASSIFIEDS STAFF	X	
#22 THE SENTINEL	P.O. BOX 681 FAIRMONT, MN 56031	800-598-5597	507-235-3718	CLASSIFIEDS STAFF	X	
#23 THE JOURNAL	P.O. BOX 487 NEW ULM, MN 56073	800-967-1760	507-359-7362	CLASSIFIEDS STAFF	X	
#24 OWATONNA PEOPLE'S PRESS	135 W. PEARL ST. OWATONNA, MN 55060	507-451-2840	507-444-2382	CLASSIFIEDS STAFF		
# 25 THE ALBERT LEA TRIBUNE	808 W. FRONT ST. ALBERT LEA, MN 56007	507-373-1411	507-	CLASSIFIEDS STAFF		
#26 ST. PETER HERALD	311 S. MINNESOTA AVE. ST. PETER, MN 56082	507-931-4520	507-931-4522	CLASSIFIEDS STAFF		
#27 REDWOOD GAZETTE	219 S. WASHINGTON ST. REDWOOD FALLS, MN 56283	1-800-658-2574	507-637-3175	CLASSIFIEDS STAFF		
#28 FARIBAULT CO. REGISTER	128 N. MAIN ST. BLUE EARTH, MN 56013	1-888-877-0643	507-526-4080	CLASSIFIEDS STAFF		
#29 FARIBAULT DAILY NEWS	514 CENTRAL AVE. FARIBAULT, MN 55021	507-333-3100	507-333-3102	CLASSIFIEDS STAFF		
#30 COTTONWOOD COUNTY CITIZEN	260 10 <sup>TH</sup> ST. WINDOM, MN 56101	1-800-658-2510	507-831-3740	CLASSIFIEDS STAFF		
#31 ST. JAMES PLAINDEALER	604 1 <sup>ST</sup> AVE. S. ST. JAMES, MN 56081	507-375-3161	507-375-3221	CLASSIFIEDS STAFF		
#32 EMMETSBURG DEMOCRAT	3726 450 <sup>TH</sup> AVE. EMMETSBURG, IA 50536- 8584	712-852-2323	712-852-3184	CLASSIFIEDS STAFF		
#33 ESTHERVILLE DAILY NEWS	10 N. 7 <sup>TH</sup> ST. ESTHERVILLE, IA 51334- 2232	712-362-2622	712-362-2624	CLASSIFIEDS STAFF		
#34 SPIRIT LAKE DICKINSON CO. NEWS	3000 18 <sup>TH</sup> ST. W., #400 SPIRIT LAKE, IA 51360- 7471	712-336-1211	712-336-1219	CLASSIFIEDS STAFF		
#35 SPENCER DAILY REPORTER	310 E. MILWAUKEE ST. SPENCER, IA 51301-4569	712-262-6610	712-262-3044	CLASSIFIEDS STAFF		

**OTHER RECRUITMENT RESOURCES (MUST ATTACH SCRIPT OR COPY)**

	YES	NO	COMMENTS/SPECIFICS
#36 KEYC WEBSITE PLACEMENT			
#37 KEYC ON-AIR SPOT			
#38 INTERNAL POSTING			

**1 SUPPLEMENTAL OUTREACH INITIATIVES FOR KEYC TELEVISION  
FOR THE PERIOD OF DECEMBER 1, 2008, THROUGH NOVEMBER 30, 2009**

**INITIATIVE #1: INTERN PROGRAM AND JOB SHADOWING**

<b>INTERNSHIPS AT KEYC</b>		
MINNESOTA STATE UNIVERSITY, MANKATO MANKATO, MN	5 STUDENTS NEWS INTERNSHIP	LEARNED VIDEOGRAPHY, VIDEOTAPE EDITING, CONTACTING NEWSMAKERS, BROADCAST WRITING, NEWS GATHERING TECHNIQUES, AND ANCHORING SKILLS
BETHANY LUTHERAN COLLEGE MANKATO, MN.	2 STUDENTS PRODUCTION ASSISTANT INTERNSHIP	LEARNED TO RUN CAMERAS, RUN AUDIO, PRODUCE PROMOS, AND OTHER DUTIES RELATED TO PRODUCING LIVE PROGRAMS AND COMMERCIALS
SOUTH DAKOTA STATE UNIVERSITY BROOKINGS, SD.	3 STUDENTS NEWS INTERNSHIP	LEARNED VIDEOTAPE EDITING, CONTACTING NEWSMAKERS, BROADCAST WRITING, NEWS GATHERING TECHNIQUES, ANCHORING SKILLS, AND UPLOADING STORIES TO STATIONWEBSITE
UNIVERSITY OF WISCONSIN, MADISON MADISON, WI.	1 STUDENT WEATHER INTERNSHIP	LEARNED CONCEPTS OF FORECASTING, SEVERE WEATHER, AND HOW TO USE GRAPHICS SYSTEM
UNIVERSITY OF NORTH DAKOTA GRAND FORKS, ND.	1 STUDENT WEATHER INTERNSHIP	LEARNED TO MAKE GRAPHICS, STUDIED WEATHER PATTERNS, AND LEARNED TO PRESENT THE WEATHER IN FRONT OF THE CHROMA KEY WALL
COLUMBIA COLLEGE CHICAGO, IL.	1 STUDENT PRODUCTION ASSISTANT INTERNSHIP	LEARNED TO OPERATE STUDIO CAMERAS, FLOOR DIRECTING, DIRECT A LIVE SHOW, PROMO PRODUCTION, AND PRODUCING BANDWAGON FROM A REMOTE LOCATION
UNIVERSITY OF MINNESOTA ST. PAUL, MN.	1 STUDENT NEWS INTERNSHIP	LEARNED TO MAKE BEAT CALLS, SCRIPT WRITING, VIDEOGRAPHY AND VIDEO EDITING
ROWAN UNIVERSITY GLASSBORO, NJ.	1 STUDENT PRODUCTION ASSISTANT INTERNSHIP	LEARNED TO OPERATE STUDIO CAMERAS, PRODUCE PROMOS, DIRECT SPOTLIGHT, ASSISTANT DIRECT, OPERATE PROMPTER, AND HELP WITH ON LOCATION TAPING
<b>JOB SHADOWING AT KEYC</b>		
RED ROCK CENTRAL HIGH SCHOOL LAMBERTON, MN	1 STUDENT	SHADOWED CHIEF METEOROLOGIST, WATCHED PREPARATION OF THE WEATHER FORECAST AND THEN WATCHED THE LIVE NEWS AND WEATHER AT 6:00 PM
<b>“CONTINUED” JOB SHADOWING AT KEYC</b>		
LOYOLA HIGH SCHOOL MANKATO, MN.	1 STUDENT	SHADOWED PRODUCTION DEPARTMENT PERSONNEL LEARNED ABOUT COMPUTER GRAPHICS AND EDITING AND GENERAL STATION OVERVIEW
WASECA HIGH SCHOOL WASECA, MN.	1 STUDENT	SHADOWED CHIEF METEOROLOGIST, WATCHED PREPARATION OF THE WETHER FORECAST AND THEN

		WATCHED THE LIVE NEWS AND WEATHER AT 6:00 PM
SOUTH DAKOTA STATE UNIVERSITY BROOKINGS, SD.	1 STUDENT	SHADOWED NEWS REPORTERS – WATCHED EDITORIAL MEETINGS, NEWS GATHERING TECHNIQUES, VIDEOGRAPHY, AND VIDEOTAPE EDITING
UNIVERSITY OF MINNESOTA ST. PAUL, MN.	1 STUDENT	SHADOWED NEWS DEPARTMENT PERSONNEL – LEARNED ABOUT NEWS GATHERING TECHNIQUES, VIDEOGRAPHY, AND VIDEO EDITING
LOYOLA HIGH SCHOOL MANKATO, MN.	1 STUDENT	SHADOWED CHIEF METEROLOGIST – WATCHED PREPARATION OF THE WEATHER FORECAST AND THEN WATCHED TH LIVE NEWS AND WEATHER AT 6:00 PM
GLENCOE, MN.	1 STUDENT	SHADOWED CHIEF METEOROLOGIST – WATCHED PREPARATION OF THE WEATHER FORECAST AND THEN WATCHED THE LIVE NEWS AND WEATHER AT 6:00 PM
LCWM HIGH SCHOOL LAKE CRYSTAL, MN.	1 STUDENT	SHADOWED PRODUCTION DEPARTMENT PERSONNEL – OBSERVED COMPUTER EDITING AND WATCHED PERSONNEL DIRECT THE NOON NEWS PROGRAM

**INITIATIVE #2: PARTICIPATION IN EVENTS OR PROGRAMS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING**

GUSTAVUS ADOLPHUS COLLEGE ST. PETER, MN.	THE STATION'S NEWS DIRECTOR PARTICIPATED IN AN INTERNSHIP FAIR SPONSORED BY GUSTAVUS ADOLPHUS COLLEGE THAT PROVIDED STUDENTS INFORMATION REGARDING INTERNSHIP OPPORTUNITIES AT KEYC-TV
SOUTH CENTRAL COLLEGE NORTH MANKATO, MN.	TWO STATION PERSONNEL, CHIEF METEOROLOGIST AND THE MID-DAY NEWS ANCHOR, PARTICIPATED IN A JOB FAIR/CAREER FAIR HELD AT SOUTH CENTRAL COLLEGE. SPOKE TO HIGH SCHOOL ATTENDEES THAT WERE INTERESTED IN PURSUING A CAREER IN BROADCASTING
BETHANY LUTHERAN COLLEGE MANKATO, MN.	A GRAPHICS EDITOR/DIRECTOR SPOKE TO A VIDEO PRODUCTION CLASS. HE DISCUSSED DAY-TO-DAY DUTIES OF A PRODUCTION PERSON AT A TELEVISION STATION AND ANSWERED QUESTIONS ABOUT HIS JOB
MINNESOTA STATE UNIVERSITY, MANKATO MANKATO, MN.	NEWS DIRECTOR SPOKE TO URSI 4/512 PUBLIC INFORMATION & INVOLVEMENT CLASS. DISCUSSED NEWS COVERAGE DECISION-MAKING, BROADCASTING INDUSTRY, AND HOW TO INFORM PUBLIC ABOUT NEWSWORTHY EVENTS
MINNESOTA STATE UNIVERSITY, MANKATO MANKATO, MN.	NEWS DIRECTOR SPOKE TO A MASS COMMUNICATIONS CLASS AT MINNESOTA STATE UNIVERSITY, MANKATO. DISCUSSED VARIOUS ASPECTS OF NEWS BUSINESS, WHAT STORIES GET SELECTED AND WHY. SPOKE TO THEM ABOUT NEWS JUDGMENT, NEWS ETHICS, DECISION-MAKING, AND WHAT A TYPICAL DAY IS LIKE FOR NEWS ANCHORS, REPORTERS AND THE NEWS DIRECTOR

**OTHER ACTIVITIES THE STATION PARTICIPATED IN:**

- General manager and Chief Meteorologist spoke on digital television and weather to a group of adults at Christ the King Lutheran Church in Mankato, MN.
- Midday Meteorologist gave a presentation on weather and severe weather safety to the public at the Elk's Nature Center at Rasmussen Woods, Mankato, MN.
- News Director participated in the critiquing of college students tapes and/or DVD's of their work at the Midwest Journalism Conference. Students were from colleges across the upper Midwest. This service was done in conjunction with RTNDA, the NBNA and the National Academy for Television and the

Arts (Emmys).

- Midday Meteorologist participated in a Career Day held at Monroe Elementary School for fourth and fifth graders. Talked about education required to be a meteorologist and showed a DVD of our weather center.
- Chief Meteorologist visited Franklin Elementary School, Mankato, MN and talked about weather and storm safety to a second grade class.
- Chief Meteorologist participated in the 9<sup>th</sup> Annual Literacy Fun and Pasta Dinner Night as the featured speaker on weather. This function was sponsored by Mankato State University, Mankato and the American Association of University Women.

### **STATION TOURS:**

DECEMBER 4, 2008	GRAPHICS CLASS FROM SOUTH CENTRAL COLLEGE, NORTH MANKATO, MN.
DECEMBER 9, 2008	TV PRODUCTION CLASS (JUNIORS & SENIORS) FROM SPRINGFIELD HIGH SCHOOL, SPRINGFIELD, MN.
JANUARY 22, 2009	MASS COMMUNICATIONS CLASS FROM GUSTAVUS ADOLPHUS COLLEGE, ST. PETER, MN.
APRIL 16, 2009	GRAPHICS ARTS PROGRAM FROM SOUTH CENTRAL COLLEGE, NORTH MANKATO, MN.
FEBRUARY 5, 2009	CUB SCOUTS, PACK 91, FROM MANKATO, MN.
FEBRUARY 7, 2009	CUB SCOUTS, PACK 354 FROM OWATONNA, MN AND PACK 321 FROM WATERVILLE, MN.
FEBRUARY 10, 2009	CUB SCOUTS FROM ST. CLAIR, MN.
FEBRUARY 12, 2009	CUB SCOUTS FROM MANKATO, MN.
FEBRUARY 17, 2009	THIRD & FOURTH GRADE STUDENTS FROM IMMANUEL LUTHERAN SCHOOL, MANKATO, MN.
FEBRUARY 24, 2009	CUB SCOUTS FROM JANESVILLE, MN.
FEBRUARY 27, 2009	FIRST GRADE STUDENTS FROM FRANKLIN ELEMENTARY SCHOOL, MANKATO, MN.
MARCH 2, 2009	CUB SCOUTS FROM MANKATO, MN.
MARCH 3, 2009	FIRST GRADE STUDENTS FROM KENNEDY ELEMENTARY SCHOOL, MANKATO, MN.
MARCH 5, 2009	FIRST GRADE STUDENTS FROM KENNEDY ELEMENTARY SCHOOL, MANKATO, MN
MARCH 6, 2009	FIRST GRADE STUDENTS FROM EAGLE LAKE ELEMENTARY SCHOOL, EAGLE LAKE, MN
MARCH 12, 2009	FIRST GRADE STUDENTS FROM KENNEDY ELEMENTARY SCHOOL, MANKATO, MN
MARCH 13, 2009	FIRST GRADE STUDENTS FROM FRANKLIN ELEMENTARY SCHOOL, MANKATO, MN
MARCH 26, 2009	ADULT CLASS OF "ENGLISH AS A SECOND LANGUAGE" FROM LINCOLN SCHOOL, MANKATO, MN.

### **"CONTINUED" STATION TOURS:**

APRIL 7, 2009	CUB SCOUTS FROM ST. PETER, MN.
APRIL 8, 2009	A YOUTH GROUP FROM THE MANKATO, MN AREA
MAY 1, 2009	FIRST & SECOND GRADE STUDENTS FROM IMMANUEL LUTHERAN SCHOOL, MANKATO, MN.
MAY 5, 2009	CUB SCOUTS FROM NORTH MANKATO, MN.
MAY 7, 2009	GIRL SCOUTS FROM EAGLE LAKE, MN.
MAY 7, 2009	SECOND GRADE STUDENTS FROM FAIRMONT, MN.
MAY 13, 2009	SECOND GRADE STUDENTS FROM FAIRMONT, MN.
MAY 15, 2009	SECOND GRADE STUDENTS FROM FAIRMONT, MN.

MAY 15, 2009  
MAY 19, 2009  
MAY 19, 2009  
JULY 6, 2009  
NOVEMBER 10, 2009

TV PRODUCTION CLASS FROM SLEEPY EYE HIGH SCHOOL, SLEEPY EYE, MN.  
PRE-SCHOOL AND K-2 SUTDENTS FROM ALL SAINTS SCHOOL, MADISON LAKE, MN.  
FIFTH & SIXTH GRADE STUDENTS FROM MEDFORD, MN.  
YOUNG ADULTS FROM L.E.E.P. FROM MANKATO, MN.  
CUB SCOUTS FROM MANKATO, MN.