

**KEYC TELEVISION RECRUITMENT DATA  
FOR THE 12 MONTH PERIOD OF 12/01/2007 THROUGH 11/30/2008**

JOB TITLE	DATE POSITION(S) FILLED	TOTAL # OF INTERVIEWEES	**ALL RECRUITMENT RESOURCES USED	**RECRUITMENT RESOURCES USED THAT REQUESTED NOTIFICATION	RECRUITMENT SOURCE OF HIRE	INTERVIEWEE REFERRAL SOURCES/# OF REFERRALS
NEWS REPORTER	12/03/08	3	1, 2, 3, 4, 6, 9, 11, 12, 20, 21, 22, 35, 37	1, 2, 3, 4	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	<a href="http://www.tvjobs.com">www.tvjobs.com</a> (3)
NEWS REPORTER	01/25/08	4	1, 2, 3, 4, 6, 9, 11, 12, 20, 21, 22, 35, 37	1, 2, 3, 4	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	<a href="http://www.tvjobs.com">www.tvjobs.com</a> (3) <a href="http://www.keyc.tv">www.keyc.tv</a> (1)
MIDDAY ANCHOR	01/16/08	INTERNAL PROMOTION	N/A	N/A	N/A	N/A
WEEKEND ANCHOR/ REPORTER	03/06/08	5	1, 2, 3, 4, 5, 6, 7, 9, 11, 12, 20, 21, 22, 35, 37	1, 2, 3, 4	word of mouth/ previous applicant	<a href="http://www.tvjobs.com">www.tvjobs.com</a> (3) simplyhired.com (1) word of mouth/ previous applicant (1)
TRAFFIC/PROMOTIONS ASSISTANT	03/31/08	4	1, 4, 5, 9, 11, 12, 14, 18, 20, 21, 22, 35, 37	1, 4	Internal Posting	internal posting (3) <a href="http://www.keyc.tv">www.keyc.tv</a> (1)
MASTER CONTROL ROOM OPERATOR	05/27/08	4	1, 4, 5, 6, 7, 9, 10, 11, 12, 14, 18, 20, 21, 22, 35, 37	1, 4	<a href="http://www.keyc.tv">www.keyc.tv</a>	<a href="http://www.keyc.tv">www.keyc.tv</a> (1) Mankato Free Press (3)
ASSIGNMENT EDITOR/REPORTER	05/25/08	3	1, 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 17, 19, 20, 21, 22, 35, 37	1, 2, 3, 4	Internal Posting	Internal Posting (1) <a href="http://www.tvjobs.com">www.tvjobs.com</a> (1) word of mouth (1)
MASTER CONTROL ROOM OPERATOR	07/28/08	3	1, 4, 5, 6, 7, 9, 10, 11, 12, 14, 18, 20, 21, 22, 35, 37	1, 4	co-worker	KEYC co-worker (2) Mankato Free Press (1)
TRAFFIC/PROMOTIONS ASST.	08/04/08	4	1, 2, 4, 5, 7, 9, 11, 12, 14, 18, 20, 21, 22, 35, 37	1, 2, 4	word of mouth	monster.com (1) word of mouth (3)
NEWS REPORTER	08/08/08	4	1, 2, 3, 4, 5, 6, 9, 10, 11, 12, 17, 19, 20, 21, 22, 35, 37	1, 2, 3, 4	<a href="http://www.keyc.tv">www.keyc.tv</a>	<a href="http://www.tvjobs.com">www.tvjobs.com</a> (2) <a href="http://www.keyc.tv">www.keyc.tv</a> (1) word of mouth (1)
ACCOUNT EXECUTIVE	11/10/08	8	1, 4, 9, 10, 11, 12, 16, 18, 19, 20, 21, 22, 23, 35, 37	1, 4	Mankato Free Press	Mankato Free Press (3) <a href="http://www.mnworks.org">www.mnworks.org</a> (2) New Ulm Journal (1) word of mouth (2)
NEWS REPORTER	10/08/08	4	1, 2, 3, 4, 5, 6, 9, 10, 11, 12, 17, 19, 20, 21, 22, 35, 37	1, 2, 3, 4	word of mouth	<a href="http://www.keyc.tv">www.keyc.tv</a> (2) Ineed.com (1) word of mouth (1)
CO-ANCHOR - 6&10 p.m.	11/10/08	INTERNAL PROMOTION	N/A	N/A	N/A	N/A

\*\* 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 12/01/2007 THROUGH 11/30/2008**

<b>RECRUITMENT RESOURCE NAME</b>	<b>TOTAL NUMBER OF INTERVIEWEES</b>
<a href="http://www.keyc.tv">www.keyc.tv</a>	6
<a href="http://www.tvjobs.com">www.tvjobs.com</a>	12
Mankato Free Press	7
New Ulm Journal	1
Internal Posting	4
MNworks.org	2
Word of Mouth	9
Indeed.com	1
KEYC co-worker	2
Simplyhired.com	1
Monster.com	1
<b>TOTAL:</b>	<b>46</b>

**KEYC TELEVISION RECRUITMENT RESOURCES TABLE  
FOR THE 12 MONTH PERIOD OF 12/01/2007 THROUGH 11/30/2008**

CODE	NAME	ADDRESS	CONTACT	PHONE NUMBER
<b>RECRUITMENT RESOURCES REQUESTING NOTIFICATION</b>				
1	COMMUNITY ASSISTANCE FOR REFUGEES, INC.	12 CIVIC CENTER PLAZA, SUITE 3000A MANKATO, MN	KENT COVA-SUAREZ	507-345-1659
2	GUSTAVUS ADOLPHUS COLLEGE	800 W. COLLEGE AVE. ST. PETER, MN 56082	KATHY ALLEN	507-933-7586
3	SCSU SOCIETY OF PROFESSIONAL JOURNALISTS	720 4 <sup>TH</sup> AVE. S. – SH 14 ST. CLOUD, MN 56301	DREW SANDHOLM	320-308-4967
4	ST. JAMES AREA CHAMBER OF COMMERCE	514 2 <sup>ND</sup> AVE. S., P.O. BOX 346 ST. JAMES, MN 56081-0346	JANE LOESCHEN	507-375-3333
<b>OTHER RECRUITMENT RESOURCES</b>				
5	BETHANY LUTHERAN COLLEGE	700 LUTHER DRIVE MANKATO, MN 56001	MARK WICHMANN	507-344-7000
6	BROADCAST EMPLOYMENT SERVICES (WWW.TVJOBS.COM)	P.O. BOX 4116 OCEANSIDE, CA 92052	MARK KENNEDY	760-754-8177
7	BROWN INSTITUTE	1440 NORTHLAND DRIVE MENDOTA HEIGHTS, MN 55120	TERRY MILLER	651-905-3550
8	INSTITUTE OF PRODUCTION & RECORDING	312 WASHINGTON AVE. N. MINNEAPOLIS, MN 55401	PLACEMENT OFFICE	612-436-5463
9	LA-MANO, INC.	P.O. BOX 3373 MANKATO, MN 56002	VICTORIA SALES	507-344-8361
10	MINNESOTA BROADCASTERS ASSOCIATION	3033 EXCELSIOR BLVD., SUITE 301 MINNEAPOLIS, MN 55416	DEVELOPMENT OFFICE STAFF	612-926-8123
11	MINNESOTA WORKFORCE CENTER (WWW.MNWORKS.ORG)	12 CIVIC CENTER PLAZA, STE 1600 MANKATO, MN 56001	WARREN JOHNSON	507-389-2708
12	MINNESOTA STATE UNIVERSITY, MANKATO (WWW.MAVJOBS.COM)	211 WIGLEY ADMIN. CTR. MANKATO, MN 56001	JENNIFER GUYER-WOOD	507-389-6061
13	NAB CAREER CENTER	1771 N. STREET N.W. WASHINGTON, DC 20036	ALEX HITZ-SANCHEZ	202-429-5497
14	RASMUSSEN BUSINESS COLLEGE	501 HOLLY LANE MANKATO, MN 56001	DEE KROEGER	507-625-6556
15	RIDGEWATER COLLEGE	15 <sup>TH</sup> AVE. N.W. WILMAR, MN 56201	FRED HANSON	320-587-9019
16	RIVERLAND COMMUNITY COLLEGE	1900 8 <sup>TH</sup> AVE. N.W. AUSTIN, MN 55912	PLACEMENT CENTER STAFF	507-433-0665
17	ST. CLOUD STATE UNIVERSITY/CAREER SERVICES	720 4 <sup>TH</sup> AVE. SOUTH ST. CLOUD, MN 56301	ADDIE TURKOWSKI	320-255-2151
18	SOUTH CENTRAL COLLEGE	1920 LEE BLVD. NORTH MANKATO, MN 56003	DIANE KROHN	507-389-7225
19	SOUTHWEST STATE UNIVERSITY	1501 STATE STREET MARSHALL, MN 56258	TOM JONES	507-537-5221

<b>CODE</b>	<b>NAME</b>	<b>ADDRESS</b>	<b>CONTACT</b>	<b>PHONE NUMBER</b>
20	THE FREE PRESS	418 S. 2 <sup>ND</sup> ST. MANKATO, MN 56001	CLASSIFIED ADS (VARIOUS STAFF)	507-344-6395
21	THE SENTINEL	P.O. BOX 681 FAIRMONT, MN 56031	CLASSIFIED ADS (VARIOUS STAFF)	800-598-5597
22	THE JOURNAL	P.O. BOX 487 NEW ULM, MN 56073	CLASSIFIED ADS (VARIOUS STAFF)	800-359-7362
23	OWATONNA PEOPLE'S PRESS	135 W. PEARL ST. OWATONNA, MN 55060	CLASSIFIED ADS (VARIOUS STAFF)	507-451-2840
24	THE ALBERT LEA TRIBUNE	808 W. FRONT ST. ALBERT LEA, MN 56007	CLASSIFIED ADS (VARIOUS STAFF)	507-373-1411
25	ST. PETER HERALD	311 S. MINNESOTA AVE. ST. PETER, MN 56082	CLASSIFIED ADS (VARIOUS STAFF)	507-931-4520
26	REDWOOD GAZETTE	219 S. WASHINGTON ST. REDWOOD FALLS, MN 56283	CLASSIFIED ADS (VARIOUS STAFF)	800-658-2574
27	FARIBAULT COUNTY REGISTER	128 N. MAIN ST. BLUE EARTH, MN 56013	CLASSIFIED ADS (VARIOUS STAFF)	888-877-0643
28	FARIBAULT DAILY NEWS	514 CENTRAL AVE. FARIBAULT, MN 55021	CLASSIFIED ADS (VARIOUS STAFF)	507-333-3100
29	COTTONWOOD COUNTY CITIZEN	260 10 <sup>TH</sup> ST. WINDOM, MN 56101	CLASSIFIED ADS (VARIOUS STAFF)	507-831-3740
30	ST. JAMES PLAINDEALER	604 1 <sup>ST</sup> AVE. S. ST. JAMES, MN 56081	CLASSIFIED ADS (VARIOUS STAFF)	507-375-3161
31	EMMETSBURG DEMOCRAT	3726 450 <sup>TH</sup> AVE. EMMETSBURG, IA 50536-8584	CLASSIFIED ADS (VARIOUS STAFF)	712-852-2323
32	ESTHERVILLE DAILY NEWS	10 N. 7 <sup>TH</sup> ST. ESTHERVILLE, IA 51334-2232	CLASSIFIED ADS (VARIOUS STAFF)	712-362-2622
33	SPIRIT LAKE/DICKINSON COUNTY NEWS	3000 18 <sup>TH</sup> ST. W., #400 SPIRIT LAKE, IA 51360-7471	CLASSIFIED ADS (VARIOUS STAFF)	712-336-1211
34	SPENCER DAILY REPORTER	310 E. MILWAUKEE ST. SPENCER, IA 51301-4569	CLASSIFIED ADS (VARIOUS STAFF)	712-262-6610
35	<a href="http://WWW.KEYC.TV">WWW.KEYC.TV</a> (WEBSITE PLACEMENT)	1570 LOOKOUT DRIVE NORTH MANKATO, MN 56003	KEYC WEB COORDINATOR	507-625-7905
36	KEYC-TV ON-AIR SPOTS	1570 LOOKOUT DRIVE NORTH MANKATO, MN 56003	N/A	507-625-7905
37	KEYC-TV IN-HOUSE POSTING	1570 LOOKOUT DRIVE NORTH MANKATO, MN 56003	N/A	507-625-7905

**SUPPLEMENTAL OUTREACH INITIATIVES FOR KEYC TELEVISION  
FOR THE PERIOD OF DECEMBER 1, 2007, THROUGH NOVEMBER 30, 2008**

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

<b>INTERNSHIPS AT KEYC</b>		
UNIVERSITY OF MINNESOTA, ST. PAUL, MN	1 STUDENT NEWS INTERNSHIP	LEARNED VIDEOGRAPHY, VIDEO EDITING, SCRIPT WRITING, AND CONTACTING NEWS MAKERS
UNIVERSITY OF WISCONSIN, MADISON MADISON, WI	1 STUDENT WEATHER INTERNSHIP	LEARNED CONCEPTS OF FORECASTING, SEVERE WEATHER AND GRAPHICS SYSTEM

**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.
MINNESOTA STATE UNIVERSITY, MANKATO MANKATO, MN	THE STATION'S EVENING ANCHOR ADDRESSED A MASS COMMUNICATIONS CLASS AT MINNESOTA STATE UNIVERSITY, MANKATO. DISCUSSED THE BROADCASTING INDUSTRY AND ANSWERED QUESTIONS.
MINNESOTA STATE UNIVERSITY, MANKATO MANKATO, MN	THE STATION'S NEWS DIRECTOR SPOKE TO THE URBAN SCIENCE/MEDIA RELATIONS CLASS. TALKED ABOUT WHAT CONSTITUTES NEWS, HOW AND WHY NEWS IS COVERED AND WHAT NEWS ORGANIZATIONS LOOK FOR. ANSWERED QUESTIONS ABOUT BROADCASTING.

**OTHER ACTIVITIES THE STATION PARTICIPATED IN:**

→ Multi-departments within the station provided a general overview of the station, from programming to production to the on-air product, to the Integrated

- Marketing class from Bethany Lutheran College, Mankato, MN.
- Midday Meteorologist gave a presentation on weather to first graders at Franklin Elementary in Mankato, MN.
- Midday Meteorologist talked to fifth graders during Career Day at St. Peter Middle School, St. Peter, MN. Answered questions about being a meteorologist and weather, career opportunities and education requirements.
- A station weather anchor gave a severe weather awareness presentation to pre K through eighth grade students at Lafayette Charter School, Lafayette, MN.
- Chief Meteorologist spoke to seniors at Mankato East High School, Mankato, MN about weather forecasting, severe weather, and working in television. Presentation included a Q&A session.

#### STATION TOURS:

- 12/13/07: Fourth thru sixth grade students from Hoover Elementary School, Mankato, MN
- 01/14/08: Cub Scouts & Boy Scouts, Lafayette, MN
- 02/07/08: Cub Scouts, Mankato, MN
- 02/20/08: 40 home schooled students and their parents from Sibley County
- 03/04/08: Cub Scouts from North Mankato, MN
- 03/07/08: Various aged students from Central Freedom School, Mankato, MN
- 03/11/08: Cub Scouts from Mankato & North Mankato, MN
- 03/12/08: Second grade students from Truman & Madelia, MN
- 03/17/08: Minnesota State University Theater Department Students, Mankato, MN
- 03/18/08: Girl Scouts from Mankato, MN
- 03/18/08: Gustavus Adolphus College geography students, St. Peter, MN
- 04/25/08: Elementary students, Good Shepard Lutheran School, North Mankato, MN
- 05/01/08: Students from Fairmont Elementary School, Fairmont, MN
- 05/02/08: Students from Fairmont Elementary School, Fairmont, MN
- 05/07/08: Minnesota State University student, Mankato, MN
- 05/08/08: Three junior students from NRHEG High School, New Richland, MN
- 05/09/08: Second grade students from Fairmont Elementary School, Fairmont, MN
- 05/16/08: Fifth and Sixth grade students from Medford, MN
- 05/16/08: Girl Scouts, St. Peter, MN
- 05/19/08: Cub Scouts, North Mankato, MN
- 05/21/08: Kindergarten thru second grade students from St. John Vianney, Fairmont, MN
- 06/12/08: Juniors and Seniors from Redwood Falls High School, Redwood Falls, MN
- 08/15/08: Family reunion group from Waldorf, MN
- 10/23/08: Girl Scouts from New Ulm, MN