

**KASI, KCYZ, KDRB, KDXA, KKDM, KXNO, WHO**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2015 - September 30, 2016**

**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
Program Director	1, 3-6, 8, 10-12, 14-15, 17-18, 20, 23-25, 29-30	29
Nights On-Air/Imaging KKDM - Des Moines	1-12, 15-18, 20, 22-25, 27, 29-30	29
Outside Account Executive	1-7, 9-11, 13, 15-20, 22-23, 26-27, 30	13
WHO News Director	1-7, 9-11, 14-18, 20, 22-23, 26-28, 30	28
Business Manager	1-7, 10-11, 13, 15-18, 20-23, 27-28, 30	21
Promotions Events Support	1-7, 10-11, 13-18, 20-23, 26-28, 30	13

**KASI, KCYZ, KDRB, KDXA, KKDM, KXNO, WHO****EEO PUBLIC FILE REPORT****October 1, 2015 - September 30, 2016****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Aging Resources of Central Iowa 5835 Grand Ave., Suite 106 Des Moines, Iowa 50312-1437 Phone : 515-255-1310 Jim Plorins, MS Manual Posting	Y	0
2	Buena Vista University 610 West 4th Street Storm Lake, Iowa 50588 Url : <a href="http://www.collegecentral.com/bvu">http://www.collegecentral.com/bvu</a> Lisa Taylor Manual Posting	N	0
3	Coalition of Black Students Drake University 2507 University Ave Des Moines, Iowa 50311 Phone : 515-271-4110 Jan Wise Manual Posting	Y	0
4	Drake Broadcasting System 118 Meredith Hall Drake University Des Moines, Iowa 50311 Shari Tenney Manual Posting	Y	0
5	Drake University Career Center 2507 University Ave Des Moines, Iowa 50311 Kathy Barnett Manual Posting	Y	0
6	Easter Seals Iowa 2920 30th St Des Moines, Iowa 50310 Maryann Fitzpatrick Manual Posting	Y	0
7	Equality Magazines.com 13351 Riverside Dr., #514 Sherman Oaks, California 91423 Phone : 818-654-0870 Jeff Palmatier Manual Posting	N	0

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8	GlassDoor 1 Harbor Dr Ste 300 Sausalito, California 94965 Phone : 415-339-9105 Url : <a href="http://www.glassdoor.com">http://www.glassdoor.com</a> Online Source Manual Posting	N	0
9	Grandview University 1200 Grandview Ave. Des Moines, Iowa 50316 Phone : 515-263-6063 Url : <a href="http://www.gvc.edu/">http://www.gvc.edu/</a> Email : <a href="mailto:carees@grandview.edu">carees@grandview.edu</a> unknown unknown	N	0
10	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : <a href="http://www.iheartmedia.jobs">http://www.iheartmedia.jobs</a> Talent Acquisition Coordinator Manual Posting	N	0
11	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : <a href="http://www.iheartmediacareers.com">http://www.iheartmediacareers.com</a> Talent Acquisition Coordinator Manual Posting	N	0
12	Indeed 7501 N Capital of Texas Hwy Austin, Texas 78731 Phone : 800-462-5842 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Online Source Manual Posting	N	0
13	Indeed.com	N	11
14	Internal Candidate	N	4

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15	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Sue Toma Manual Posting	Y	0
16	Iowa State University 0570 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-9490 Url : <a href="http://www.iastate.edu">http://www.iastate.edu</a> Judy Brayton Manual Posting	N	0
17	Iowa Workforce Development Center Ames Office 122 Kellogg Ave Ames, Iowa Career Services Manual Posting	Y	0
18	Iowa Workforce Development Job Bank 430 East Grand Ave Des Moines, Iowa Pat Brice Manual Posting	Y	0
19	Jobing.com - not directly contacted by SEU	N	2
20	LaFuerza Latina Drake University 2507 University Ave Des Moines, Iowa 50311 Jan Wise Manual Posting	Y	0
21	Linked In	N	2
22	Northwestern University 620 Lincoln Evanston, Iowa 50208 Phone : 847-491-5785 Url : <a href="http://www.northwestern.edu">http://www.northwestern.edu</a> Diane Siekmann Manual Posting	N	0
23	Polk County Family Enrichment Center Polk County River Place 2309 Euclid Ave Des Moines, Iowa 50310 Katy Meulhopt Manual Posting	Y	0

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Recruit.net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : <a href="http://www.recruit.net">http://www.recruit.net</a> Online Source Manual Posting	N	0
25	SimplyHired 2513 Charleston Rd #200 Mountain View, California 94043 Phone : 650-254-9000 Url : <a href="http://www.simplyhired.com">http://www.simplyhired.com</a> Online Source Manual Posting	N	0
26	Station Website Posting (One or More SEU Stations)	N	3
27	University of Iowa 24 Phillips Hall Iowa City, Iowa 52242 Phone : 319-335-1023 Url : <a href="http://www.myinterfase.com/uiowa">http://www.myinterfase.com/uiowa</a> Jerry Paschal Manual Posting	N	0
28	Unknown (source not adequately identified upon inquiry by SEU)	N	3
29	Walk In/Self-Referral	N	8
30	Women's Awareness Coalition Drake University 2507 University Ave Des Moines, Iowa 50311 Phone : 515-271-4117 Jan Wise Manual Posting	Y	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>33</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	10/1/2015	Establishment of a mentoring program	The SEU employs a Sales Training Manager to provide new account executives training and career counseling. The Sales Training Manager meets with each account executive at least once a month to help provide career guidance. As a mentor, the Sales Training Manager helps each Account Executive design his or her career goals with the company while managing their current job responsibilities	2	Account Executive Account Executive
2	2/4/2016	Participation in events or programs sponsored by educational institutions	On-Air Host visited Colo-Nesco School for a Job Fair.	1	On-Air Host
3	3/14/2016	Participation in events or programs sponsored by educational institutions	New Reporter spoke to a 5th grade class at Fellow Elementary School. Spoke on the importance of reading in his job.	1	News Reporter
4	4/20/2016	Participation in events or programs sponsored by educational institutions	Job Shadow on the Van & Bonnie Show April 20, 2016	2	On-air Host On-Air Host
5	5/4/2016	Participation in events or programs sponsored by educational institutions	Ankeny High School Students shadowed WHO-AM Program Director to learn about broadcasting as a career.	1	Program Director
6	7/12/2016	Participation in events or programs sponsored by educational institutions	A student from Des Moines Christian High school job Shadowed WHO-AM Morning Hosts to learn about careers in Broadcasting.	2	On-Air Host On-Air Host
7	7/12/2016	Participation in other activities designed by the station employment unit	An intern at "Pulse-FM" station spent the morning with WHO-AM host.	1	On-Air Host
8	7/15/2016	Participation in events or programs sponsored by educational institutions	WHO-AM Farm Director hosted an On-Air round table discussion with eight High School students from around the state about careers in on air agriculture broadcasting.	1	Farm Director
9	8/3/2016	Participation in events or programs sponsored by educational institutions	WHO-AM Program Director had students from Ankeny High School shadow him to learn about broadcasting as a career.	1	Program Director

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10	8/4/2016	Participation in events or programs sponsored by educational institutions	A Special Education student from Waukee High School shadowed the WHO Morning Show Hosts.	2	On-air Host On-Air Host
11	9/14/2016	Participation in events or programs sponsored by educational institutions	Several students from the Home School community job shadowed the WHO-AM Afternoon Talk Show Host about careers in Broadcasting.	1	On-Air Host