

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

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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
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 : http://www.collegecentral.com/bvu 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 : http://www.glassdoor.com Online Source Manual Posting	N	0
9	Grandview University 1200 Grandview Ave. Des Moines, Iowa 50316 Phone : 515-263-6063 Url : http://www.gvc.edu/ Email : carees@grandview.edu unknown unknown	N	0
10	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.jobs Talent Acquisition Coordinator Manual Posting	N	0
11	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
12	Indeed 7501 N Capital of Texas Hwy Austin, Texas 78731 Phone : 800-462-5842 Url : http://www.indeed.com 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 : http://www.iastate.edu 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 : http://www.northwestern.edu 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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24	Recruit.net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Online Source Manual Posting	N	0
25	SimplyHired 2513 Charleston Rd #200 Mountain View, California 94043 Phone : 650-254-9000 Url : http://www.simplyhired.com 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 : http://www.myinterfase.com/uiowa 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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			33

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
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