

**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	1-2, 4-7, 10, 12-14, 16-17, 19-20, 22, 25-27, 30-31	30
Nights On-Air/Imaging KKDM - Des Moines	1-8, 10-14, 17-20, 22, 24-28, 30-31	30
Outside Account Executive	1, 3-8, 11-13, 15, 17-22, 24-25, 28, 31	15
WHO News Director	1-8, 11-13, 16-20, 22, 24-25, 28, 31	2
Business Manager	1, 3-8, 12-13, 15, 17-20, 22-25, 28-29, 31	23
Promotions Events Support	1, 3-9, 12-13, 15-20, 22-25, 28-29, 31	15

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<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	All Access.com Website 24955 Pacific Coast Hwy. Malibu, California 90265 Phone : 310-457-6616 Email : jdenver@allaccess.com Jon Denver	N	1
3	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
4	Coalition of Black Students Drake University 2507 University Ave Des Moines, Iowa 50311 Phone : 515-271-4110 Jan Wise Manual Posting	Y	0
5	Drake Broadcasting System 118 Meredith Hall Drake University Des Moines, Iowa 50311 Shari Tenney Manual Posting	Y	0
6	Drake University Career Center 2507 University Ave Des Moines, Iowa 50311 Kathy Barnett Manual Posting	Y	0
7	Easter Seals Iowa 2920 30th St Des Moines, Iowa 50310 Maryann Fitzpatrick Manual Posting	Y	0

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8	Equality Magazines.com 13351 Riverside Dr., #514 Sherman Oaks, California 91423 Phone : 818-654-0870 Jeff Palmatier Manual Posting	N	0
9	Former Intern	N	1
10	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
11	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
12	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
13	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	1
14	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

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### II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Indeed.com <i>(not directly contacted by SEU)</i>	N	12
16	Internal Candidate	N	4
17	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Sue Toma Manual Posting	Y	0
18	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
19	Iowa Workforce Development Center Ames Office 122 Kellogg Ave Ames, Iowa Career Services Manual Posting	Y	0
20	Iowa Workforce Development Job Bank 430 East Grand Ave Des Moines, Iowa Pat Brice Manual Posting	Y	0
21	Jobing.com <i>(not directly contacted by SEU)</i>	N	2
22	LaFuerza Latina Drake University 2507 University Ave Des Moines, Iowa 50311 Jan Wise Manual Posting	Y	0
23	Linked In <i>(not directly contacted by SEU)</i>	N	2
24	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

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25	Polk County Family Enrichment Center Polk County River Place 2309 Euclid Ave Des Moines, Iowa 50310 Katy Meulhopt Manual Posting	Y	0
26	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
27	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
28	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
29	Unknown (source not adequately identified upon inquiry by SEU)	N	2
30	Walk In/Self-Referral	N	8
31	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

	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 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
7	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
8	8/3/2016	Participation in events or programs sponsored by educational institutions	WHO-AM Program Director had a student from Ankeny High School shadow him to learn about broadcasting as a career.	1	Program Director
9	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

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	<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>
10	9/9/2016	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