

KCRG-TV
EEO PUBLIC FILE REPORT
September 21, 2013– September 23, 2014¹

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
KCRG Executive Producer	2,3,4,5,6,7,13,21	7
Broadcast Photojournalist	2,3,4,5,6,7,11,13,21	7
Newscast Producer	2,3,4,5,6,7,13,20,21,24,25	2
Broadcast Photojournalist	2,3,4,5,6,7,13,21	7
Newscast Producer	2,3,4,5,6,7,13,20,21,24	7

¹ This report provides recruitment data collected from September 21, 2013 through September 20, 2014.

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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 12-month period
1	KCRG On-Air Announcements 501 Second Avenue SE Cedar Rapids, IA 52401 319-398-8414 Contact: Kevin Schrader	No	0
2	KCRG Website (www.kcrg.com) 501 Second Avenue SE Cedar Rapids, IA 52401 319-398-8612 Contact: Shannon Booth	No	1
3	The Gazette 500 Third Avenue SE Cedar Rapids, IA 52401 319-398-8234 Contact: Sarah St. John classifieds@sourcemedia.net	No	0
4	The Gazette Company Website (www.thegazettecompany.com) 500 Third Avenue SE Cedar Rapids, IA 52401 319-398-8234 Contact: Sarah St. John	No	0
5	Corridor Careers (www.corridorcareers.com) 500 Third Avenue SE Cedar Rapids, IA 52401 319-368-8875 classifieds@sourcemedia.net Contact: Sarah St. John	No	1
6	TVJOBS.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 1-800-374-0119 760-754-8177 Contact: Mark Holloway, Broadcast Employment Services	Yes (reporter and anchor positions only)	2
7	Word-of-Mouth Referral	No	5

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
8	Walk-in/Self-Referral	No	0
9	Internal Transfer/Promotion	No	0
10	Medialine (www.medialine.com) Contact: Mark Shilstone PO Box 51909 Pacific Grove, CA 93950 1-800-237-8073	Yes <i>(reporter and anchor positions only)</i>	0
11	B-roll.net Contact: Kevin Johnson 227 6th Street NE Washington, DC 20002 info@b-roll.net 202-486-8842	No	0
12	Iowa Broadcast News Association (www.ibna.org) PO Box 131 Waverly, IA 50677-0131 319-352-8534	No	0
13	KCRG Internship Contact: Mike Wagner 500 Third Avenue SE Cedar Rapids, IA 52401 319-398-8422	No	0
14	JournalismJobs.com Contact@journalismjobs.com 72 Plaza Dr., 2 nd Floor Berkeley, CA 94705 510-653-1521	No	0
15	Iowa Broadcasters Association (IBA) P.O. Box 71186 Des Moines, IA 50325 515-224-7237	No	0
16	LinkedIn 2029 Stierlin Ct Mountain View, CA 94043 www.Linkedin.com 650-687-3600	No	0

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17	CareerBuilder 200 N. LaSalle St Chicago, IL 60601 www.CareerBuilder.com 773- 527-3600	No	0
18	Kirkwood Community College website (www.kirkwood.edu/jobs) 123 Linn Hall Cedar Rapids, IA 52402 319-398-5689.	No	0
19	Hawkeye Community College website (www.collegecentral.com/hawkeyecollege) 1501 E. Orange Road, PO Box 8015 Waterloo, IA 50704 319-296-4014	No	0
20	University of Iowa (www.hireahawk.com) 100 Pomerantz Center Iowa City, IA 52242 Paul-W-Jensen@uiowa.edu	No	0
21	National Association of Black Journalist www.nabj.org 1100 Knight Hall, Suite 3100 College Park, MD 20742 301-405-0248	No	0
22	Journalism Now (journalismnow.com) Jobs@journalismnow.com	No	0
23	Media Match www.media-match.com Site scrapes our website and posts our positions	No	0
24	University of Missouri www.hiremizzoutigers.com 909 Lowry Mall Columbia, MO 65211 career@missouri.edu	No	0
25	Iowa State University www.cyhire.iastate.edu/employers 3810 Beardshear Hall Ames, IA 50011 cyhire@iastate.edu	No	0

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26	Creative Jobs Central www.creativejobscentral.com Site scrapes our website and posts our positions	No	0
TOTAL INTERVIEWE ES OVER 12- MONTH PERIOD			8

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship program.	<p>The station recruits interns from colleges and universities through campus recruiting initiatives. Our Manager News Operations and News Director contact internship coordinators representing journalism programs at local colleges, e.g. University of Iowa, Iowa State University, Loras College and Wartburg College. Interns gain practical experience in acquiring skills needed for broadcast employment.</p> <p>Our Manager News Operations and News Director conduct orientation with the interns, which includes teaching them newsroom techniques and schedules as well as explaining the news, production and operational processes. Further, our Manager News Operations and News Director meet with interns during and at the conclusion of their internships to discuss their progress, offering tips and making recommendations.</p> <p>We host Spring, Summer and Fall/Winter internships. During this reporting period, 18 interns worked at the station in news as follows:</p> <ul style="list-style-type: none">- - Fall/winter 2013 – news 1; production 2; Sports 1- - Spring 2014 – news 4; production 2; sports 1- - Summer 2014 – news 3; production 2; sports 2

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Participate in events/programs sponsored by or on behalf of a educational institution interested in careers in broadcasting	<p>The KCRG-TV9 First Alert Storm Team Weather Academy is a fun and educational program aimed at teaching students about how the weather works and introducing careers in Meteorology. Since 2002, the KCRG-TV9 First Alert Storm Team has reached over 10,000 students through visits to Eastern Iowa schools. The following events took place during the reporting period:</p> <ul style="list-style-type: none"> -January 16, 2014: Spoke to class at Alburnette Middle School -February 7, 2014: Spoke to class at Regis Middle School -March 14, 2014: Spoke to class at Iowa City West High School -April 17, 2014: Spoke to class at Regis Middle School -April 21, 2014: Spoke to class at Mt. Vernon Middle School -April 22, 2014: Spoke to class at City High School
3	Participate in events/programs sponsored by or on behalf of a educational institution interested in careers in broadcasting	<p>During this reporting period, our station conducted presentations to students in junior high schools, high schools and colleges in our local community. Newsroom Staff from the station discussed broadcast careers and opportunities as well as required education and job shadow/internship opportunities. Information about KCRG was presented as well. The following presentations took place, as follows:</p> <ul style="list-style-type: none"> -September 27, 2013: Anchor spoke to students at Roosevelt Middle School in Dubuque about careers in broadcasting -October 17, 2013: Anchor spoke to students at Coe College about careers in broadcasting -February 6, 2014: Meteorologist spoke to students at Marion High School about careers in Meteorology

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Host events sponsored by or on behalf of educational institutions or community organizations interested in broadcast careers	<p>Our station hosts tours for organizations and students throughout the year. Station tours provide comprehensive information about broadcast operations, explain how broadcast products are put on the air, and include a detailed discussion about the station's departments and the jobs that employees perform. We also provide information about the knowledge and skills needed for broadcast employment. The following tours were conducted during this reporting period.</p> <ul style="list-style-type: none"> - December 4, 2013: The Products Department conducted a tour for 8 students from the Prairie Point Middle School -December 11, 2013: The News Department conducted a tour for 36 students from the Youth Leadership Group -December 19, 2013: The Products Department conducted a tour for 8 students from Marion Independence High School -April 10 1, 2014: The News Department conducted a tour for 15 students from University of Iowa -May 8, 2014: The Products Department conducted a tour for 6 students from Jesup Middle School
5	Events sponsored by community organizations interested in broadcasting	<p>During this reporting period, our station conducted presentations to various community organizations in our local community. Newsroom Staff from the station discussed broadcast careers as well as information about KCRG. The following presentation took place, as follows:</p> <ul style="list-style-type: none"> -September 26, 2013: Anchor spoke at Stonehill Franciscan Services -February 24, 2013: Anchor spoke at the Tribute to Women event -April 12, 2014: Meteorologist programmed weather radios in Dubuque -April 26, 2014: Meteorologist programmed weather radios in Cedar Rapids -May 5, 2014: Anchor spoke at Rockwell Women's Forum -May 10, 2014: Meteorologist programmed weather radios in Washington -May 14, 2014: Meteorologist spoke at the Milestones Adult Care -May 17, 2014: Meteorologist programmed weather radios in Washington -August 17, 2014: Anchor spoke at the National Council on Youth Leadership.