

**WHO-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2017 - September 30, 2018**

**Statement of EEO Policy**

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) WHO-TV, Des Moines, Iowa.

WHO-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact Human Resources at 515-242-3500.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test (if required). A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

## 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
Director	1-7, 9-11, 13-16, 18-19, 21-26, 28-37	11
Account Executive	1-7, 9-11, 13-15, 17-19, 22-26, 28-37	11
Account Executive	1-7, 9-11, 13-15, 17-19, 22-26, 28-37	11
Coord, Sales	2-7, 9-11, 13-16, 18-19, 23-26, 28-37	30
Multi Media Journalist	2-7, 9-11, 13-15, 18-19, 22-26, 28-37	11
Editor	1, 3-5, 7, 9-10, 13-20, 22-26, 28-38	15
Control Room Technician	1, 3-5, 7-10, 13-19, 22-26, 28-36, 38	8
Account Executive	1, 3-5, 7, 9-10, 13-19, 22-36, 38	27
Newscast Producer	1, 3-5, 7-10, 12-19, 22-26, 28-36, 38	8

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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
1	Bradley University 1501 West Bradley Avenue Peoria, Illinois 61625 Phone : 309-676-7611 Email : sandymc@bradley.edu Sandy McDermott	N	0
2	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : cssupport@careered.com Christine Dye	N	0
3	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Cheri Sidney	N	0
4	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : gastm@clarkstate.edu Career Services	N	0
5	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Services	N	0
6	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-369-6844 Url : <a href="https://app.joinhandshake.com/login?utm_medium=email&amp;utm_source=activity_mailer">https://app.joinhandshake.com/login?utm_medium=email&amp;utm_source=activity_mailer</a> Valerie Robbins Manual Posting	N	0

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7	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeiowa.org Julie Klocke	N	0
8	Current Employee/Internal Promotion	N	2
9	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Vern Ostrander	N	0
10	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Laura Schwarz	N	0
11	Employee Referral	N	9
12	Former Intern	N	1
13	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Kathy Crooks	N	0
14	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : mrodriguez@herdsm.org M Rodriguez	N	0
15	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Online Posting Manual Posting	N	10

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Sue Toma	N	0
17	Iowa Broadcasters Association P.O. Box 71186 Des Moines, Iowa 50325 IBA Iowa Manual Posting	N	0
18	Iowa Division of Latino Affairs 321 E. 12th Street Des Moines, Iowa 50319 Phone : 515-281-4080 Email : dhr.latinoaffairs@iowa.gov Sara Schoneberg	N	0
19	Iowa Workforce 1000 East Grand Avenue Des Moines, Iowa 50309 Phone : 515-281-5387 Email : Region11.Web@iwd.iowa.gov Iowa Workforce	N	0
20	Job Board	N	2
21	Lincoln University 820 Chestnut Street PO Box 29 Jefferson City, Missouri 65102-0029 Phone : 573-681-5162 Email : careerservices@lincolnu.edu Career Counselor	N	0
22	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : career@luther.edu Career Center	N	0
23	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : acorrieri@mainstreamliving.org Amber Corrieri	N	0

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24	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
25	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Stacie Hays	N	0
26	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
27	Non-Employee Referral	N	1
28	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Career Services	N	0
29	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting Manual Posting	N	0
30	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting Manual Posting	N	14

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a> Mark Holloway	N	0
32	University of Minnesota 319 15th Ave SE Minneapolis, Minnesota 55455 Phone : 612-625-2000 Email : <a href="mailto:Negri001@umn.edu">Negri001@umn.edu</a> Laura Negrini	N	0
33	University of Missouri - Kansas City 2220 Holmes St Kansas City, Missouri 64108 Phone : 816-235-1700 Email : <a href="mailto:careerservices@umkc.edu">careerservices@umkc.edu</a> Career Services	N	0
34	University of Northern Iowa 1227 West 27th Street Cedar Falls, Iowa 50614 Email : <a href="mailto:careercenter@uni.edu">careercenter@uni.edu</a> Career Services	N	0
35	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : <a href="mailto:rfreed@utm.edu">rfreed@utm.edu</a> Rodney Freed	Y	0
36	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : <a href="mailto:WFord14275@aol.com">WFord14275@aol.com</a> Bobbi Stanley	N	0
37	WHO TV 1801 Grand Avenue Des Moines, Iowa 50309 Phone : 773-883-3120 Juana Vega Manual Posting	N	2

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38	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>41</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	10/1/2017	Participation in events or programs sponsored by educational institutions	Science Center of Iowa On-air meteorologists are located at the Science center five days a week to broadcast live and to provide children the opportunity to experience a live newscast, be educated in weather forecasting tools, and provide information on opportunities for employment in television from October 1, 2017 through September 30, 2018.	5	Meteorologists
2	10/20/2017	Participation in events or programs sponsored by educational institutions	The Digital Media Workshop at University of Northern Iowa - WHO-TV News Director participated in a panel discussion with students about working in the newsroom and had a Q and A session related to the business.	1	News Director
3	12/4/2017	Participation in events or programs sponsored by educational institutions	Drake University School of Journalism and Mass communications Pre-Professional Workshop - WHO-TV's News Director participated in Panel Discussion. The goal of the panel was to give students an idea of what employers expect from interns, as well as provide tips on applications, personal branding, portfolios and interviewing.	1	VP/News
4	3/25/2018	Participation in events or programs sponsored by educational institutions	Des Moines Area Community College Student Visit - WHO-TV Sports Director and Sports Anchor hosted journalism student. Student had the opportunity to discuss journalism with the Sports Director and Anchor and to get a behind the scenes look at their work at WHO-TV.	2	Sports Director Sports Anchor
5	4/4/2018	Participation in events or programs sponsored by educational institutions	University of Iowa Spring 2018 Speed Networking - News Director, participated in a "speed networking" event at the University. The event is designed for all of the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director

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6	4/13/2018	Participation in events sponsored by community groups	Midwest Journalists Conference - News Director spoke to approximately 2 dozen journalism students and young professionals during the conference. Students and young professionals had the opportunity to ask questions about WHO-TV and the industry. Additionally, Multi Media Journalist served as panelists during the "Gadgets & Gizmos" session.	2	News Director Multi Media Journalist
7	7/18/2018	Participation in events sponsored by community groups	Tribune Media participated in the National Association of Hispanic Journalists Conference in Miami, FL from July 18-July21st 2018.	2	Regional HR Director Regional HR Director
8	8/1/2018	Participation in events sponsored by community groups	Tribune Media participated in the National Association of Black Journalist National Conference in Detroit, MI from August 1st-August 5, 2018.	1	Regional Director Human Resources
9	9/13/2018	Participation in events or programs sponsored by educational institutions	Orbis-Akeny School - WHO-TV Chief Photographer and Photographer visited the school and had the opportunity to speak with students that are part of the ORBIS program.	2	Chief Photographer Photographer
10	9/27/2018	Participation in events or programs sponsored by educational institutions	Waukee Innovation & Learning Center - WHO Photographer provided a job shadowing opportunity to a student interested in learning about reporting and videography. The student had the opportunity to learn to walkthrough and learn how things are done at WHO.	1	Photographer