

**Public File**  
**EEO (Equal Employment Opportunity) Report**

Station: WHO-TV  
 Date: October 1, 2009

List of all full-time vacancies filled during the preceding year (this period represents October 1, 2008 thru September 30, 2009), identified by job title.

Job Title	Number of People Interviewed	Recruitment Source that Referred the Hiree	Recruitment Sources Used to Fill Vacancy
Closed Captioning Asst	11	WHO-TV.com	All
Media Coordinator	26	Station Employee	All
Studio Technician	5	Station Employee	All
Editor	10	Station Employee	All

List of recruitment source(s) used to fill all of the above vacancies, including email address, and for those who do not accept emails, the current address, and contact person for each source.

Name of Organization	Address	Contact Person	Email Address	Telephone Number
Creative Community Options	6950 NE 14 <sup>th</sup> St. Ankeny, IA 50023	Julie Klocke	<a href="mailto:candeo@candeoia.org">candeo@candeoia.org</a>	515-289-4781
Chicago State University	9501 South King Drive Chicago, IL 60628	Seth Hosick	<a href="mailto:shosick@csu.edu">shosick@csu.edu</a>	773-995-2545
Iowa Workforce	1000 East Grand Avenue Des Moines, IA 50309	John Tenpas	<a href="mailto:john.tenpas@iowa.gov">john.tenpas@iowa.gov</a>	515-281-5387
Bradley University	1501 West Bradley Avenue Peoria, IL 61625	Sandy McDermott	<a href="mailto:sandymc@bradley.edu">sandymc@bradley.edu</a>	309-676-7611
Iowa Workforce	1000 East Grand Avenue Des Moines, IA 50309		<a href="mailto:job.bank@iwd.state.ia.us">job.bank@iwd.state.ia.us</a>	515-281-5387
Brown College	1140 Northland Drive Mendota Heights, MN 55120	Amber Luckie	<a href="mailto:aluckie-parks@browncollege.edu">aluckie-parks@browncollege.edu</a>	888-574-3777
University of Northern Iowa	1227 West 27 <sup>th</sup> St Cedar Falls, IA 50614		<a href="mailto:careercenter@uni.edu">careercenter@uni.edu</a>	319-273-2311

Columbia College Chicago	600 S Michigan Ave Chicago, IL 60605	Keith Lusson	<a href="mailto:klusson@colum.edu">klusson@colum.edu</a>	312-663-1600
Morningside College	1501 Morningside Ave Sioux City, IA 51106	Stacie Hays	<a href="mailto:hays@morningside.edu">hays@morningside.edu</a>	800-831-0806
Drake University	2507 University Ave Des Moines, IA 50311	Amy Jo Reimer Myers	<a href="mailto:amyjo.myers@drake.edu">amyjo.myers@drake.edu</a>	515-271-2011
Des Moines Rights	602 Robert D Ray Dr Des Moines, IA 50309	Loretta Wells	<a href="mailto:llwells@dmgov.org">llwells@dmgov.org</a>	515-283-4284
Central College	812 University Pella, IA 50219	Anna Fischer	<a href="mailto:fischera@central.edu">fischera@central.edu</a>	877-462-3687
Hamilton College	4655 121 <sup>st</sup> St. Des Moines, IA 50323	Lori Gelhaar	<a href="mailto:lgelhaar@hamiltonia.edu">lgelhaar@hamiltonia.edu</a>	515-727-2100
Southern Illinois University	707 S Washington St Carbondale, IL 62901	James Scales	<a href="mailto:jscales@siu.edu">jscales@siu.edu</a>	618-453-2121
Southern Illinois University	707 S Washington St Carbondale, IL 62901		<a href="mailto:postjobs@siu.edu">postjobs@siu.edu</a>	618-453-2121
Luther College	700 College Dr Decorah, IA 52101	Virginia Hanson	<a href="mailto:Hansonvi@luther.edu">Hansonvi@luther.edu</a>	563-387-2000
Simpson College	701 North C St Indianola, IA 50125		<a href="mailto:careers@simpson.edu">careers@simpson.edu</a>	515-961-6251
Brown College	1140 Northland Drive Mendota Heights, MN 55120	Brandon Kelley	<a href="mailto:brandon.kelley@my.browncollege.edu">brandon.kelley@my.browncollege.edu</a>	888-574-3777
Lincoln University	1570 Baltimore Pike Lincoln University, PA 19352		<a href="mailto:ccsjobs@lincolnu.edu">ccsjobs@lincolnu.edu</a>	484-365-8000
American Institute of Business	2500 Fleur Dr Des Moines, IA 50321	Jane DeHaven	<a href="mailto:dehavenj@aib.edu">dehavenj@aib.edu</a>	515-244-4221
Clarke College	1550 Clarke Dr Dubuque, IA 52001	Kim Kopplin	<a href="mailto:kim.kopplin@clark.edu">kim.kopplin@clark.edu</a>	888-825-2753
Grand View College	1200 Grand View University		<a href="mailto:careers@gvc.edu">careers@gvc.edu</a>	515-263-2800

	Des Moines, IA 50316			
Medialine	PO Box 51909 Pacific Grove, CA 93950	Mark Shilstone	<a href="mailto:mark@medialine.com">mark@medialine.com</a>	800-237- 8073
Mainstream Living	333 SW 9 <sup>th</sup> St Des Moines, IA 50309	Laurie Dufoe	<a href="mailto:lauried@mainstreamliving-dsm.org">lauried@mainstreamliving-dsm.org</a>	515-243- 8115
University of Minnesota	319 15 <sup>th</sup> Ave SE Minneapolis, MN 55455		<a href="mailto:GoldPASSAutoEmail@umn.edu">GoldPASSAutoEmail@umn.edu</a>	612-625- 2000
University of Tennessee at Martin*	305 Gooch Hall Martin, TN 38238	Gary Steinke	<a href="mailto:gsteinke@utm.edu">gsteinke@utm.edu</a>	731-881- 7532
University of Missouri-Kansas City	2220 Holmes St Kansas City, MO 64108		<a href="mailto:careerservices@umkc.edu">careerservices@umkc.edu</a>	816-235- 1700
TVJobs.com (Editors, Studio Techs, Media Coordinators)	PO Box 4116 Oceanside, CA 92052	Sue Toma	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	800-374- 0119
Hispanic Educational Resources	828 SE Scott St. Des Moines, IA 50309	Rocio Rameriz		515-243- 3930
Iowa Broadcasters Assn.	PO Box 71186 Des Moines, IA 50325			515-224- 6560
Goodwill Industries	4900 NE 22 <sup>nd</sup> St. Des Moines, IA 50313	Duane Nelson		515-265- 5323
Urban Dreams	1400 6 <sup>th</sup> St Ave Des Moines, IA 50314	Bobbi Stanley		515-288- 4742
Latino Affairs Commission	Lucas State Office Bldg	Elizabeth Salinas Newby		515-281- 4080

Sources that requested to be notified of open positions are designated with an asterisk on our recruitment list. Other organizations were added to improve diversity.

Local TV LLC Affiliated Stations:

Source	Address	Contact Person	Telephone#
WREG-TV	803 Channel 3 Drive Memphis, TN 38103	Ron Walter, President & GM Maureen O'Conner, Exec. VP/Station Mgr.	(901) 543-2181 (901) 543-2103
KFOR-TV	444 E. Britton Road Oklahoma City, OK 73114	Jim Boyer, President & GM & Shannon Gottschalk, VP/Controller	(405) 478-6201 (405) 478-6210
KFSM-TV	318 North 13 <sup>th</sup> Street Fort Smith, AR 72901	Van Comer, President & GM & Debby Etzkorn, Exec. Assistant	(479) 785-5080
WHNT-TV	200 Holmes Ave. Huntsville, AL 35801	Stan Pylant, President & GM & Nonda Sloan, VP/Controller	(256) 536-6868 (256) 535-9215
WTKR-TV	720 Boush Street Norfolk, VA 23510	Jeff Hoffman, President & GM & Jennifer Crabtree, VP/Controller	(757) 446-1343 (757) 446-1333
WQAD-TV	3003 Park 16 <sup>th</sup> Street Moline, IL 61265	Larry Rosmilso, President & GM & Cindy Parchert, VP/Controller	(309) 736-3201
WNEP-TV	16 Montage Mountain Rd. Moosic, PA 18507	Chuck Morgan, President & GM & Bob Hawkins, VP/Controller	(570) 207-2497
WHO-TV	1801 Grand Ave. Des Moines, IA 50309	Dale Woods, President & GM & Rebecca Jess, VP/Controller	(515) 242-3701 (515) 242-3791
Digital Operating Center	720 Boush Street Norfolk, VA 23510	Alex Clarke, Director DOC	(757) 446-1388

List of the total number of interviewees referred by each recruitment source:

Source	Total Number Interviewed	Total Referred by Source
Station Employee	6	6
WHO-TV.com	24	24
TV Jobs.com	4	4
Resume	13	13
Iowa Workforce	3	3
Grand View University	2	2

## **Station Outreach Initiatives**

### **Participation in Job Banks:**

WHO-TV provides a listing of all full-time job openings to various governmental, industry, and college job banks. This outreach includes all levels of open positions at WHO-TV.

### **Job Postings:**

All openings are posted on our website –[www.whotv.com](http://www.whotv.com).

### **Specialized Training:**

WHO-TV subscribes to a training website, Lynda.com, which is available to employees to advance their skills with software – from learning how to “author” a DVD on a Mac, to training on the latest version of Excel.

### **College and Other Speaking Engagements:**

In October 2008, News Director Rod Peterson took part in a community meeting at Southeast Polk High School to address a series of suicides of students and what the community needed to do to prevent suicides.

In October 2008, WHO-TV sent a representative to The University of Northern Iowa to provide educational opportunities to student journalists.

In March 2009 WHO-TV sent a representative to the Midwest Journalism Conference to provide educational opportunities to journalists from all mediums ranging from students to seasoned professionals.

In January 2009, Johnston High School video production teacher Kayla Bousum spent the afternoon in the WHO-TV newsroom to share what she learned with her Video Production students at Johnston High School, Johnston, IA 50131.

In February 2009, News Director Rod Peterson attended the ICMA job/internship fair at the Marriott in downtown Des Moines. Rod spoke to students who are interested in broadcast.

In February 2009, reporter Mark Tauscheck spoke to journalism students at Drake University Journalism Students.

In the spring of 2009, News Director Rod Peterson spoke to Perry High School students at the Perry High School. Perry High School has a large number of Hispanic students.

In May 2009, anchor/investigative reporter Sonya Heitshusen spoke at the Senior Fair at Iowa Central College in Fort Dodge.

In June 2009, chief photographer Mike Borland attended the National Press Photographers Association Convergence in [http://www.nppa.org/professional\\_development/workshops\\_and\\_seminars/convergence/2009/](http://www.nppa.org/professional_development/workshops_and_seminars/convergence/2009/)

In June 2009, anchor, Sonya Heitshusen attended the Investigative Reporters and Editors Convention in Baltimore in <http://www.ire.org/irenews/and-more-from-baltimore/>

### **Undergraduate Internships:**

WHO-TV's Internship Program is designed to supplement college classroom lessons with hands-on experience in television news, production, and promotions/marketing. The program is offered to students who have completed their sophomore year of college, and will receive credit from the college or university for the internship. From October 1, 2008 through September 30, 2009, seven interns participated in this program.

### **Sponsorships:**

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 opportunities for employment in television.

### **Career Fest:**

WHO-TV sent a representative with hiring authority to a career fest at AIB College to discuss job opportunities available at our station.