

Public File
EEO (Equal Employment Opportunity) Report

Station: WHO-TV
Date: October 1, 2008

List of all full-time vacancies filled during the preceding year (this period represents October 1, 2007 thru September 30, 2008), identified by job title.

JOB TITLE	# OF PEOPLE INTERVIEWED	Recruitment Source that Referred the Hiree	Recruitment Sources Used to Fill Vacancy
Producer	11	Resume	All
Assignment Editor	8	Station Employee	All
Photographer	7	Employee Referral	All
Photographer	8	Employee Referral	All
Director of Mktg & Research	5	Station Employee	All
Account Executive	6	Personal Referral	All
Graphic Artist	5	Employee Referral	All
Promotion Writer/Producer	6	Employee Referral	All
Administrative Sales Asst.	13	Station Employee	All
Photographer	10	Resume	All
Promotion Writer/Producer	8	Employee Referral	All
Account Executive	8	Employee Referral	All
General Sales Manager	10	Management	All
Reporter	16	Resume	All
Producer	6	Resume	All
Meteorologist	8	Employee Referral	All
Producer	8	Resume	All
Reporter	22	Resume	All
Photographer	6	Employee Referral	All
Photographer	6	Employee Referral	All
Photographer	5	Station Employee	All
Director	5	Employee Referral	All
Producer	6	Resume	All
Studio Technician	4	Station Employee	All
Account Executive	4	University	All

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

lori.kytta@creativecommunityoptions.org	Creative Community Options
careers@csu.edu	Chicago State University
john.tenpas@iowa.gov	State of Iowa
sandymc@bradley.edu	Bradley University
job.bank@iwd.state.ia.us	State of Iowa
aluckie-parks@browncollege.edu	Brown College
Kris.Peterson@uni.edu	University of Northern Iowa
klusson@colum.edu	Columbia College Chicago
hays@morningside.edu	Morningside College
amyjo.myers@drake.edu	Drake University
llwells@dmgov.org	Des Moines Human Rights
fischera@central.edu	Central College
lgelhaar@hamiltonia.edu	Hamilton College
jscases@siu.edu	Southern Illinois University
Hansonvi@luther.edu	Luther College
careers@simpson.edu	Simpson College
dpatten@coe.edu	Coe College
brandon.kelley@my.browncollege.edu	Brown College
ccsjobs@lincolnu.edu	Lincoln University
dehavenj@aib.edu	American Institute of Business
career@clarke.edu	Clarke College
bradon.kelley@gvc.edu	Grandview College
careers@gvc.com	Grandview College
mark@medialine.com	Medialine
angiec@mainstreamliving-dsm.org	Mainstream Living
GoldPASSAutoEMail@umn.edu	University of Minnesota
gsteinke@utm.com	University of Tennessee
careerservices@umkc.edu	University of Missouri-Kansas City

Rocio Rameriz
Hispanic Educational Resources
828 SE Scott St
Des Moines, IA 50309

Iowa Broadcasters Association
PO Box 71186
Des Moines, IA 50325

Duane Nelson
Goodwill Industries
4900 NE 22nd St
Des Moines, IA 50313

Bobbi Stanley
Urban Dreams
1400 6th Ave
Des Moines, IA 50314

Elizabeth Salinas Newby
Latino Affairs Commission
Lucas State Office Bldg
Des Moines, IA 50309

***Some of these sources requested to be on our recruitment list. Others 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 th 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 th Street Moline, IL 61265	Larry Rosmilso, President & GM & Cindy Parchert, VP/Controller	(309) 736-3201
WNEP-TV	16 Montage Mountain Rd. Moosic, PA 18507	C. Lou Kirchen, 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

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sandymc@bradley.edu
job.bank@iwd.state.ia.us
aluckie-parks@browncollege.edu
Kris.Peterson@uni.edu
klusson@colum.edu
hays@morningside.edu
amyjo.myers@drake.edu
llwells@dmgov.org
fischera@central.edu
lgelhaar@hamiltonia.edu
jscases@siu.edu
Hansonvi@luther.edu
careers@simpson.edu
dpatten@coe.edu
brandon.kelley@my.browncollege.edu
ccsjobs@lincolnu.edu
dehavenj@aib.edu
career@clarke.edu
bradon.kelley@gvc.edu,
careers@gvc.com
mark@medialine.com
angiec@mainstreamliving-dsm.org
GoldPASSAutoEMail@umn.edu
gsteinke@utm.com
careerservices@umkc.edu

Creative Community Options
 Chicago State University
 State of Iowa
 Bradley University
 State of Iowa
 Brown College
 University of Northern Iowa
 Columbia College Chicago
 Morningside College
 Drake University
 Des Moines Human Rights
 Central College
 Hamilton College
 Southern Illinois University
 Luther College
 Simpson College
 Coe College
 Brown College
 Lincoln University
 American Institute of Business
 Clarke College
 Grandview College
 Grandview College
 Medialine
 Mainstream Living
 University of Minnesota
 University of Tennessee
 University of Missouri-Kansas City

Rocio Rameriz
Hispanic Educational Resources
828 SE Scott St
Des Moines, IA 50309

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

Source	Total Number Interviewed	Total Referred by Source
Station Employee	11	11
Employee Referral	24	24
Personal Referral	16	16
Management Referral	2	2
WHO-TV.com	14	14
Other Media	7	7
Other Internet	9	9
TV Jobs.com	18	18
Resume	88	88
Iowa Workforce	1	1
College/University	11	11

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.

Job Postings:

All openings are posted on our website –www.whotv.com.

College and Other Speaking Engagements:

WHO-TV sent representatives with hiring authority to the Midwest Journalism Conference to provide educational opportunities to journalists from all mediums ranging from students to seasoned professionals.

WHO-TV sent a reporter to speak to the Iowa Department of Health to assist in creating a public information course.

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, 2007 through September 30, 2008, six interns participated in this program.

Sponsorships:

Kidsfest 2008 - On-air talent talked with children and adults about careers in Broadcasting and allowed children to experience participating in a newscast.

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.

Other Public Projects:

WHO-TV provided video, audio clips, and other information to assist in the Caucus Iowa Project through the State Historical Society. This was an additional educational outreach to the public regarding political process regarding the Iowa Caucus.