

Public File
EEO (Equal Employment Opportunity) Report

Station: WHO-TV
Date: October 1, 2010

List of all full-time vacancies filled during the preceding year (this period represents October 1, 2009 thru September 30, 2010), 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	6	On-air Ad & Website	All
Reporter	12	TVJobs.com	All
Photographer	8	Station Employee	All
Account Executive	5	Client Referral	All
Photographer	11	Website	All
Account Executive	5	Website	All
Producer	6	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 th St. Ankeny, IA 50023	Julie Klocke	candeo@candeoia.org	515-289-4781
Chicago State University	9501 South King Drive Chicago, IL 60628	Bobbie Tribble	btribble@csu.edu	773-995-2545
Iowa Workforce	1000 East Grand Avenue Des Moines, IA 50309	John Tenpas	john.tenpas@iowa.gov	515-281-5387
Bradley University	1501 West Bradley Avenue Peoria, IL 61625	Sandy McDermott	sandymc@bradley.edu	309-676-7611
Iowa Workforce	1000 East Grand Avenue Des Moines, IA 50309		job.bank@iwd.state.ia.us	515-281-5387
Brown College	1140 Northland Drive Mendota Heights, MN 55120	Amber Luckie	aluckie-parks@browncollege.edu	888-574-3777

University of Northern Iowa	1227 West 27 th St Cedar Falls, IA 50614		careercenter@uni.edu	319-273-2311
Columbia College Chicago	600 S Michigan Ave Chicago, IL 60605	Keith Lusson	klusson@colum.edu	312-663-1600
Morningside College	1501 Morningside Ave Sioux City, IA 51106	Stacie Hays	hays@morningside.edu	800-831-0806
Drake University	2507 University Ave Des Moines, IA 50311	Amy Jo Reimer Myers	amyjo.myers@drake.edu	515-271-2011
Des Moines Rights	602 Robert D Ray Dr Des Moines, IA 50309	Loretta Wells	llwells@dmgov.org	515-283-4284
Central College	812 University Pella, IA 50219	Anna Fischer	fischera@central.edu	877-462-3687
Hamilton College	4655 121 st St. Des Moines, IA 50323	Lori Gelhaar	ljelhaar@hamiltonia.edu	515-727-2100
Southern Illinois University	707 S Washington St Carbondale, IL 62901	James Scales	jscales@siu.edu	618-453-2121
Southern Illinois University	707 S Washington St Carbondale, IL 62901		postjobs@siu.edu	618-453-2121
Luther College	700 College Dr Decorah, IA 52101	Virginia Hanson	Hansonvi@luther.edu	563-387-2000
Simpson College	701 North C St Indianola, IA 50125		careers@simpson.edu	515-961-6251
Brown College	1140 Northland Drive Mendota Heights, MN 55120	Brandon Kelley	brandon.kelley@my.browncollege.edu	888-574-3777
Lincoln University	1570 Baltimore Pike Lincoln University, PA 19352		ccsjobs@lincolnu.edu	484-365-8000
American Institute of Business	2500 Fleur Dr Des Moines, IA 50321	Jane DeHaven	dehavenj@aib.edu	515-244-4221
Clarke College	1550 Clarke Dr Dubuque, IA 52001	Kim Kopplin	kim.kopplin@clark.edu	888-825-2753
Grand View College	1200 Grand View University Des Moines, IA 50316		careers@gvc.edu	515-263-2800

Medialine	PO Box 51909 Pacific Grove, CA 93950	Mark Shilstone	mark@medialine.com	800-237-8073
Mainstream Living	333 SW 9 th St Des Moines, IA 50309	Laurie Dufoe	lauried@mainstreamliving-dsm.org	515-243-8115
University of Minnesota	319 15 th Ave SE Minneapolis, MN 55455		GoldPASSAutoEmail@umn.edu	612-625-2000
University of Tennessee at Martin*	305 Gooch Hall Martin, TN 38238	Gary Steinke	gsteinke@utm.com	731-881-7532
University of Missouri- Kansas City	2220 Holmes St Kansas City, MO 64108		careerservices@umkc.edu	816-235-1700
Clark State Community College	570 East Leffel Lane Springfield, OH 45505		murphym@clarkstate.edu	937-328-6090
TVJobs.com- This site scrapes all TV station postings themselves.	PO Box 4116 Oceanside, CA 92052	Mark Holloway	www.tvjobs.com	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 nd St. Des Moines, IA 50313	Duane Nelson		515-265-5323
Urban Dreams	1400 6 th 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 Randy Culbertson, Controller	(901) 543-2181 (901) 543-2103
KFOR-TV/KAUT-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 Etkorn, 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	Chuck Morgan, President & GM & Bob Hawkins, Station Mgr and 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
On-air Ad	5	5
TVJobs.com	16	16
Employee Referral	9	9
Client Referral	4	4
Medialine	1	1
Whotv.com	13	13
Station Employee	5	5

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 and sent to our recruitment sources.

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 2009, Commercial Producer, Paul Salisbury was a speaker at the FastForward workshop at the University of Northern Iowa. News Director, Rod Peterson, also took part in a news panel discussion. Anchor Dave Price moderated a Young Professionals Connection Panel discussion.

In November 2009, meteorologist Jeriann Ritter participated in an ISU Talk meeting.

In December 2009, anchor Erin Kiernan was a speaker at the Women’s Development connection.

From October 2009-December 2009, anchor Erin Kiernan went to elementary schools each week to read to students.

In January 2010, anchor Erin Kiernan was on a media panel at the Urbandale Chamber of Commerce and meteorologist , Megan Salios, was a part of the State Science and Technology Fair at ISU.

In April 2010, News Director Rod Peterson led a panel discussion on severe-weather coverage at the Midwest Journalism Conference in Bloomington, MN which was attended by students.

In July 2010, chief meteorologist Ed Wilson spoke about Lightning Safety at Raccoon River Park.

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, 2009 through September 30, 2010, [sixteen](#) 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.