

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application)		FOR COMMISSION USE ONLY FILE NO. -
Read INSTRUCTIONS Before Filling Out Form		

Section I

Legal Name of the Licensee LOCAL TV IOWA LICENSE, LLC		
Mailing Address 300 DAVE COWENS DRIVE SUITE 505		
City NEWPORT	State or Country (if foreign address) KY	Zip Code 41071 -
Telephone Number (include area code) 8594482707	E-Mail Address (if available)	
	Facility ID Number 66221	Call Sign WHO-DT
TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station <input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

Application Purpose

- ☒ New Program Report
☐ Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WHO-DT	66221	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	DES MOINES, IA	<input type="radio"/> Yes <input checked="" type="radio"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name CHRISTINA H. BURROW			Street Address 1200 NEW HAMPSHIRE AVE, NW SUITE 800
City WASHINGTON	State DC	Zip Code 20036-	Telephone Number 2027762000

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)? ☐ Yes ☒ No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? ☐ Yes ☒ No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent DALE WOODS
Title VP & GM	Telephone No. (include area code) 5152423701
Date	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DALE WOODS	Title: VP & GM
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 2

Description: EEO PUBLIC FILE REPORTS

EXHIBIT 2(A): 2011-2012 EEO PUBLIC FILE REPORT

EXHIBIT 2(B): 2102-2103 EEO PUBLIC FILE REPORT

Attachment 2

Description
Exhibit 2(A): 2011-2012 EEO Public File Report
Exhibit 2(B): 2012-2013 EEO Public File Report

Exhibit 3**Description:** EEO NARRATIVE STATEMENT REGARDING OUTREACH EFFORTSEXHIBIT 3: OUTREACH EFFORTS

Attachment 3

Description
Exhibit 3: Outreach Efforts

Exhibit 2(A)
EEO Annual Public File Report
2011-2012

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
Producer	1-3, 7-8, 10, 12-13, 15-19, 21, 23-24, 27-28, 33, 35, 37-40, 42, 46-48, 52, 55- 58, 62	17
Editor	4-5, 9, 11, 14, 18-22, 24, 26-32, 34, 36, 41, 43, 45-46, 49, 51-54, 59-61, 63	18
Multi Media Journalist	6, 17-18, 46, 52, 58, 62	6
Multi Media Journalist	6, 17-18, 46, 52, 58, 62	52
Control Room Technician	6, 21, 52, 58	6
Sales Assistant	1, 6, 58, 62	6
Traffic Coordinator	58, 62	62
Assignment Editor	6, 18, 58, 62	18
Closed Captioner	18, 58, 62	18
Photographer	46, 52, 58, 62	52
Meteorologist	52, 58	52
Sports Reporter/Photographer	18, 52, 58, 62	18
Reporter	18, 39, 50, 58	18
Multi-Media Producer	17-18, 58	18
Account Executive	18, 25, 44, 58	18
Photographer	18, 25, 58	18

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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	American Institute of Business 2500 Fleur Dr Des Moines, Iowa 50321 Phone : 515-244-4221 Email : dehavenj@aib.edu Fax : 1--- Jane DeHaven	N	1
2	Bradley University 1501 West Bradley Avenue Peoria, Illinois 61625 Phone : 309-676-7611 Email : sandymc@bradley.edu Fax : 1--- Sandy McDermott	N	0
3	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : pkraimer@browncollege.edu Fax : 1--- Paul Kraimer	N	0
4	Buena Vista College 610 West Fourth Street Storm Lake, Iowa 50588 Phone : 712-749-2441 Email : mba@mbaweb.org Fax : 1-712-749-2036 Carol Lytle	N	0
5	Buena Vista University 2700 College Rd. Council Bluffs, Iowa 51503 Phone : 712-328-0788 Email : Fax : 712-322-8604 Director of Placement	N	0
6	Bulletin Board	N	7

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
7	Central College 812 University Pella, Iowa 50219 Phone : 877-462-3687 Email : fischera@central.edu Fax : 1--- Anna Fischer	N	0
8	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Fax : 1--- Cheri Sidney	N	0
9	City of Council Bluffs 209 Pearl St. Council Bluffs, Iowa 51501 Phone : 712-328-4620 Email : Fax : 712-322-9255 Director of Placement	N	0
10	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : murphym@clarkstate.edu Fax : 1--- Career Services	N	0
11	Clarke College 1550 Clarke Drive Dubuque, Iowa 52001 Phone : 563-588-6321 Email : careerservices@clarke.edu Fax : 1-563-588-8173 Mary Russell	N	0
12	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : vici.bice@clarke.edu Fax : 1--- Vici Bice	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-663-1600 Email : klusson@colum.edu Fax : 1--- Keith Lusson	N	0
14	Cornell College 600 First Street West Mount Vernon, Iowa 52314 Phone : 319-895-4457 Email : career@cornellcollege.edu Fax : 1-319-895-5894 Laura Barrett	N	0
15	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeiowa.org Fax : 1--- Julie Klocke	N	0
16	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Fax : 1--- Vern Ostrander	N	0
17	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Fax : 1--- Laura Schwarz	N	3
18	Employee Referral	N	21

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Fax : 1--- Kathy Crooks	N	0
20	Goodwill Industries Rehabilitation Facil. 3100 W.4th St. Sioux City, Iowa Phone : 712-258-4511 Email : Fax : 712-258-7832 Director of Placement	N	0
21	Grandview College 1200 Grand View University Des Moines, Iowa 50316 Phone : 515-263-2800 Email : careers@gvc.edu Fax : 1--- Career Services	N	2
22	Grinnell College 1127 Park Street Grinnell, Iowa 50112 Phone : 641-269-4940 Email : mba@mbaweb.org Fax : 1-641-269-4508 Maryls Upah	N	0
23	Hamilton College 4655 121st St Des Moines, Iowa 50323 Phone : 515-727-2100 Email : lgelhaar@hamiltonia.edu Fax : 1--- Lori Gelhaar	N	0
24	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : ggallentine@herdsm.org Fax : 1--- Gabriela Gallentine	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
25	Internet Ad	N	2
26	Iowa Broadcast News Assoc.	N	1
27	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Fax : 1--- Sue Toma	N	0
28	Iowa Division of Latino Affairs 321 E. 12th Street Des Moines, Iowa 50319 Phone : 515-281-4080 Email : dhr.latinoaffairs@iowa.gov Fax : 1--- Sara Schoneberg	N	0
29	Iowa Rehabilitation Area Office 300 W. Broadway, Suite 33 Council Bluffs, Iowa 51503 Phone : 712-328-3821 Email : Fax : 712-325-0346 Pam Quandt	N	0
30	Iowa State Dept. of Human Services 822 Douglas St. Sioux City, Iowa 51101 Phone : 712-255-0833 Email : Fax : 712-255-2674 Director of Placement	N	0
31	Iowa State University 208 Carver Ames, Iowa 50011 Phone : 515-294-4111 Email : mba@mbaweb.org Fax : 1-515-294-7446 Nancy Rosenquist	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Iowa Wesleyan College 601 North Main Mt. Pleasant, Iowa 52641 Phone : 319-385-6375 Email : mba@mbaweb.org Fax : 1-319-385-6363 Jeremy Reed	N	0
33	Iowa Workforce 1000 East Grand Avenue Des Moines, Iowa 50309 Phone : 515-281-5387 Email : john.tenpas@iowa.gov Fax : 1--- John Tenpas	N	0
34	Iowa Workforce Development 300 W. Broadway, Ste #13 Council Bluffs, Iowa 51503 Phone : 712-242-2100 Email : randy.brookhart@iwd.state.ia.us Fax : 712-242-2155 Randy Brookhart	N	0
35	Lincoln University 1570 Baltimore Pike Lincoln University, Pennsylvania 19352 Phone : 485-365-8000 Email : ccsjobs@lincolnu.edu Fax : 1--- Career Services	N	0
36	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7100 Email : mba@mbaweb.org Fax : 1-563-588-7371 Bobbi Martin	N	0
37	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : Hansonvi@luther.edu Fax : 1--- Virginia Hanson	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : lauried@mainstreamliving-dsm.org Fax : 1--- Laurie Dufoe	N	0
39	Management referral Rod Peterson	N	2
40	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : mark@medialine.com Fax : 1--- Mark Shilstone	N	0
41	Morningside College 1501 Morningside Ave. Sioux City, Iowa 51102 Phone : 712-274-5000 Email : hays@morningside.edu Fax : 1-712-274-5101 Stacie Hays	N	0
42	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Fax : 1--- Stacie Hays	N	0
43	Mount Mercy College 1330 Elmhurst Drive Northeast Cedar Rapids, Iowa 52402 Phone : 319-368-6463 Email : mba@mbaweb.org Fax : 1-319-363-7543 Barb Mussman	N	0
44	Non-Employee Referral	N	3

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
45	Northwestern College 101 7th Southwest Orange City, Iowa 51041 Phone : 712-707-7226 Email : mba@mbaweb.org Fax : 1-712-707-7404 Bill Minnick	N	0
46	Resume	N	6
47	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Fax : 1--- Career Services	N	0
48	Southern Illinois University 707 S. Washinton St Carbondale, Illinois 62901 Phone : 618-453-2121 Email : careerservices@siu.edu Fax : 1--- James Scales	N	0
49	St. Amrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6000 Email : mba@mbaweb.org Fax : 1-563-333-6243 Jennifer Timmon	N	0
50	Station Employee	N	1
51	The Ashford University 400 N. Bluff Blvd. Clinton, Iowa 52732 Phone : 563-242-4257 x. 3510 Email : karil.carr@ashford.edu Fax : Karil Carr	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
52	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Fax : 1--- Mark Holloway	N	13
53	University of Dubuque 2000 University Avenue Dubuque, Iowa 52001 Phone : 563-589-3132 Email : mba@mbaweb.org Fax : 1-563-589-3419 Deb Clarke	N	0
54	University of Iowa School of Journalism E350D Adler Journalism Building University of Iowa Iowa City, Iowa 52242 Phone : 319 335-1406 Email : paul-w-jensen@uiowa.edu Fax : 1--- Paul Jensen	N	0
55	University of Minnesota 319 15th Ave SE Minneapolis, Minnesota 55455 Phone : 612-625-2000 Email : GoldPASSAutoEmail@umn.edu Fax : 1--- Career Services	N	0
56	University of Missouri - Kansas City 2220 Holmes St Kansas City, Missouri 64108 Phone : 816-235-1700 Email : careerservices@umkc.edu Fax : 1--- Career Services	N	0
57	University of Northern Iowa 1227 West 27th Street Cedar Falls, Iowa 50614 Phone : Email : careercenter@uni.edu Fax : 1--- Career Services	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
58	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : gsteinke@utm.edu Fax : 1--- Gary Steinke	Y	0
59	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : udinfo@urbandreams.org Fax : 1--- Bobbi Stanley	N	0
60	Walk In - Resume	N	1
61	Wartburg College 100 Wartburg Blvd. Waverly, Iowa 50677 Phone : 319-352-8615 Email : mba@mbaweb.org Fax : 1-319-352-8365 Derek Solheim	N	0
62	WHOTV.com	N	14
63	William Penn College 201 Trueblood Ave. Oskaloosa, Iowa 52577 Phone : 641-673-1382 Email : stevensde@wmpenn.edu Fax : 1-641-673-1098 Debbie Stevens	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			77

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2011	Participation in job banks, internet programs and other programs designed to promote outreach	All openings are posted on our website –www. whotv.com - and sent to our recruitment sources. This is for the period of 10/1/11 through 9/30/12.	5	
2	10/1/2011	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 10/1/11 through 9/30/12.	5	Meteorologist Meteorologist Meteorologist Meteorologist
3	10/1/2011	Participation in job banks, internet programs and other programs designed to promote outreach	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 full time positions at WHO-TV. This is for the period of 10/1/11 through 9/30/12.	5	
4	10/1/2011	Establishment of an intern program designed to assist members of the community	WHO-TV's Internship Program is designed to supplement college classroom lessons with hands-on experience in televisions 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, 2011 through September 30, 2012, seven interns participated in this program.	1	News Director
5	10/1/2011	Establishment of training programs for station personnel	WHO-TV subscribes to a training website, Lynda.com, which is available to employees to advance their skills with individual software programs -- from learning how to "author" a DVD on a Mac, to training on the latest version of Excel. This is for the period of 10/1/11 through 9/30/12.	5	

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	10/7/2011	Participation in events or programs sponsored by educational institutions	In October 2011, Rod Peterson, News Director, and Paul Salisbury, commercial producer, were speakers at the Fast Forward Workshop at The University of Northern Iowa. The purpose of the workshop was to bring working professionals to students to help broadcast students learn how to get ahead in their careers. The attendees were from a diverse group of college and high school students.	2	News Director Commercial Producer
7	10/9/2011	Participation in other activities designed by the station employment unit	A Oskaloosa Senior High School job shadowed with Rod Peterson for a day.	1	News Director
8	10/11/2011	Participation in events or programs sponsored by educational institutions	In October 2011, Rod Peterson, News Director, participated in a "speed networking" event at The University of Iowa's School of Journalism. The program was specifically designed for all the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director
9	10/24/2011	Sponsorship of events in the community designed to increase public awareness	In October 2011, a reporter spoke to a class at Drake University about real life deadlines in the media business.	1	Sports
10	11/10/2011	Participation in events or programs sponsored by educational institutions	In November 2011, a reporter and photographer spoke to Southeast Elementary students.	2	Reporter Photographer
11	11/30/2011	Participation in other activities designed by the station employment unit	Rod Peterson, News Director, allowed a Wayne Community High School senior to job shadow him for a day.	1	News Director
12	1/16/2012	Provision of training to personnel of unaffiliated non-profit organizations	In January 2012, Rod Peterson, News Director, participated in the International Visitor Leadership Program. The purpose of this program is for participants from all over the world to meet their professional counterparts and experience the U.S. firsthand.	1	News Director

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	3/5/2012	Participation in events or programs sponsored by educational institutions	In March 2012, Rod Peterson, News Director, participated in an internship panel discussion at Drake University. The purpose of this discussion was to help give students tips on finding internships, what to expect from an internship, and ways to get your foot in the door.	1	News Director
14	3/15/2012	Sponsorship of events in the community designed to increase public awareness	In March 2012, Rod Peterson, News Director, was a speaker at Van Meter Career Day. The purpose of Career Day was to promote career awareness for students so they think about their future careers.	1	News Director
15	3/22/2012	Participation in events or programs sponsored by educational institutions	In March 2012, Rod Peterson, News Director, hosted University of Iowa students for a tour of the station and discussed journalism. Rod also participated in a "speed networking" event at The University of Iowa's School of Journalism. The program was specifically designed for all the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director
16	3/27/2012	Participation in Job Fairs	WHO-TV sent a representative with hiring authority to a career fest at AIB College to discuss job opportunities available at our station.	1	Production Manager
17	4/28/2012	Participation in events sponsored by community groups	In April 2012, Rod Peterson, News Director, was part of a panel discussion at the Iowa Broadcast News Association convention. The panel discussed the direction of the industry and what needed to be taught in schools and what businesses need to do to keep the best and brightest in the news business.	1	News Director

Exhibit 2(B)
EEO Annual Public File Report
2012-2013

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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
Account Executive	14, 16, 18, 37, 41, 47	16
Account Executive	14, 16, 18, 37, 41, 47	14
Account Executive	14, 16, 18, 37, 41, 47	41
Closed Captioner	7, 14, 18, 41, 47	14
Editor	1-3, 8, 10, 12-13, 16, 20-25, 27-33, 35-36, 38-39, 41-42, 45-55, 57-60	24
Multi Media Journalist	1-3, 5, 9-13, 15, 17-18, 20-25, 27-33, 35-36, 38-39, 42, 45-47, 49-60	18
Multi-Media Producer	1-3, 5, 9-10, 12-13, 15, 17, 20-25, 27-33, 35-36, 38-39, 41-42, 45-55, 57-60	41
Control Room Technician	1-3, 5, 9-15, 17, 20-33, 35-36, 38-39, 41-42, 44-55, 57-60	14
Sales Assistant	1-3, 5, 9-13, 15, 17, 20-33, 35-39, 41-42, 44-55, 57-60	41
Sports Reporter/Photographer	1-3, 5, 9-15, 17, 20-33, 35-36, 38-39, 42, 44-55, 57-60	42
General Sales Manager	1-3, 5, 9-15, 17, 20-36, 38-40, 42-60	14
Newscast Producer	1-3, 5, 9-13, 15, 17-18, 20-36, 38-39, 41-42, 44-55, 57-60	42
Editor	1-3, 5, 9-13, 15, 17-36, 38-39, 41-42, 44-55, 57-60	18
Assistant Art Director	1-3, 5, 9-15, 17, 20-36, 38-39, 41-42, 44-55, 57-60	41
Local Sales Manager	1-5, 9-15, 17-18, 20-23, 25-29, 32-36, 38-39, 42-51, 53, 55-56, 58-59	18
Multi Media Journalist	1-3, 5, 9-15, 17-18, 20-23, 25-39, 42, 44-48, 50-55, 57-60	18
Multi-Media Producer	1-3, 5, 9-13, 15, 17, 20-23, 25-36, 38-39, 41-42, 44-48, 50-55, 57-60	41
Internet Sales Manager	1-3, 5-6, 9-15, 17-18, 20-23, 25-36, 38-39, 42, 44-48, 50-55, 57-60	18
Director	1-3, 5, 9-15, 17-18, 20-23, 25-36, 38-39, 41-42, 44-48, 50-55, 57-60	14
Photographer	1-3, 5, 9-17, 20-23, 25-36, 38-39, 42, 44-48, 50-55, 57-60	14
Editor	1-3, 5, 9-13, 15, 17, 20-36, 38-39, 41-42, 44-48, 50-55, 57-60	41

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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	AAJA Career Listings 5 Third Street Ste. 1108 San Francisco, California 94103 Phone : 415-346-2051 x107 Email : marcias@aja.org Marcia Santillan	N	0
2	American Institute of Business 2500 Fleur Dr Des Moines, Iowa 50321 Phone : 515-244-4221 Email : dehavenj@aib.edu Jane DeHaven	N	0
3	Bradley University 1501 West Bradley Avenue Peoria, Illinois 61625 Phone : 309-676-7611 Email : sandymc@bradley.edu Sandy McDermott	N	0
4	Broadcasting and Cable East 28th Street New York, New York Website Website	N	1
5	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : pkraimer@browncollege.edu Paul Kraimer	N	0
6	Career Builder Website Website, Iowa Customer Service	N	4
7	Career Fair	N	1
8	Central College 812 University Pella, Iowa 50219 Phone : 877-462-3687 Email : devosd@central.edu Deb DeVos	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Cheri Sidney	N	0
10	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : murphym@clarkstate.edu Career Services	N	0
11	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Services	N	0
12	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-663-1600 Email : klusson@colum.edu Keith Lusson	N	0
13	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeoiowa.org Julie Klocke	N	0
14	Current Employee	N	15
15	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Vern Ostrander	N	0
16	Did not indicate (Source Unknown)	N	5

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Laura Schwarz	N	3
18	Employee Referral	N	15
19	Former Employee Todd Bailey	N	1
20	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Kathy Crooks	N	0
21	Grandview College 1200 Grand View University Des Moines, Iowa 50316 Phone : 515-263-2800 Email : careers@gvc.edu Career Services	N	1
22	Hamilton College 4655 121st St Des Moines, Iowa 50323 Phone : 515-727-2100 Email : lgelhaar@hamiltonia.edu Lori Gelhaar	N	0
23	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : ggallentine@herdsm.org Gabriela Gallentine	N	0
24	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Sue Toma	N	2

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	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
26	Iowa Workforce 1000 East Grand Avenue Des Moines, Iowa 50309 Phone : 515-281-5387 Email : Region11.Web@iwd.iowa.gov Iowa Workforce	N	0
27	KAUT/KFOR 444 E. Britton Road Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Email : jobs@kfor.com Alecia Metscher	N	0
28	KDVR/KWGN 100 East Speer Blvd Denver, Colorado 80203 Phone : 303-595-3131 Email : mercedes.romero@kdvr.com Mercedes Romero	N	0
29	KFSM 318 North 13th Street Fort Smith, Arkansas 72901 Phone : 479-785-5054 Email : eileen.mazurkiewicz@kfsm.com Eileen Mazurkiewicz	N	0
30	KSTU 5020 West Amelia Earhart Drive Salt Lake City, Utah 84116 Phone : 801-532-1300 Email : janet.gray@fox13now.com Janet Gray	N	0
31	KTVI/KPLR 2250 Ball Drive St. Louis, Missouri 63146 Phone : 314-213-2222 Email : kristal.pruett@tvstl.com Kristal Pruett	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Lincoln University 820 Chestnut Street PO Box 29 Jefferson City, Missouri 65102-0029 Phone : 573-681-5162 Email : ccsjobs@lincolnu.edu Career Counselor	N	0
33	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : career@luther.edu Career Center	N	0
34	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : acorrieri@mainstreamliving.org Amber Corrieri	N	0
35	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : mark@medialine.com Mark Shilstone	N	1
36	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Stacie Hays	N	0
37	Non-Employee Referral	N	8
38	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Career Services	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
39	Southern Illinois University 707 S. Washinton St Carbondale, Illinois 62901 Phone : 618-453-2121 Email : careerservices@siu.edu James Scales	N	2
40	Spots n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Website Website	N	1
41	Station Website	N	34
42	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	15
43	TVNewsCheck PO Box 565 Chatham, New Jersey 07928 Website Website	N	4
44	University of Minnesota 319 15th Ave SE Minneapolis, Minnesota 55455 Phone : 612-625-2000 Email : Negri001@umn.edu Laura Negrini	N	0
45	University of Missouri - Kansas City 2220 Holmes St Kansas City, Missouri 64108 Phone : 816-235-1700 Email : careerservices@umkc.edu Career Services	N	0
46	University of Northern Iowa 1227 West 27th Street Cedar Falls, Iowa 50614 Email : careercenter@uni.edu Career Services	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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
47	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : gsteinke@utm.edu Gary Steinke	Y	0
48	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : udinfo@urbandreams.org Bobbi Stanley	N	0
49	WDAF 3030 Summit Kansas City, Missouri 64108 Phone : 816-753-4567 Email : thermal.stewart@wdaftv4.com Thermal Stewart	N	0
50	WGHP 2005 Francis Street High Point, North Carolina 27263 Phone : 336-821-1207 Email : becky.austin@wghp.com Becky Austin	N	0
51	WHNT 200 Holmes Avenue Huntsville, Alabama 35801 Phone : 256-535-9215 Email : nonda.sloan@whnt.com Nonda Sloan	N	0
52	WHO TV 1801 Grand Avenue Des Moines, Iowa 50309 Phone : 515-242-3791 Url : http://www.whotv.com Email : rebecca.jess@whotv.com Rebecca Jess	N	0
53	WITI 9001 N. Green Bay Road Milwaukee, Wisconsin 53209 Phone : 414-586-2206 Email : julie.bednarek@fox6now.com Julie Bednarek	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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
54	WJW 5800 S. Marginal Road Cleveland, Ohio 44103 Phone : 216-431-8888 Email : susan.pace@fox8.com Susan Pace	N	0
55	WNEP 16 Montage Mountain Rd. Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : debbie.drechin@wnep.com Debbie Drechin	N	0
56	Word of Mouth Referral	N	5
57	WQAD 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com Molly Mayfield	N	0
58	WREG 803 Channel 3 Drive Memphis, Tennessee 38103 Phone : 904-543-2333 Email : tracey.whitaker@wreg.com Tracey Whitaker	N	0
59	WTKR/WGNT 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1000 Email : pamela.hall@wtkr.com Pamela Hall	N	0
60	WTVR 3301 West Broad Street Richmond, Virginia 23230 Phone : 804-254-3600 Email : bmuoio@wtvr.com Betty Muoio	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			118

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2012	Establishment of an intern program designed to assist members of the community	WHO-TV's Internship Program is designed to supplement college classroom lessons with hands-on experience in televisions 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, 2012 through September 30, 2013, ten interns participated in this program.	1	News Director
2	10/1/2012	Participation in job banks, internet programs and other programs designed to promote outreach	All openings are posted on our website - www.who.tv.com- and sent to our recruitment sources. This is for the period of 10/1/12 through 9/30/13.	5	
3	10/1/2012	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 10/1/12 through 9/30/13.	5	
4	10/1/2012	Participation in job banks, internet programs and other programs designed to promote outreach	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 full time positions at WHO-TV. This is for the period of 10/1/12 through 9/30/13.	5	
5	10/1/2012	Establishment of training programs for station personnel	WHO-TV subscribes to a training website, Lynda.com, which is available to employees to advance their skills with individual software programs-from learning how to "author" a DVD on a Mac, to training on the latest version of Excel. This is for the period of 10/1/12 through 9/30/13.	5	

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2012 - September 30, 2013

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	10/19/2012	Participation in events or programs sponsored by educational institutions	In October 2012, Rod Peterson, News Director, and Paul Salisbury, Commercial Producer, were speakers at the Fast Forward Workshop at The University of Northern Iowa. The purpose of the workshop was to bring working professionals to students to help broadcast students learn how to get ahead in their careers. The attendees were from a diverse group of college and high school students.	2	News Director Commercial Producer
7	3/4/2013	Sponsorship of events in the community designed to increase public awareness	In March 2013, Rod Peterson, News Director, participated in an internship panel discussion at Drake University. The purpose of this discussion was to help give students tips on finding internships and jobs, what to expect, and how to stand out.	1	News Director
8	4/3/2013	Sponsorship of events in the community designed to increase public awareness	In April 2013, Aaron Brilbeck and Jodi Whitworth, participated in Indian Hills career days. The purpose of Career Day was to promote career awareness for students so they think about their future careers.	2	MMJ Reporter
9	4/27/2013	Participation in events sponsored by community groups	In April 2013, Rod Peterson, News Director, was part of a panel discussion at the Iowa Broadcast News Association convention. The panel discussed the direction of the industry and what needed to be taught in schools and what businesses need to do to keep the best and brightest in the news business.	1	News Director
10	5/16/2013	Sponsorship of events in the community designed to increase public awareness	In May 2013, Rod Peterson, News Director, was a speaker at Van Meter Career Day. The purpose of Career Day was to promote career awareness for students so they think about their future.	1	News Director
11	8/2/2013	Participation in other activities designed by the station employment unit	A college student job shadowed with Sonya Heitshusen.	1	Reporter

Exhibit 3

WHO-TV EEO Outreach Programs

WHO-TV sponsors an internship program, which is designed to provide students with an inside view of working at a television station and which supplements 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 students who participate receive credit from the college or university for the internship.

The station also offers a job-shadowing program, which is an additional way for students to come in for a day to observe the operations and career opportunities at a TV station.

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

On-air meteorologists are located at the Science Center of Iowa five days a week and from that location, offer live broadcasts. This program provides outreach to children and accompanying adults, allowing them to experience a live newscast, be educated in weather forecasting tools, and to provide information regarding opportunities for employment in television.

WHO-TV subscribes to a training website, Lynda.com, which is available to all employees. This training website offers numerous courses in a variety of subjects, which permit our employees to improve and advance their skills with individual software programs, including programs that teach new skills as well. For example, when the station switched to Final Cut Pro, a non-linear video editing software program, our promotion department employees utilized the web based training for this new software. Other employees have utilized the training website to improve their proficiency in other areas, such as the use of Excel.

Throughout the year, various employees, including management, give presentations at workshops and participate in panels at colleges/conventions to provide information on learning how to get ahead in their future careers, give students tips on finding internship jobs, what to expect when working at a TV station and various other topics.