

WHO-TV

EEO PUBLIC FILE REPORT

October 1, 2014 - September 30, 2015

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
Closed Captioner	1-2, 4, 6-10, 12-14, 17-19, 23, 25-26, 28-35, 38-39, 43-47, 49, 51-56, 58-61	14
Assignment Editor	1-2, 4, 6-13, 17-19, 23, 25-26, 28-35, 38-39, 43-47, 49, 51-56, 58-61	11
Assignment Editor	1-2, 4, 6-13, 17-19, 23, 25-26, 28-35, 38-39, 43-47, 49, 51-56, 58-61	11
Photographer	1-2, 4, 6-10, 12-13, 15-19, 25-26, 28-35, 37-38, 43-47, 49, 51-56, 58-61	37
Photographer	1-2, 4, 6-10, 12-13, 15-19, 25-26, 28-35, 37-38, 43-47, 49, 51-56, 58-61	37
Photographer	1-2, 4, 6-10, 12-13, 15-19, 25-26, 28-35, 37-38, 43-47, 49, 51-56, 58-61	15
Newscast Producer	1-2, 4, 6-10, 12-13, 15, 17-19, 25-26, 28-35, 38, 43-47, 49, 51-61	57
Multi Media Journalist	1-2, 4, 6-10, 12-13, 15, 17-19, 25-26, 28-35, 37-38, 43-47, 49, 51-56, 58-61	37
Account Executive	1-2, 4, 6-10, 12-13, 15, 17-19, 25-26, 28-35, 38, 43-47, 49, 51-56, 58-61	15
Newscast Producer	1-2, 4, 6-10, 12-13, 15, 17-19, 24-26, 28-35, 38-39, 43-47, 49, 51-56, 58-61	15
Multimedia Producer	1-2, 4, 6-10, 12-13, 17-19, 22, 24-26, 28-35, 37-38, 43-49, 51-56, 58-61	37
Sales Assistant/Internet Sales Coordinator	1-2, 4, 6-10, 12-13, 15, 17-19, 21, 24-35, 38, 43-47, 49, 51-56, 58-61	27

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Photographer	1-2, 4, 6-10, 12-13, 15, 17-19, 21, 23-26, 28-35, 37-39, 43-47, 49, 51-56, 58-61	39
Multi-Media Producer	1-2, 4, 6-13, 17-19, 24-26, 28-35, 38, 41, 43-47, 49, 51-61	11
Reporter	1-2, 4, 6-10, 12-13, 15, 17-19, 24-26, 28-35, 38, 41, 43-47, 49, 51-56, 58-61	43
Reporter	1-2, 4, 6-10, 12-13, 17-19, 24-26, 28-35, 38, 41, 43-47, 49, 51-56, 58-61	41
Account Executive	1-2, 4-10, 12-13, 17-21, 24-26, 28-36, 38, 40, 42-47, 49-56, 58, 60-61	21
Control Room Technician	1-2, 4-13, 15, 17-20, 24-26, 28-36, 38-40, 43-47, 49, 51-56, 58, 60-61	15
Newscast Producer	1-13, 17-20, 24-26, 28-36, 38-39, 42-47, 49, 51-56, 58, 60-61	39
Editor	1-2, 4-13, 17-19, 24-26, 28-36, 38, 40, 42-47, 49, 51-56, 58, 60-61	11

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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 : careerservices@aib.edu Jane DeHaven	N	0
2	Bradley University 1501 West Bradley Avenue Peoria, Illinois 61625 Phone : 309-676-7611 Email : sandymc@bradley.edu Sandy McDermott	N	0
3	Broadcast 1 Source Website	N	1
4	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : pkraimer@browncollege.edu Paul Kraimer	N	0
5	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Luke Scanlon Manual Posting	N	0
6	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Cheri Sidney	N	0
7	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : murphym@clarkstate.edu Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Services	N	0
9	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-369-6844 Email : columbiaworks@colum.edu Valerie Robbins	N	0
10	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeoiowa.org Julie Klocke	N	0
11	Current Employee	N	8
12	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Vern Ostrander	N	0
13	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Laura Schwarz	N	0
14	Employee Promotion	N	1
15	Employee Referral	N	15
16	Former Employee Referral	N	1
17	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Kathy Crooks	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	Hamilton College 4655 121st St Des Moines, Iowa 50323 Phone : 515-727-2100 Email : lgelhaar@hamiltonia.edu Lori Gelhaar	N	0
19	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : ggallentine@herdsm.org Gabriela Gallentine	N	0
20	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting Manual Posting	N	0
21	Indeed.com	N	6
22	Internal Candidate	N	1
23	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Sue Toma	N	0
24	Iowa Broadcasters Association P.O. Box 71186 Des Moines, Iowa 50325 IBA Iowa Manual Posting	N	0
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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Job posting on internet	N	2
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	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
32	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : career@luther.edu Career Center	N	0

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33	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : acorrieri@mainstreamliving.org Amber Corrieri	N	0
34	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
35	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Stacie Hays	N	0
36	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
37	Other Source	N	5
38	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Career Services	N	0
39	Station Website	N	12
40	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	Tribune Inside Track -Career Builder 435 N. Michigan Avenue Chicago, Illinois 60611 Phone : 773-883-3120 Juana Vega Manual Posting	N	4
42	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	2
43	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	7
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
47	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : gsteinke@utm.edu Gary Steinke	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
48	Unknown Referral Source	N	1
49	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : WFord14275@aol.com Bobbi Stanley	N	0
50	Walk In	N	1
51	WGHP 2005 Francis Street High Point, North Carolina 27263 Phone : 336-821-1204 Email : twilkins@TribuneMedia.com T'Kia Wilkins	N	0
52	WHNT 200 Holmes Avenue Huntsville, Alabama 35801 Phone : 256-535-9215 Email : nonda.sloan@whnt.com Nonda Sloan	N	0
53	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	4
54	WITI 9001 N. Green Bay Road Milwaukee, Wisconsin 53209 Phone : 414-586-2206 Email : julie.bednarek@fox6now.com Julie Bednarek	N	0
55	WJW 5800 S. Marginal Road Cleveland, Ohio 44103 Phone : 216-431-8888 Email : susan.pace@fox8.com Susan Pace	N	0

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56	WNEP 16 Montage Mountain Rd. Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : debbie.drechin@wnep.com Debbie Drechin	N	0
57	Word of Mouth Referral	N	2
58	WQAD 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com Molly Mayfield	N	0
59	WREG 803 Channel 3 Drive Memphis, Tennessee 38103 Phone : 901-543-2153 Email : peggy.fryer@wreg.com Peggy Fryer	N	0
60	WTKR/WGNT 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1000 Email : pamela.hall@wtkr.com Pamela Hall	N	0
61	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:			73

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2014	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, 2014 through September 30, 2015, one intern participated in this program.	1	News Director
2	10/1/2014	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 10/1/14 through 9/30/15.	5	
3	10/1/2014	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. This program gives skills to employees that would help them be promoted. Employees have used the on-line training to learn Final Cut Pro and Advanced Excel techniques. This is for the period of 10/1/14 through 9/30/15.	5	
4	10/1/2014	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. WHO-TV uses Iowa Workforce Development which covers the entire state of Iowa for station job openings. This outreach includes all levels of open full time positions at WHO-TV. This is for the period of 10/1/14 through 9/30/15.	5	

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	10/3/2014	Participation in events or programs sponsored by educational institutions	In October 2014, 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
6	10/6/2014	Participation in events sponsored by community groups	In October 2014, Rod Peterson, News Director, was part of a professional panel discussion at Drake University. 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
7	10/8/2014	Participation in events or programs sponsored by educational institutions	In October 2014, 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 of the university’s journalism students to introduce and pitch themselves to potential employers.	1	News Director
8	10/21/2014	Participation in events or programs sponsored by educational institutions	In October 2014, Matthew Van Winkle, Photojournalist, attended the Greenlee Futures Forum at Iowa State University. This forum prepares journalism students for their future careers.	1	Photojournalist
9	10/29/2014	Participation in Job Fairs	In October 2014, Rod Peterson, News Director, participated in Simpson College's Business and Communication Career Fair. Attendees at this job fair were students seeking internships and job opportunities within our company.	1	News Director
10	2/26/2015	Sponsorship of events in the community designed to increase public awareness	In February 2015, Rod Peterson, News Director, participated in the Greenlee Jump-Start Internship & Job Fair. 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

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11	3/4/2015	Participation in other activities designed by the station employment unit	A college student job shadowed Rod Peterson the News Director.	1	News Director
12	3/31/2015	Participation in events or programs sponsored by educational institutions	In March 2015, 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 of the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director
13	4/10/2015	Participation in events sponsored by community groups	In April 2015, Rod Peterson, News Director, participated in the Midwest Journalism Conference. This conference discussed internships, ethics in the News Room, and how to get your foot in the front door.	1	News Director
14	7/15/2015	Provision of training to management	In July 2015, Eric Fuehrer attended the webinar called Navigating the FCC's EEO Rules and Policies-A Guide for Broadcasters.	1	HR Manager
15	8/6/2015	Participation in Job Fairs	Tribune Media participated in the National Association of Black Journalists National Conference Career fair in Minneapolis, MN from August 6th-August 7th.	7	HR Manager Director, News Projects VP, Operations Corporate Recruiter
16	8/13/2015	Participation in Job Fairs	Tribune Media participated in the Asian American Journalist Association National Conference Career fair in San Francisco, CA from August 12th-August 13th.	7	HR Manager Director, News Projects VP, Operations HR Manager