

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

Station: WHO-TV
Date: October 1, 2007

List of all full-time vacancies filled during the preceding year (this period represents October 1, 2006 thru September 30, 2007), identified by job title.

JOB TITLE	# OF PEOPLE INTERVIEWED	Recruitment Source that Referred the Hiree	Recruitment Sources Used to Fill Vacancy
Producer	7	Resume	All
Director	6	Employee Referral	All
Graphic Artist	4	Employee Referral	All
Editor	5	Other Applicant	All
Producer	8	Employee Referral	All
Control Room Tech	6	Station Employee	All
Assignment Editor	7	Employee Referral	All
Control Room Tech	5	On-Line Posting	All
Producer	8	Station Employee	All
Reporter	8	Employee Referral	All
Account Executive	5	Other Media	All
Reporter	8	Station Employee	All
Control Room Tech	5	Station Employee	All
Director	4	Station Employee	All
Control Room Tech	6	Employee Referral	All
Photographer	8	Management	All
Producer	8	Employee Referral	All
Reporter	7	Employee Referral	All
Photographer	8	Resume	All
Photographer	8	Resume	All
Reporter	8	Resume	All
Maintenance Engineer	2	Management	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.

careerservices@umkc.edu	University of Missouri
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
fischera@central.edu	Central College
llwells@dmgov.org	Des Moines Human Rights
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
BausA@dbq.edu	University of Dubuque
career@clarke.edu	Clarke College
sjmcugs@umn.edu	University of Minnesota
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

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

Mildred Copeland
Urban Dreams
1410 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 Etkorn, Exec. Assistant	(479) 785-5080
WHNT-TV	200 Holmes Ave. Huntsville, AL 35801	Craig Marrs, President & GM & Nonda Sloan, VP/Controller	(256) 536-6868 (256) 535-9215
WTKR-TV	720 Boush Street Norfolk, VA 23510	Dave Bunnell, President & GM	(757) 446-1343 (757) 446-1333
WQAD-TV	3003 Park 16 th Street Moline, IL 61265	Larry Rosmilso, President & GM & Kim Hartman, Exec. Assistant	(309) 736-3201
WNEP-TV	16 Montage Mountain Rd. Moosic, PA 18507	C. Lou Kirchen, President & GM	(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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careerservices@umkc.edu	University of Missouri
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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
jarthur@gvc.edu	Grandview College
klusson@colum.edu	Columbia College Chicago
hays@morningside.edu	Morningside College
amyjo.myers@drake.edu	Drake University
fischera@central.edu	Central College
llwells@dmgov.org	Des Moines Human Rights
lgelhaar@hamiltonia.edu	Hamilton College
jscales@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
hitzelj@aib.edu	American Institute of Business
kflogel@dbq.edu	University of Dubuque
career@clarke.edu	Clarke College
courtney.greene@whotv.com	WHO TV
sjmcugs@umn.edu	University of Minnesota
bradon.kelley@gvc.edu	Grandview College
mark@medialine.com	Medialine
angiec@mainstreamliving-dsm.org	Mainstream Living

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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	8	8
Employee Referral	19	19
Personal Referral	1	1
Management Referral	6	6
WHO-TV.com	2	2
Other Media	1	1
Other Internet	33	33
Talent Agency	9	9
Resume	48	48
Iowa Workforce	2	2
College/University	4	4
Other	8	8

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](http://www.whotv.com).

Advancement Training Program:

WHO-TV selects up to four employees to train in a management development program annually. The Leadership, Excellence, Achievement, Purpose (LEAP) program provides participants with an overview of management practices, including the performance management systems, specialized training in various areas, and other aspects of people management.

College 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.

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, 2006 through September 30, 2007, ten interns participated in this program.

Sponsorships:

Kidsfest 2007 - 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.