

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2013 - September 9, 2014

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
Control Room Technician	1-9, 11-12, 14-30, 33-51	35
Meteorologist	1-9, 11-30, 33-51	36
Newscast Producer	1-12, 14-20, 22-30, 32-34, 36-51	10
Editor	2-9, 11-17, 19-20, 22-30, 33, 35-51	35
Control Room Technician	2-9, 11-20, 22-30, 33, 35-51	13
Control Room Technician	2-9, 11-20, 22-30, 33, 35-51	35
Digital-Content Director	2-20, 22-30, 33, 36-51	36
Editor	2-20, 22-30, 33, 35-51	10
Sales Assistant/Internet Sales Coordinator	2-9, 11-20, 22-24, 26-30, 33, 35-51	13
Multi Media Journalist	2-9, 11-14, 16-20, 22-24, 26-31, 33, 35-51	13

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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@aaaja.org Marcia Santillan	N	0
2	American Institute of Business 2500 Fleur Dr Des Moines, Iowa 50321 Phone : 515-244-4221 Email : careerservices@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	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : pkraimer@browncollege.edu Paul Kraimer	N	0
5	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Cheri Sidney	N	0
6	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : murphym@clarkstate.edu Career Services	N	0
7	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Services	N	0

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8	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-369-6844 Email : columbiaworks@colum.edu Valerie Robbins	N	0
9	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeiowa.org Julie Klocke	N	0
10	Current Employee	N	5
11	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Vern Ostrander	N	0
12	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Laura Schwarz	N	0
13	Employee Referral	N	10
14	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Kathy Crooks	N	0
15	Grandview College 1200 Grand View University Des Moines, Iowa 50316 Phone : 515-263-2800 Email : careers@gvc.edu Career Services	N	0

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16	Hamilton College 4655 121st St Des Moines, Iowa 50323 Phone : 515-727-2100 Email : lgelhaar@hamiltonia.edu Lori Gelhaar	N	0
17	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : ggallentine@herdsm.org Gabriela Gallentine	N	0
18	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Sue Toma	N	0
19	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
20	Iowa Workforce 1000 East Grand Avenue Des Moines, Iowa 50309 Phone : 515-281-5387 Email : Region11.Web@iwd.iowa.gov Iowa Workforce	N	0
21	KAUT/KFOR 444 E. Britton Road Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Email : jobs@kfor.com Alecia Metscher	N	0
22	KDVR/KWGN 100 East Speer Blvd Denver, Colorado 80203 Phone : 303-595-3131 Email : mercedes.romero@kdvr.com Mercedes Romero	N	0

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23	KFSM 318 North 13th Street Fort Smith, Arkansas 72901 Phone : 479-785-5054 Email : eileen.mazurkiewicz@kfsm.com Eileen Mazurkiewicz	N	0
24	KSTU 5020 West Amelia Earhart Drive Salt Lake City, Utah 84116 Phone : 801-532-1300 Email : janet.gray@fox13now.com Janet Gray	N	0
25	KTVI/KPLR 2250 Ball Drive St. Louis, Missouri 63146 Phone : 314-213-7419 Email : vincent.strauss@tvstl.com Vincent Strauss	N	0
26	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
27	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : career@luther.edu Career Center	N	0
28	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : acorrieri@mainstreamliving.org Amber Corrieri	N	0
29	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0

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30	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Stacie Hays	N	0
31	Other Source University of Iowa	N	1
32	Self Referral	N	1
33	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Career Services	N	0
34	Southern Illinois University 707 S. Washinton St Carbondale, Illinois 62901 Phone : 618-453-2121 Email : careerservices@siu.edu James Scales	N	0
35	Station Website	N	19
36	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
37	University of Minnesota 319 15th Ave SE Minneapolis, Minnesota 55455 Phone : 612-625-2000 Email : Negri001@umn.edu Laura Negrini	N	0
38	University of Missouri - Kansas City 2220 Holmes St Kansas City, Missouri 64108 Phone : 816-235-1700 Email : careerservices@umkc.edu Career Services	N	1

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39	University of Northern Iowa 1227 West 27th Street Cedar Falls, Iowa 50614 Email : careercenter@uni.edu Career Services	N	0
40	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : gsteinke@utm.edu Gary Steinke	Y	0
41	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : WFord14275@aol.com Bobbi Stanley	N	0
42	WGHP 2005 Francis Street High Point, North Carolina 27263 Phone : 336-821-1204 Email : twilkins@TribuneMedia.com T'Kia Wilkins	N	0
43	WHNT 200 Holmes Avenue Huntsville, Alabama 35801 Phone : 256-535-9215 Email : nonda.sloan@whnt.com Nonda Sloan	N	0
44	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
45	WITI 9001 N. Green Bay Road Milwaukee, Wisconsin 53209 Phone : 414-586-2206 Email : julie.bednarek@fox6now.com Julie Bednarek	N	0

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46	WJW 5800 S. Marginal Road Cleveland, Ohio 44103 Phone : 216-431-8888 Email : susan.pace@fox8.com Susan Pace	N	0
47	WNEP 16 Montage Mountain Rd. Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : debbie.drechin@wnep.com Debbie Drechin	N	0
48	WQAD 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com Molly Mayfield	N	0
49	WREG 803 Channel 3 Drive Memphis, Tennessee 38103 Phone : 901-543-2153 Email : peggy.fryer@wreg.com Peggy Fryer	N	0
50	WTKR/WGNT 720 Boush Street Norfolk, Virginia 23510 Phone : 757-446-1000 Email : pamela.hall@wtkr.com Pamela Hall	N	0
51	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:			44

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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	10/1/2013	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, 2013 through September 30, 2014, one intern participated in this program.	1	News Director
2	10/1/2013	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 10/1/13 through 9/30/14.	5	
3	10/1/2013	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 10/1/13 through 9/30/14.	5	
4	10/1/2013	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 10/1/13 through 9/30/14.	5	
5	10/1/2013	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 10/1/13 through 9/30/14.	5	

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6	10/18/2013	Participation in events or programs sponsored by educational institutions	In October 2013, 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	10/30/2013	Participation in events or programs sponsored by educational institutions	In October 2013, Jeriann Ritter participated The 100's Club Luncheon. This event raises money for the Ames School District. The reading program challenges each student individually and will build independence and fluency in subjects such as math, science and social studies.	1	Meteorologist
8	11/7/2013	Participation in events or programs sponsored by educational institutions	In November 2013, Rod Peterson, News Director, attended the Greenlee Futures Forum at Iowa State University. This forum prepares journalism students for their future careers.	1	News Director
9	3/28/2014	Participation in events sponsored by community groups	In March 2014, 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
10	4/2/2014	Participation in events or programs sponsored by educational institutions	In April 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 the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director