

EEO PUBLIC FILE REPORT

FOR

KCCI (TV)

**This EEO Public File Report
Covers the Period from
October 1, 2015 – September 30, 2016**

EEO Annual Public File Report

KCCI (TV)

This EEO Public File Report is filed in Station KCCI's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the period from October 1, 2015 – September 30, 2016 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to:

Patti Snyder, Business Manager
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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
Anchor/Reporter Open Date: 6/25/2015 Hire Date: 2/15/2016	1, 3-7, 9-10, 12, 15-16, 18-24, 26-31, 33, 35-38	6
Topical Writer/Producer Open Date: 7/21/2015 Hire Date: 10/8/2015	1, 3-5, 7, 9-10, 12, 15-16, 18-24, 26-31, 33, 35-38	4
Assistant Creative Services Director Open Date: 10/6/2015 Hire Date: 5/23/2016	1-5, 7-12, 15-16, 18-31, 33, 35-38	25
Account Executive Open Date: 10/6/2015 Hire Date: 1/11/2016	3-5, 7, 9-10, 12, 15-16, 18-23, 26-31, 33-38	34
Production Assistant and Writer/Producer Open Date: 10/26/2015 Hire Date: 3/9/2016	1, 3-5, 7, 9-10, 12, 15-24, 26, 28-31, 33, 35-38	17
Production Assistant and Writer/Producer Open Date: 10/26/2015 Hire Date: 1/29/2016	1, 3-5, 7, 9-10, 12, 15-24, 26, 28-31, 33, 35-38	9
Newscast Director Open Date: 11/30/2015 Hire Date: 3/7/2016	1, 3-7, 9-10, 12, 15-20, 22-24, 26-31, 33, 35-38	6
Social Media Producer/Digital Editor Open Date: 11/30/2015 Hire Date: 2/1/2016	1, 3-5, 7, 9-10, 12, 15-24, 26-31, 33, 35 -38	17
Newscast Producer Open Date: 11/30/2015 Hire Date: 3/14/2016	1, 3-5, 7, 9-12, 14-16, 18-24, 26-31, 33, 35-38	4
Meteorologist Open Date: 2/11/2016 Hire Date: 7/18/2016	1-5, 7, 9-10, 12, 15-16, 18-24, 26, 28- 31, 33, 35-38	36
Morning Anchor Open Date: 2/11/2016 Hire Date: 5/16/2016	1-5, 7, 9-10, 12, 15-24, 26, 28-31, 33, 35-38	36
Account Executive Open Date: 3/18/2016 Hire Date: 8/29/2016	3-5, 7, 9-10, 12-13, 15-22, 24, 26, 28- 33, 35-38	4
Production Assistant Open Date: 4/21/2016 Hire Date: 5/15/2016	1-7, 9-10, 12, 15-16, 18-22, 24, 26, 28- 31, 33, 35-38	6
Newscast Producer Open Date: 5/12/2016 Hire Date: 8/15/2016	1-5, 7, 9-10, 12, 15-16, 18-22, 24, 26, 28-31, 33, 35-38	4

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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	Asian Association of Journalists 5 Third Street, Ste. 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.aaja.org Career Services Manual Posting	N	2
2	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
3	Buena Vista University 610 West 4th Street Storm Lake, Iowa 50588 Phone : 712-749-2440 Url : http://www.collegecentral.com/bvu Lisa Taylor Manual Posting	N	0
4	Careers.HearstTelevision.com 214 N. Tryon St Hearst Tower Charlotte, North Carolina 28202 Phone : 704-348-8000 Url : http://careers.hearsttelevision.com Email : htv.careers@hearst.com Career Services	N	28
5	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
6	Current Employee	N	4
7	DMACC (Des Moines Area Community College) 2006 S. Ankeny Blvd., Bldg #1 Ankeny, Iowa 50021 Phone : 515-964-6215 Url : https://go.dmacc.edu Email : careers@dmacc.edu Sara Moore	N	0

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8	Dolan Media Management 3 North Court St Frederick, Maryland 21701 Phone : 301-668-1511 Tom Dolan Manual Posting	N	0
9	Drake University 2507 University Des Moines, Iowa 50311 Phone : 515-271-3721 Url : http://www.drake.edu/career Debra Setterdahl Manual Posting	N	1
10	El Enfoque 311 10th Ave. Perry, Iowa 50220 Phone : 515-465-2877 Email : Elenfoque@aol.com Mario Moralies	N	0
11	Employee Referral	N	2
12	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
13	Former Employee	N	1
14	Former Intern	N	1
15	Grandview College 1200 Grandview Ave Des Moines, Iowa 50316 Phone : 515-263-6063 Url : http://www.gvc.edu/ Amy Abram Manual Posting	N	0
16	Hamilton College 4655 121st Street Urbandale, Iowa 50323 Phone : 515-727-6844 Url : http://portal.kaplanuniversity.edu/Pages/MicroPort Email : ljelhaar@Hamiltonia.edu Lori Gelhaar	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
17	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Jason Steklof Manual Posting	N	6
18	Iowa Broadcasters Association P.O. Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Url : http://www.iowabroadcasters.com/ Mark Osmundson Manual Posting	N	0
19	Iowa State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-9490 Url : http://www.iastate.edu/ Judy Brayton Manual Posting	N	0
20	Iowa Workforce Development 1000 E. Grand Des Moines, Iowa 50319 Phone : 515-281-9600 Url : http://www.iowaworks.org Career Services Manual Posting	N	0
21	Islamic Center of Des Moines 6201 Franklin Avenue Des Moines, Iowa 50322 Phone : 515-255-0212 Url : http://www.goicdm.org/ Email : pspikeyone@gmail.com Career Services	Y	0
22	Jewish Federation of Greater DSM 910 Polk Blvd Des Moines, Iowa 50312 Phone : 515-987-0899 Url : http://www.jewishdesmoines.org/index.aspx?page=1 Fax : 1-515-987-3619 Cathie Jensen	N	0

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23	Kansas University 1450 JayHawk Blvd Lawrence, Kansas 66045 Phone : 785-864-7400 Url : http://www.ku.edu/ Email : uces@ku.edu Fax : 1-785-864-5318 Career Services	N	0
24	Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : iowalatina12@live.com Lena Robinson	N	0
25	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	1
26	LULAC Council 306 962 40th St. West Des Moines, Iowa 50265 Phone : 515-225-6865 Email : irplasecia@aol.com Ila Plasecia	N	0
27	Magid Associates One Research Center Marion, Iowa 52302 Phone : 319-377-7345 Email : bfrye@magid.com Barbara Frye	N	0
28	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	National Association of Hispanic Journalists 1050 Connecticut Avenue NW 10th Floor Washington, DC, Maryland 20009 Phone : 202-662-7145 Url : nahj.org Career Services Manual Posting	N	0
30	Northwestern University 620 Lincoln Evanston, Illinois 60208 Phone : 847-491-5785 Url : http://www.northwestern.edu Diane Siekmann Manual Posting	N	0
31	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
32	Simply Hired 370 San Aleso Ave Suite 200 Sunnyvale, California 94089 Phone : 650-254-9000 Career Services Manual Posting	N	1
33	Simpson College 701 N. C St. Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Ann Greubel	N	0
34	Spots N Dots 1635 Old Hwy 41 Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Career Services Manual Posting	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
36	TVJobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 1-800-374-0119 Url : http://www.jobs@tvjobs.com Randy Tatano Manual Posting	N	6
37	University of Iowa 24 Phillips Hall Iowa City, Iowa 52242 Phone : 319-335-1023 Url : http://www.myinterfase.com/uiowa Jerry Paschal Manual Posting	N	0
38	University of Missouri 105 Jesse Hall Columbia, Missouri 65211 Phone : 573-882-0373 Url : http://www.journalism.missouri.edu/careers Email : mujourcareerservices@missouri.edu Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			54

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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	10/1/2015	Establishment of an intern program designed to assist members of the community	<p>KCCI provides internships for nine (9) local college students in various broadcast studies for course credit. KCCI internships during the reporting period included:</p> <p>A. KCCI News Department - 6 interns 3 - Drake University 1 - Grandview University 1 - Buena Vista University 1 - University of Iowa</p> <p>B. KCCI Sports Department - 3 Interns: 1 - Iowa State University 1 - Northwest Missouri State 1 - University of Iowa</p>	2	Executive Producer Sports Director
2	10/2/2015	Participation in events or programs sponsored by educational institutions	Participated in a Journalism board meeting at Wartburg College in Waverly. Shared information about broadcasting and journalism with approximately 25 students, faculty and staff.	1	News Anchor
3	10/14/2015	Provision of training to management	Participated in EEO Webinar provided by the Iowa Broadcasters Association. Webinar educated management personnel about the FCC's EEO rules and public file requirements.	2	Business Manager Director of Programming
4	10/16/2015	Participation in events or programs sponsored by educational institutions	Guest presenters at the 11th annual Fast Forward Workshop held at the University of Northern Iowa in Cedar Falls. Attended by students from several Iowa educational institutions, the focus of the workshop was information, training and opportunities in electronic media from the perspective of industry representatives.	2	General Manager Sports Director
5	12/10/2015	Participation in events sponsored by community groups	Guest speaker at the Leadership Fort Dodge class. The class consisted of 31 community and business leaders who were learning about media and how it impacts communities. Some were interested in working for a media company like KCCI or Hearst.	1	General Manager

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6	1/25/2016	Participation in events or programs sponsored by educational institutions	Taught a Drake spring semester journalism class at the Drake University campus in Des Moines. Included station tour, Q&A with KCCI News Director on March 30th.	2	Reporter News Director
7	1/30/2016	Participation in events or programs sponsored by educational institutions	Served as moderator of Drake University's "Create Your Future at Drake University" -- a career information panel for prospective journalism students attending Drake in Des Moines.	1	Senior Director
8	3/9/2016	Participation in events or programs sponsored by educational institutions	Tour of KCCI facilities by Panorama Secondary School journalism students. Included Q&A with news anchor Stacey Horst.	2	Creative Services Writer/Producer News Anchor
9	3/16/2016	Participation in Job Fairs	Recruiting trip to the University of Missouri School of Journalism in Columbia, MO. Included one-on-one interviews with 14 graduate students and spoke with KOMU student producers about the Hearst Producer Fellowship.	1	News Director
10	3/21/2016	Participation in events or programs sponsored by educational institutions	Participated in professional panel discussion at Drake School of Journalism and Mass Communication for 50 journalism/mass communication students.	1	Senior Director
11	3/22/2016	Participation in events or programs sponsored by educational institutions	Guest speaker for the University of Iowa's Strategic Communications graduate class at the Pappajohn Education Center in Des Moines. Included Q&A from 11 students about TV and digital advertising.	1	Account Executive
12	3/31/2016	Participation in events or programs sponsored by educational institutions	Chief photographer hosted Ankeny High School senior, who job shadowed her to learn about news broadcasting.	1	Chief Photographer
13	4/1/2016	Participation in events or programs sponsored by educational institutions	Hosted a Drake University journalism student, who job shadowed our Noon News Anchor for part of the day.	1	News Anchor
14	4/5/2016	Participation in events or programs sponsored by educational institutions	Participated as a guest speaker at Stillwell Jr. High School's Career Day in Des Moines, which included discussion about broadcast meteorology as a career.	1	Meteorologist

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15	4/20/2016	Participation in Job Fairs	The National Association of Broadcasters Education Foundation (NABEF) hosted their annual NAB Conference Career Day event. A station representative attended the event to speak with attendees about potential job openings with the station.	1	Director of HR
16	5/15/2016	Participation in events or programs sponsored by educational institutions	Guest speaker at Berg Middle School in Newton, which recently purchased their own news/weather broadcasting equipment. Attended by over 40 students; discussion focused on what it takes to become a broadcast meteorologist.	1	Meteorologist
17	7/14/2016	Participation in events or programs sponsored by educational institutions	Conducted KCCI studio/building tour for the Electronics Communication Class from ITT Tech (Clive campus). Explained how our technical systems work and discussed broadcast engineering as a career.	1	Chief Engineer