

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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
Internet Director	2-10, 13-14, 19-21, 23-37, 39-40, 42-47, 49-50, 52-54, 58, 60-63	27
Sales Assistant	2-10, 13-14, 19-21, 23-37, 39-40, 42-47, 49-54, 58, 60-63	26
News Photojournalist	2-10, 13-14, 19-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	43
Executive Producer	2-6, 8-10, 12-14, 16-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	18
Chief Photojournalist	2-6, 8-10, 12-14, 19-21, 23-40, 42-47, 49-54, 57-58, 60-63	26
Assignment Editor	2-6, 8-10, 13-14, 17, 19-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	17
Multi Media Journalist	2-6, 8-10, 13-14, 19-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	43
Multi Media Journalist	2-6, 8-10, 13-14, 19-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	43
Meteorologist	2-6, 8-10, 12-13, 19, 21, 23-40, 42-50, 52-54, 57-58, 60-63	12
Newscast Producer	2-6, 8-11, 13, 19-21, 23-40, 42-47, 49-50, 52-54, 57-58, 60-63	11
Traffic Coordinator-Sales	2-6, 8-10, 13-15, 19-40, 42-47, 49-50, 52-63	27
Digital Graphic Artist	2-6, 8-10, 12-16, 19-40, 42-45, 47, 49-50, 52-63	12
Newscast Producer	2-6, 8-10, 13-15, 17-34, 36-40, 42-45, 47, 49-50, 52-63	18
Sales Account Manager	26	26
Newscast Director/Master Control Operator	1-4, 6-11, 13-15, 19-33, 36-45, 47-50, 52-63	11
News Photojournalist	1-4, 6-10, 13-14, 16, 19-22, 24-33, 36-45, 47, 49-50, 52-63	16

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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	AARP Senior Employment 2232 E. 4th Street Waterloo, Iowa 50703 Phone : 319-234-0206 Email : cpratt@aarp.org Chelley Pratt	N	0
2	Arizona State University PO Box 871312 Student Services Bldg. #329 Tempe, Arizona 85281 Phone : 480-965-5112 Url : http://career.asu.edu Email : careerservices@asu.edu Fax : 1-480-965-2120 Career Services	N	0
3	Boston University-Dept. of Journalism 640 Commonwealth Ave. Boston, Massachusetts 02215 Phone : 617-353-1086 Email : jodept@bu.edu Fax : 1-617-353-1086 Career Services	N	0
4	Brown College 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : ckleckner@sb-mendotaheights.com Fax : 1-651-905-3509 Christine Kleckner	N	0
5	Career Builder 200 N. LaSalle St. Ste 1100 Chicago, Illinois 60601 Phone : 615-349-2905 Url : www.careerbuilder.com Email : natasha.bird@careerbuilding.com Natasha Bird	N	0
6	Careers at Quincy (KWWL) 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319-291-1259 Url : http://www.careersatquincy.com/ Sandy Youngblut Manual Posting	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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7	Cedar Rapids Gazette 500 3rd Avenue SE Cedar Rapids, Iowa 52401 Phone : 319-361-2894 Email : dan.schirm@thegazette.com Dan Schirm	N	0
8	Central College 812 University Pella, Iowa 50219 Phone : 641-628-5271 Email : kitzmanp@central.edu Fax : 1-641-628-5338 Pat Joachim Kitzman	N	0
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Career Service	Y	0
10	Columbia College Chicago 600 S. Michigan Avenue Chicago, Illinois 60605 Phone : 312-344-7281 Email : columbiaworks@colum.edu Matthew Green	N	0
11	Current Employee/Internal Promotion	N	2
12	Employment Agency	N	6
13	Hawkeye Community College 1501 East Orange Rd PO Box 8015 Waterloo, Iowa 50704 Phone : 319-296-2320 Url : http://collegcentral.com/hawkeyecollege Email : rachel.evans@hawkeyecollege.edu Rachel Evans	N	0
14	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 800-314-3450 Email : cjackson@beonair.com Carl Jackson	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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15	Illinois Institute of Art 350 N Orleans St Suite 136-L Chicago, Illinois 60654 Phone : 312-280-3500 Email : Vjackson@aii.edu Vanessa Jackson	N	0
16	Indeed.com	N	6
17	Internal Candidate	N	3
18	Internal Transfer/Promotion	N	2
19	Iowa Broadcast News Association Iowa Email : ibna@ibna.org Jeff Stein	N	0
20	Iowa Broadcaster Assn. Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Fax : 1-515-224-6560 Career Services	N	0
21	Iowa State University Ames, Iowa 50011 Phone : 515-294-2542 Url : https://ecms.eng.iastate.edu/employers Career Service Manual Posting	N	0
22	KBJR 6-TV 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-968 Email : kmmartin@kbjr.com Kayla Martin	N	0
23	Kirkwood College 630 Kirkwood Blvd. SW Cedar Rapids, Iowa 52404 Phone : 319-398-5517 Url : www.collegecentral.com/kirkwood Email : linda.arens@kirkwood.edu Linda Arens	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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24	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 Email : kclayton@ktiv.com Kathy Clayton	N	0
25	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507-288-4444 Email : jneyens@kttc.com Jodi Neyens	N	0
26	KWWL Employee Referral 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	10
27	KWWL Website 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	24
28	KWWL-TV 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
29	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7723 Email : craig.schaefer@loras.edu Craig Schaefer	N	0
30	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Career Service Manual Posting	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, Illinois 60208 Phone : 847-491-5634 Url : www.medill.northwestern.edu Email : medillcareerservices@northwestern.edu Fax : 1-847-467-2319 Jim O'Brien	N	0
32	Morningside College 1501 Morningside Avenue Sioux City, Iowa 51106 Phone : 712-274-5000 Email : hays@morningside.edu Stacie Hays	N	0
33	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 301-405-0248 Email : aturner@nabj.org Fax : 1-301-445-7101 Aprill Turner	N	0
34	National Association of Broadcasters 1771 N. Street, NW Washington, District of Columbia 20036 Phone : 202-429-5300 Url : http://www.nab.org Email : mananez@nab.org Michelle Abanex	N	0
35	New Jersey Herald Two Spring Street Newton, New Jersey 7860 Phone : 973-383-1500 Email : kdixon@njherald.com Fax : 1-973-383-2194 Karen Dixon	N	0
36	Ohio School of Journalism Park Place & Court St Athens, Ohio 45701 Phone : 740-593-2503 Email : depeel@ohio.edu Debbie Depeel	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Email : jschulz@qni.biz Jena Schulz	N	0
38	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-221-3334 Email : schurch@quincyinc.com Shanna Church	N	0
39	Simpson College 701 N. C Street Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Ann Sreubel	N	0
40	Society of Broadcast Engineers 9247 N. Meridan St. Ste 305 Indianapolis, Indiana 46260 Phone : 317-846-9000 Url : www.sbe.org Career Service Manual Posting	N	0
41	Telegraph Herald 801 Bluff Street Dubuque, Iowa 52001 Phone : 563-588-5611 Email : sarah.beighle@thmedia.com Sarah Beighle	N	0
42	The Employers Disability Resource Network Iowa Phone : 515-281-0264 Url : www.EDRNetwork.org Career Service Manual Posting	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : admin@tvjobs.com Career Service	N	20
44	University Northern Iowa 102 Gill Crest Hall Cedar Falls, Iowa 50613 Phone : 319-273-6857 Email : careercenter@uni.edu Fax : 1-319-273-6998 Shannon Seehase	N	0
45	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 Paul Jensen	N	0
46	University of Kansas 2066 Dole Center Lawrence, Kansas 66045 Phone : (785) 864-0608 Url : http://www.ukans.edu Email : pnoland@ku.edu Fax : 1-785-864-0614 P Noland	N	0
47	University of Minnesota 100 Church St SE Minneapolis, Maine 55455 Phone : 62-624-7577 Email : eshel006@umn.edu Christine Mollen	N	0
48	University of Missouri Missouri School of Journalism, Career Services 76G Gannett Hall Columbia, Missouri 65211 Phone : 573-882-0373 Email : willisb@missouri.edu Barbara Willis	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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
49	University of Wisc - Madison Atmospheric & Oceanic Science 1225 W Dayton St. Madison, Wisconsin 53706 Phone : 608-262-2828 Email : aos@aos.wisc.edu Fax : 1-608-262-0166 College Recruiter	N	0
50	UW-Madison Dept of Communication Arts 6117 Vilas Hall 821 University Ave Madison, Wisconsin 53706 Phone : 608 265-0048 Email : comarts@wisc.edu Chris Curran-Dorsano	N	0
51	Walk In	N	2
52	WAOW-TV 1908 Grand Avenue Wausau, Wisconsin 54403 Phone : 715-842-2251 Email : kfuller@waow.com Fax : 1-715-848-0195 Kelly Fuller	N	0
53	Wartburg College 100 Wartburg Blvd Waverly, Iowa 50677 Phone : 319-352-8425 Email : careers@wartburg.edu Derek Solheim	N	0
54	Waterloo Courier 501 Commerical Street Waterloo, Iowa 50703 Phone : 319-291-1400 Email : classads@wcfcourier.com Fax : 1-319-234-6405 Jenean -	N	0
55	WBNG-TV 560 Columbia Drive Johnson, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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56	WEEK-TV 2907 Springfield Road East Peoria, Illinois 61611 Phone : 309-698-3784 Email : ssmithson@week.com Sara Smithson	N	0
57	WGEM-TV PO Box 80 Quincy, Illinois 52306 Phone : 217-228-660021 Email : tstutheit@wgem.com Terri Stutheit	N	0
58	WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Email : msyverud@wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
59	WPTA-TV 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 60-407-0064 Email : cindyb@incnow.tv Cindy Bennett	N	0
60	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815-335-2213 Email : ttruesdale@wrex.com Trista Truesdale	N	0
61	WSJV-TV PO Box 28 South Bend, Indiana 46624 Phone : 800-975-8881 Email : hstewart@fox28.com Heather Stewart	N	0
62	WVVA-TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Audrey Sluss	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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63	WXOW/WQOW-TV PO Box 3119 La Crosse, Wisconsin 54602 Phone : 507-895-9872 Email : twopat@wxow.com Theresa Wopat	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			75

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2015	Participation in other activities designed by the station employment unit	KWWL Tours- 10+ Tours were given between 10/1/2015 and 9/19/2016. Approximately 175 people toured the station...from Girl Scouts, students, church groups, special needs groups, high school and college media classes. They learned the aspects of a news operation from behind the camera, equipment and gear used by anchors, camera equipment used during a newscast, explanation of the "greenwall" and how weather graphics are keyed behind the meteorologists, production control and how a newscast is technically run. Also explained the various careers not only in the newsroom operation but in the television operation as a whole. Many of the students were interested in careers in broadcasting.	2	Marketing Director News Director
2	10/6/2015	Participation in Job Fairs	News Morning Anchor participated in a job career fair at Wartburg College on October 6th . The Morning Anchor handed out Quintern brochures and information about job openings at KWWL & Quincy stations.	1	Morning Main Anchor
3	2/23/2016	Participation in Job Fairs	The News Director participated in the Greenlee School of Journalism and Communication Job/Internship Fair on February 23rd at the Iowa State University Memorial Union in Ames. The News Director handed out Quintern brochures and information about job openings at KWWL & Quincy stations.	1	News Director
4	4/1/2016	Participation in events or programs sponsored by educational institutions	KWWL Main Evening Anchor was a speaker at the Black Hawk County Sheriff's DON'T (Drugs Offer No Tomorrow Graduation) program to the 6th graders at IC/Don Bosco School in Gilbertville, Iowa. He spoke to the 6th graders about how drugs can affect your life and why you should not do them.	1	Main Evening Anchor
5	4/13/2016	Participation in events or programs sponsored by educational institutions	KWWL's Meteorologist spoke to a group of students at River Hills Special Ed School in Cedar Falls, Iowa about her experience and daily duties working as a meteorologist at KWWL.	1	Meteorologist

KWWL Television
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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	4/26/2016	Participation in events or programs sponsored by educational institutions	KWWL's Main Evening Anchor was a speaker at the Manchester Middle School in Manchester, Iowa. She spoke to 6th-8th graders about bullying and why it's important to take a stand against it.	1	Evening Main Anchor
7	4/28/2016	Participation in events or programs sponsored by educational institutions	News Director spoke to a group of students in the "Reporting Methods and Sources" class at the University of Northern Iowa College. News Director showed them examples of reporting and discussed proper sourcing, newsgathering and ethical decision making.	1	News Director
8	5/17/2016	Participation in events or programs sponsored by educational institutions	KWWL's Meteorologist spoke to a class at Orchard Hill Elementary in Waterloo, Iowa about her experience and daily duties working as a meteorologist at KWWL.	1	Meteorologist
9	7/20/2016	Provision of training to management	During two full days of meetings, July 21 & 22, 2016, convened by the Station's parent company, station personnel with substantial responsibility in HR functions attended multiple sessions regarding a wide variety of employment issues including hiring practices, personnel file maintenance and other record keeping, practices in rehires, benefits, and transition of employees from part-time to full-time, and the FCC's EEO rules. These sessions were led and moderated by a combination of outside consultants, the Company's HR Director, and outside legal counsel.	1	Administration & HR Manager
10	9/15/2016	Establishment of an intern program designed to assist members of the community	KWWL-TV has an on-going internship program in which college students are offered the opportunity to gain valuable hands-on experience in the field of broadcasting. Internships must count towards a degree fulfillment credit(s). During Jan 2016 -Sept 2016 - seven (7) interns played a valuable role in the News Department. News interns gain hands-on experience by researching, writing, shooting, and editing stories for their portfolio.	1	News Director

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2015 - September 29, 2016

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11	9/16/2016	Participation in events or programs sponsored by educational institutions	KWWL's Main Evening Anchor was a speaker at the Waterloo West High School in Waterloo, Iowa. She spoke to 9-12 graders about bullying and why it's important to take a stand against it.	1	Evening Main Anchor