



2021 EEO PUBLIC FILE REPORT

For the 1-Year Period Ending September 30, 2021*

KWWL(TV), Waterloo, IA

CEDAR-RAPIDS TV LICENSE COMPANY, LLC

- * The Licensee acquired KWWL(TV) on August 2, 2021, as authorized in FCC File No. 0000145328. The Licensee is responsible for reporting herein information encompassing only EEO efforts undertaken by the Licensee since its acquisition of the station. See *Commission's Broadcast and Cable EEO Rules and Policies*, FCC 02-303 (2002), ¶ 114. Information relating to EEO efforts undertaken by the former licensee of the station prior to August 2, 2021, is provided for informational purposes only.

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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
Newscast Director/Master Control Operator	1-3, 7-9, 11, 16-20, 22, 24-25, 27-33, 35-63, 65-67	11
Reporter/Multimedia Journalist	1-4, 7-9, 13, 17-19, 24-33, 35-36, 38- 39, 41-44, 46-59, 61-63, 65-67	43
Reporter/Multimedia Journalist	5-6, 12-13, 34	13
Chief Engineer	1-3, 7-9, 13, 17-19, 24-25, 27-33, 35- 36, 38-39, 41-44, 46-63, 65-67	13
Weekend Anchor/Reporter	1-3, 7-9, 15, 17-21, 24-25, 27-33, 35- 36, 38-39, 41-63, 65-67	43
Newscast Producer	1-3, 7-9, 16-19, 21, 24-25, 27-33, 35- 36, 38-39, 41-45, 47-49, 51-63, 65-67	43
Newscast Producer	1-3, 7-9, 16-19, 21, 24-25, 27-33, 35- 36, 38-39, 41-45, 47-49, 51-63, 65-67	16
Promotion Writer/Producer	1-3, 7-9, 17-20, 23-25, 27-33, 35-36, 38 -39, 41-45, 47-49, 51-63, 65-67	31
Newscast Director/Master Control Operator	1-3, 7-10, 17-20, 24-25, 27-33, 35-36, 38-39, 41-45, 47-49, 51-63, 65-67	10
Newscast Director/Master Control Operator	1-3, 7-10, 17-20, 24-25, 27-33, 35-36, 38-39, 41-45, 47-49, 51-63, 65-67	31
Engineer	1-3, 7-9, 14, 17-19, 24-25, 27-33, 35- 36, 38-39, 41-45, 47-49, 51-63, 65-67	56
Assistant News Director	1-3, 7-9, 13, 17-21, 24-25, 27-33, 35- 36, 38-39, 41-45, 47-49, 51-63, 65-67	13
Newscast Producer	1-3, 7-9, 17-19, 24-25, 27-33, 35-36, 38 -39, 41-45, 47-49, 51-63, 65-67	31
IT Administrator	1-3, 7-9, 17-20, 24-25, 27-33, 35-36, 38 -39, 41-43, 45, 47-49, 51-52, 54-67	20
Newscast Director/Master Control Operator	1-3, 7-9, 17-19, 21, 24-25, 27-33, 35- 36, 38-39, 41-43, 45, 47-49, 51-67	21
News Photojournalist	1-3, 7-9, 11, 17-19, 24-25, 30-33, 35- 36, 38-39, 41, 45, 47-49, 51-52, 54-56, 60, 62-63, 66-67	11

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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	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	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
5	Career Fair	N	1
6	Careers at Quincy 130 S. Fifth St Quincy, Illinois 62301 Phone : 319-291-1200 Url : http://www.careersatquincy.com/ Amie Steffen Manual Posting	N	3
7	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

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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	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Career Service	N	0
9	Columbia College Chicago 618 S. Michigan Avenue First Floor Chicago, Illinois 60605 Phone : 312-369-8994 Email : jhalperin@colum.edu Jennifer Halperin	N	0
10	Current Employee	N	1
11	Current Employee/Internal Promotion	N	2
12	Employee Referral	N	1
13	Employment Agency	N	9
14	Facebook post	N	1
15	Former Employee	N	1
16	Former Intern	N	2
17	Frank Magid & Associates 8500 Normandale Lake Blvd. Suite 630 Minneapolis, Minnesota 55437 Phone : 651-295-5950 Julie Seebold Manual Posting	N	0
18	Hawkeye Community College 1501 East Orange Rd PO Box 8015 Waterloo, Iowa 50704 Phone : 319-296-2320 Url : http://collegecentral.com/hawkeyecollege Email : rachel.evans@hawkeyecollege.edu Rachel Evans	N	0
19	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
20	Indeed.com	N	11

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Internal Candidate	N	5
22	Internal Transfer/Promotion	N	1
23	Internet Ad	N	1
24	Iowa Broadcast News Association 870 13th Avenue N Clinton, Iowa 52732 Email : ibna@ibna.org Jeff Stein	N	0
25	Iowa State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-2542 Url : https://ecms.eng.iastate.edu/employers Career Service Manual Posting	N	0
26	Job Board	N	1
27	KBJR 6-TV 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-968 Email : kmmartin@kbjr.com Kayla Martin	N	0
28	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 Email : kelayton@ktiv.com Kathy Clayton	N	0
29	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507-288-4444 Email : jneyens@kttc.com Jodi Neyens	N	0
30	KVOA Television, Inc. PO Box 5188 Tucson, Arizona 85703 Phone : 520-884-4601 Email : abetzhold@kvoa.com Fax : 1-520-620-1309 Angela Betzhold	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
31	KWWL Employee Referral 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	8
32	KWWL Website 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	8
33	KWWL-TV 511 East 5th Street Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
34	Linked In	N	1
35	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7723 Email : craig.schaefer@loras.edu Craig Schaefer	N	0
36	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Career Service Manual Posting	N	0
37	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 712-274-5000 Email : hays@morningside.edu Fax : 1-712-274-5101 Stacie Hays	N	0
39	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 626-792-3846 Email : eric@nabjcareers.org Fax : 1-301-445-7101 Eric Wee	N	0
40	New Jersey Herald Two Spring Street Newton, New Jersey 07860 Phone : 973-383-1170 Email : rfichter@njherald.com Robin Fichter	N	0
41	Ohio School of Journalism Park Place & Court St Athens, Ohio 45701 Phone : 740-593-2503 Email : foxr1@ohio.edu Becky Fox	N	0
42	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Email : jschulz@qni.biz Jena Schulz	N	0
43	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-221-3418 Email : lvanness@quincymedia.com Lesley Van Ness	N	13

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
44	Simpson College 701 N. C Street Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Ann Sreubel	N	0
45	Society of Broadcast Engineer's Inc. 9102 North Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Email : kjones@sbe.org Scott Jones	N	0
46	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
47	Sportscasters Talent Agency of America 26101 Del Rey Suite A Mission Viejo, California 92691 Phone : 949-648-7822 Email : jon@staatalent.com Jon Chelesnik	N	0
48	The Employers Disability Resource Network Iowa Phone : 515-281-0264 Url : www.EDRNetwork.org Career Service Manual Posting	N	0
49	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : admin@tvjobs.com Career Service	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
50	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
51	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	1
52	University of Kansas 1130 Capitol Federal Hall 1654 Naismith Dr Lawrence, Kansas 66045 Phone : 785-864-5591 Email : kubuscareer@ku.edu Career Services	N	0
53	University of Minnesota 100 Church St SE Minneapolis, Minnesota 55455 Phone : 612-625-5000 Email : eshel006@umn.edu Christine Mollen	N	0
54	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
55	WAOW-TV 1908 Grand Avenue Wausau, Wisconsin 54403 Phone : 715-842-2251 Email : apaszkot@waow.com Fax : 1-715-848-0195 Aimee Paszkot	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
56	Wartburg College 100 Wartburg Blvd Waverly, Iowa 50677 Phone : 319-352-8425 Email : careers@wartburg.edu Fax : 1-319-352-8365 Derek Solheim	N	1
57	WBNG-TV 560 Columbia Drive Johnson, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0
58	WEEK-TV 2907 Springfield Road East Peoria, Illinois 61611 Phone : 309-698-3784 Email : mshawgo@week.com Mary Shawgo	N	1
59	WGEM-TV PO Box 80 Quincy, Illinois 52306 Phone : 217-228-660021 Email : tstutheit@wgem.com Terri Stutheit	N	0
60	WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Email : bbeer@wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
61	WPTA-TV 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Email : cbennett@wpta21.com Cindy Bennett	N	0

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62	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815-335-2213 Email : ttruesdale@wrex.com Trista Truesdale	N	0
63	WSIL-TV 1416 Country Aire Drive Carterville, Illinois 62918 Phone : 618-985-2333 Email : btanner@wsilv.com Fax : 1-618-985-3709 Bethany Tanner	N	0
64	WSJV-TV PO Box 28 South Bend, Indiana 46624 Phone : 574-274-9006 Email : amoubray@qni.biz Amber Moubray	N	0
65	WVVA-TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Audrey Sluss	N	0
66	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
67	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:			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	1/1/2021	Establishment of an intern program designed to assist members of the community	KWWL 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.-Sept. 2021 – three (3) interns played a valuable role in the News and Creative Services Departments. All interns gain hands-on experience by researching, writing, shooting, and editing stories for their portfolio. Interns were from University of Northern Iowa and Loras College	2	General Sales Manager News Director
2	1/14/2021	Participation in events or programs sponsored by educational institutions	KWWL's Meteorologist spoke to a group of 5th grade students from St. Pauls Lutheran School in Waverly, Iowa. The Meteorologist gave a virtual presentation about weather.	1	Meteorologist
3	1/30/2021	Participation in events or programs sponsored by educational institutions	KWWL's Evening Anchor and Noon Anchor spoke to Kingsley Elementary in Waterloo, IA. They virtually read books to students.	2	Evening Anchor Noon Anchor
4	2/1/2021	Participation in Job Fairs	KWWL's News Director and Morning Anchor participated in the University of Northern Iowa 1st Year Digital Media virtual career fair in Cedar Falls, Iowa. They spoke to students about current Quincy job openings and internship opportunities.	2	News Director Morning Anchor
5	3/23/2021	Participation in Job Fairs	KWWL's News Director participated in the University of Iowa career fair in Iowa City, Iowa. The News Director spoke to students virtually about current Quincy job openings and internship opportunities.	1	News Director
6	3/29/2021	Participation in events or programs sponsored by educational institutions	KWWL's Meteorologist spoke to Central Rivers Area Education Agency, River Hills School in Waterloo, Iowa. The Meteorologist spoke to them virtually about his career in broadcasting and meteorology.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	4/17/2021	Participation in Job Fairs	KWWL's News Director and Evening Anchor participated in the IBNA Student Panel discussion in Cedar Rapids, Iowa. The News Director and Evening Anchor spoke virtually to students about current Quincy job openings and internship opportunities.	2	News Director Evening Anchor
8	6/1/2021	Provision of training to management	The station's parent company, Quincy Media, Inc., has made available (on a mandatory basis) to the station a series of workplace training courses (video modules) created by Kantola Training Solutions. These modules are intended to educate employees and managers about non-discrimination, harassment, and other workplace-related issues. All personnel at the station are required to participate and complete Kantola modules on a regular basis. Each module is followed by a quiz, which must be completed. Certificates of completion are maintained in personnel files of managers and non-managers alike. As of 06/1/2021, all managers and employees were required to participate in a session entitled "Harassment Prevention: A Commonsense Approach – Employee." These courses require each employee to individually view an online presentation lasting approximately 20 minutes, followed by a 10 question quiz. The modules provide a different viewpoint depending on whether the individual is a manager or non-manager; in that way both managers and non-managers are provided with training appropriate to their relative position.	2	Station Manager AHRM