

ANNUAL EEO PUBLIC FILE REPORT  
**KCAU**  
**October 1, 2015 through September 30, 2016**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KCAU

The information contained in this Report covers the time period beginning October 1, 2015 to and including September 30, 2016 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

# Appendix 1 to Annual EEO Public File Report

Covering the Period from October 1, 2015 through September 30, 2016

Station(s) Comprising the Station Employment Unit: KCAU

## Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Multi Media Journalist	10/5/15	GG	1	A-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
2	Producer / Multi Media Journalist	10/19/15	GG	3	A-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
3	Multi Media Journalist / Anchor	1/11/16	k	2	A-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
4	Multi Media Journalist	10/26/15	GG	3	A-I, K-R, T-AA, CC-OO, QQ-RR, UU
5	Digital Media Manager	1/4/16	RR	1	A-E, G-I, K-R, T-AA, CC-OO, QQ-RR, UU
6	Camera Operator	11/17/15	RR	3	A-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
7	Producer / Multi Media Journalist	1/4/16	RR	3	A-E, G-H, K, M, O-R, T-e, g, h-u, w-y, AA, CC-EE, II-OO, QQ-RR, UU
8	Multi Media Journalist	5/31/16	RR	5	A-E, G-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
9	Account Executive	2/22/16	SS	4	A-E, G-I, K, M-R, T-AA, CC-OO, QQ-RR, UU
10	Producer	5/25/16	n	4	A-E, G-I, K, M-R, T-U, W-AA, CC-OO, QQ-RR, UU-VV
11	Camera Operator	3/22/16	NN	1	A-E, G-I, K, M-R, T-U, W-AA, CC-OO, QQ-RR, UU
12	Camera Operator	4/3/16	k	3	A-E, G-I, K, M-R, T-U, W-AA, CC-OO, QQ-RR, UU
13	Commercial Video Editor	4/6/16	k	4	A-E, G-I, K, M-R, T-U, W-AA, CC-OO, QQ-RR, UU
14	Director	9/24/16	RR	3	A-I, K, M-R, T-U, W-AA, CC-EE, GG, JJ-OO, QQ-RR, UU
15	Sports Anchor / Reporter	7/16/16	RR	3	A-I, K-R, T-U, W-y, AA, CC-OO, QQ-RR, UU-VV
16	Camera Operator	6/8/16	k	3	A-I, K, M-R, T-U, W-AA, CC-OO, QQ-RR, UU

17	Audio Operator	7/12/16	k	1	A-I, K, M-R, T-U, W-y, AA, CC-OO, QQ-RR, UU
18	News Director	9/12/16	RR	4	A-E, G-I, K, M-R, T-U, W-y, AA, CC-OO, QQ-RR, UU-VV
19	Camera Operator	9/19/16	k	1	A-I, K, M-R, T-U, W-AA, CC-EE, GG-OO, QQ-RR, UU
20	Sales Assistant	8/24/16	SS	3	A-I, K, M-R, T-U, W-AA, CC-EE, GG-OO, QQ-SS, UU

Total Number of Persons Interviewed During Applicable Period: 55

Appendix 2 to Annual EEO Public File Report

Covering the Period from October 1, 2015 through September 30, 2016

Station(s) Comprising the Station Employment Unit: KCAU

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	AIB College of Business	Jane DeHaven	2500 Fleur Drive D Des Moines IA 50321	515-246-5342	Y	0
B	Ashford University	Patricia Niemann	400 North Bluff Blvd Clinton IA 52732	563-249-1388	Y	0
C	Augustana University	Sandi Victor	2001 S Summit St Sioux Falls SD 57197	605-274-4127	Y	0
D	Bradley University	Melissa Poulson	1501 N Bradley Avenue Peoria IL 61625	309-677-2510	Y	1
E	Briar Cliff University	Nancy McGuire	3303 Rebecca Street Sioux City IA 51104	712-279-5455	Y	0
F	Sanford-Brown College	Karol Baumeister	1440 Northland Dr Mendota Heights MN 55120	651-905-3499	Y	0
G	Buena Vista University	Brenda Dodge	610 W Fourth St Storm Lake IA 50588	712-749-2440	Y	0
H	Center for Siouxland	Kim DeWitt	715 Douglas St Sioux City IA 51101	712-252-1861	Y	0

I	Central College	Pat Joachim Kitzman	Po Box 0153 Pella IA 50219	641-628-5271	Y	0
J	Collective Talent	Michael Bille	1721 Richardson Place Tampa FL 33606	813-254-9695	Y	0
K	Columbia College	Matthew Green	600 Michigan Ave Chicago IL 60605	312-344-7280	Y	0
L	Creative Jobs Central	Cara Silverman	325 West 38 <sup>th</sup> St Suite 1002 New York NY 10018	646-202-9538	Y	0
M	Creighton University	Jamie Peatrowsky	2500 California Plaza Omaha NE 68178	402-280-2723	Y	0
N	Des Moines Area Community College	Dave Reimers	2006 S Ankeny Blvd Ankeny IA 50023	515-964-6463	Y	0
O	Division of Person with Disabilities	Mike Williams	Lucas State Office Building 2 <sup>nd</sup> Floor Des Moines IA 50319	888-219-0471	Y	0
P	Dordt College	Ellen Mouw	489 4 <sup>th</sup> Ave NE Sioux Center IA 51250	712-722-6078	Y	0
Q	Drake University	Annette Watson	2507 University Ave Des Moines IA 50311	515-271-4715	Y	0
R	Emma Bowden Foundation	Sandra Dorsey Rice	524 W 57 <sup>th</sup> St New York NY 10019	212-975-2445	Y	0
S	Emerson College	Katharine Privert	120 Boyston St Boston MA 02116	617-824-8586	Y	0
T	Facebook – KCAUTV	Daniele Feenstra	625 Douglas St Sioux City IA 51101	712-277-2345	Y	0
U	Goodwill Industries	Tammy Crouch	3100 W 4 <sup>th</sup> St Sioux City IA 51103	712-258-4511	Y	0
V	Grandview University	Career Center	1200 Grandview Ave Des Moines IA 50316	515-263-6063	Y	0

W	Hispanic News Link	Charlie Ericksen	1420 N Street NW Washington DC 20005	202-234-2800	Y	0
X	Illinois Center for Broadcasting in Chicago	Don Clark	601 South LaSalle Chicago IL 60605	312-884-8000	Y	0
Y	Illinois News Broadcasting Association	Bob Roberts	815 Long Road Glenview IL 600025	847-729-6397	Y	0
Z	Indian Hills Community College	Tiffany Buban	626 Indian Hills Drive Bldg 14 Ottumwa IA 52501	641-683-5215	Y	0
a	Iowa Broadcasters Association	Sue Toma	PO Box 71186 Des Moines IA 50325	515-224-7237	Y	0
b	Iowa Broadcasters News Association	Jeff Stein	PO Box 153 Oskaloosa IA 52577	319-230-8988	Y	0
c	Iowa Central Community College	Kyle Bangert	One Triton Circle Fort Dodge IA 50501	515-955-2233	Y	0
d	Iowa College Recruiting Network / Recruit Iowa Grads	Valorie Larsson	10 Merrill Park Circle Suite B Grinnel IA 50112	515-867-6890	Y	0
e	Iowajobs.com	NA	801 Bluff Street Dubuque IA 52001	800-553-4801	Y	0
f	Iowa Lakes Community College	Linda Wiegman	300 S 18 <sup>th</sup> Street Estherville IA 51334	712-362-7926	Y	0
g	Iowa State University – Career Services	Meredith Williams	1320 Gardon Business Bldg Ames IA 50011	515-294-2542	Y	0
h	Iowa Vocational Rehabilitation	Gerald Rath	217 West 5 <sup>th</sup> St Spencer IA 51301	712-262-5816	Y	0
i	Iowa Works of Greater Siouxland (Iowa Workforce Development)	Mike Henrich	2508 4 <sup>th</sup> Street Sioux City IA 51101	712-233-9030	Y	2
j	Kaplan University	Lori Gelhaar	4655 121 <sup>st</sup> Street Urbandale IA 50323	515-727-6844	Y	0

k	KCAU: Bulletin Board, Website or Employee Referral	Jill Collins	625 Douglas Street Sioux City IA 51101	712-277-2345	Y	11
I	Leadership Institute	Emily Miller	1101 Highland St Arlington VA 22201	800-827-5323	Y	0
m	Medialine.com	Mark Shilstone	PO Box 51909 Pacific Grove CA 93950	800-237-8073	Y	0
n	Morningside College	Stacie Hays	1501 Morningside Ave Sioux City IA 51106	712-274-5254	Y	1
o	Mount Marty College	Estelle Johnson	1105 West 8 <sup>th</sup> Street Yankton SD 57078	800-658-4552	Y	0
p	National Association for the Advanced of Colored People	Flora Lee	PO Box 82 Sioux City IA 51103	NA	Y	0
q	National Lesbian and Gay Journalists Association	Back Polakowski	2120 L Street NW Suite 850 Washington DC 20037-1550	202-588-9888	Y	0
r	Native American Journalists Association	Rhonda LeValdo	395 W Lindsey Norman OK 73019	405-325-9008	Y	0
s	Nebraska Department of Labor	Darlus McWilliams	105 E Norfolk Ave Suite 100 Norfolk NE 68701	402-370-4400	Y	0
t	Nebraska Indian Community College	Kristan Oltrogge	1111 Highway 75 Macy NE 68039	402-494-2311	Y	0
u	Northeast Community	Terri	801 E Benjamin Ave	402-844-7263	Y	0

	College	Heggemeyer	Norfolk NE 68701			
v	Northeast Iowa Community College	Kelli Smutzler	PO Box 400 Calmar IA 52132	563-562-3263	Y	0
w	Northwest Iowa Community College	Pamela Lien	603 West Park Street Sheldon IA 51201	712-324-5061	Y	0
x	Northwestern College	Nancy Landhuis	208 8 <sup>th</sup> Street SW Orange City IA 51041	712-707-7225	Y	0
y	Office on the Status of African Americans	Kim Cheeks	Dept of Human Rights Lucas State Office Building 321 E 12 <sup>th</sup> St Des Moines IA 50310	515-281-3274	Y	0
z	Simpson College	Ann Greubel	701 North C Street Indianola IA 50125	515-961-1667	Y	0
AA	Sioux City Human Rights Commission	Karen Mackey	Po Box 447 Sioux City IA 51101	712-279-6958	Y	0
BB	Sioux City Journal	Sally Lingle	515 Pavonia Street Sioux City IA 51101	712-293-4304	Y	0
CC	South Dakota Department of Labor	Paige Petersen	504 River Drive City Hall North Sioux City SD 57049	605-242-5445	Y	0
DD	Southeast Technical Institute	Placement Services	2301 N Career Ave Sioux Falls SD 57105	605-367-4625	Y	0
EE	Southwestern Community College	Pat Butcher	1501 W Townline St Creston IA 50801	641-782-1446	Y	0
FF	St Ambrose University	Kim Matteson	518 W Locust St Davenport IA 52803	563-343-6342	Y	0
GG	TVjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside CA 92052	760-754-8177	Y	10
HH	University of Iowa	Sherry	100 Pomerantz Center	319-335-1023	Y	0



		Rhinehart	Suite C310 Iowa City IA 52242			
II	University of Nebraska - Omaha	Stacey Coleman	6001 Dodge St EAB 211 Omaha NE 68182	402-554-3672	Y	0
JJ	University of Northern Iowa	Kris Peterson	102 Gilcrest Hall Cedar Falls IA 50614	319-273-6857	Y	0
KK	University of South Dakota	Carly Heard	Burr House 414 E Clark Vermillion SD 57069	319-273-6857	Y	0
LL	Vocational Rehabilitation Services	Lyndi Wragge	901 W 21 <sup>st</sup> Street South Sioux City NE 68776	402-494-8099	Y	0
M M	Wayne State College	Carolyn Sinniger	1111 Main Street Wayne NE 68787	402-375-7425	Y	0
NN	Western Iowa Tech Community College	Wendy Ohl	4647 Stone Ave Sioux City IA 51106	712-274-6400	Y	2
OO	Women Aware	Katie Colling	520 Nebraska Street #237 Sioux City IA 51101	712-258-4174	Y	0
PP	Spots n Dots	Customer Service	SND Publishing 1635 Old Highway 41 NW Suite 112-338 Kennesaw GA 30152	888-884-2630	Y	0
QQ	Luther College	Virginia Hanson	700 College Drive Decorah IA 52101	563-387-1025	Y	0
RR	Nexstar Broadcasting	Jill Collins /Terri Bush	625 Douglas St Sioux City IA 51101 Via Dallas TX	712-277-2345	Y	16

SS	Indeed.com	Customer Service	Indeed.com Post Directly	na	Y	12
TT	Mississippi State	<u>Careers@career.msstate.edu</u>	PO Box P Mississippi State, MS 39762	662-325-3344	Y	0
UU	Grinnell College	Career Services	1127 Park Street Grinnell, IA 50112	641-269-4940	Y	0
VV	Midwest Regional Emmy's	JJ Murray	7319 Hunters Run Eden Prairie, MN 55346	952-381-7494	Y	0

## Appendix 3 to Annual EEO Public File Report

Covering the Period from October 1, 2015 through September 30, 2016

Station(s) Comprising the Station Employment Unit: KCAU, Sioux City, IA

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KCAU

	Recruitment Initiative	Description
1	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	KCAU offers internships in various departments as an opportunity for students to apply their classroom theory to practical work experience. Our internship program offers students the opportunity to experience firsthand the reality of working in the television broadcast industry, and allows us to build goodwill in the communities in which we operate. Spring Semester 2016 we had one intern: Western Iowa Tech Community College Summer 2016 we had one intern: Iowa State University Fall 2016 we had one intern: Western Iowa Tech Community College
2	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On October 20, 2015 Wayne State College and University of Nebraska Lincoln hosted a career day event. A news and sports anchor presented to a group of high school sophomore students. They spoke with students about a career in broadcasting and the daily responsibilities of a TV Anchor/Reporter. They also talked about internship opportunities at the station.
3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	On November 4, 2015 our Operations Manager and News Director participated in the Wayne State College Career Fair. They spoke with several students about opportunities at KCAU, as well as internship opportunities at the station.
4	Participation in events sponsored by educational institutions relating to career opportunities in	On November 4, 2015 and November 25, 2016 and February 24, 2016 and May 4, 2016. One of our meteorologist continually worked with the fourth grade students at Loess Hills Elementary. She spoke with the

	broadcasting	students about interviewing skills as well as meteorology that the students can apply to their school TV program at the elementary. She continues to mentor the students do they can put those tips into practice on an ongoing basis. She also worked on forecast presentation in front of the green screen for weather forecasting.
5	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	The General Manager and Business Manager periodically hold Equal Employment Opportunity meetings to educate department heads as to their EEO role and responsibilities. October 14, 2015, November 3, 2015, November 30, 2015, March 1, 2016, May 11, 2016, July 21, 2016 and September 14, 2016. At these meetings, management analyzes recruitment sources and discusses upcoming job fairs to ensure that managers with hiring authority will be in attendance and ensure that department heads understand their EEO reporting requirements. During these meetings, the General Manager and Administrative Assistant also educate department heads as to their responsibility to successfully communicate job responsibilities and expectations, to offer job training and to dispense annual reviews to employees in a non-discriminatory fashion. And all aspects of compliance such as reaching our community, recruiting efforts, outreach, wide dissemination, and self-assessment.
6	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On November 30, 2015 Harney Elementary School in South Sioux City, NE hosted and career day at the school. Two of our meteorologists spoke to a group of students about a career in broadcast meteorology and the college requirements needed. They answered many questions and talked about internships as well.
7	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On March 22, 2016 West High School hosted an event/outreach program. One of our Multi Media Journalist's spoke with African-American high school students about preparing for life after school and preparing for college. She also spoke about her journey with college, internships and her career as a broadcaster as well as handling adversities as a woman of color.
8	Participation in events sponsored by educational institutions	On March 30, 2016 East High School hosted an event/outreach program. One of our Multi Media Journalist's spoke with African-American high

	relating to career opportunities in broadcasting	school students about preparing for life after school and preparing for college. She also spoke about her journey with college, internships and her career as a broadcaster as well as handling adversities as a woman of color.
9	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On April 7, 2016 South Sioux City High School hosted a career day. One of our anchors and meteorologist spoke with students about preparing for life after school and preparing for college. They also spoke about college, goals and career as a broadcaster.
10	Participation in job bank program designed to assist members of the community to acquire skills needed for broadcast employment	KCAU-TV participates in numerous job banks and internet programs in the states of Iowa, Nebraska and South Dakota designed to promote outreach generally, as well as those sponsored by TVJobs.com, Medialine.com, the Iowa Broadcasters Association, and the Iowa Broadcast News Association. These organizations have programs designed for outreach generally, and are not primarily directed to providing notification of specific jobs vacancies. See the italicized sources on the recruitment source list above.
11	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On April 19, 2016 Wayne State College hosted a career forum. Our Sports Anchor spoke with Sports Management program. Spoke about the broadcast industry, the educational requirements, daily planning and tasks. Also talked about internship opportunities and had open forum for questions.
12	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On May 4, 2016 Plainview Middle School in Nebraska hosted a forum. One of our Meteorologists gave a presentation on careers paths in the broadcast industry. She also talked about the science and college education needed for a career in broadcast meteorology. She also answered student questions.
13	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On July 15, 2016 a Ridgeview High School student from Holstein, IA came to see first-hand, the life of a meteorologist. Our Chief Meteorologist spent one on one time with the student showing and explaining to him the various aspects and career requirements for a

		broadcast meteorology.
14	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On August 2, 2016 our Promotions Manager and Assignment Editor attended a forum at Iowa Workforce Development hosted by Iowa Vocational Rehabilitation. They spoke to local high school students about the Broadcasting industry as well as positions in available in the field. They discussed what broadcasters are looking for in employees. Following the event, students were given a tour of the station to see the studio and various control rooms and newsroom.
15	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	On August 10, 2016 Assignment Editor attended a forum at Northeast Community College in Norfolk, NE. As part of the advisory board, he spoke with the Broadcasting and Media departments about the skills and education to better prepare for a career in the broadcasting industry. He shared responsibilities, daily routine and education requirements for a career in broadcast. He also talked about internship opportunities and answered student questions.
16	Co-sponsoring a job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities	On September 19, 2016, our station employment unit co-sponsored the Siouxland Broadcasters Career Fair at Briar Cliff University in Sioux City, IA. We promoted the event on air with in the newscasts and promotion, and also posted this on our ABC 9 website. Station participants included our Operations Manager, General Sales Manager and General Manager. They spoke with students about internship and career opportunities.