

EEO PUBLIC FILE REPORT

FOR

KCCI (TV)

This EEO Public File Report
Covers the Period from
October 1, 2016 – September 30, 2017

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, 2016 – September 30, 2017 (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:

Steve Parrott, Business Manager
KCCI (TV), 888 9th Street, Des Moines, IA 50309
515-247-8888
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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
Marketing Consultant Open Date: 6/28/2016 Hire Date: 4/17/2017	1-2, 4, 6-9, 11-23, 26-29, 31-32, 34-35, 37, 39-42	6
Reporter Open Date: 8/2/2016 Hire Date: 6/26/2017	1-2, 4, 6-7, 9, 11-12, 14-17, 19-22, 26, 28-31, 34-35, 37, 39-42	6
Director of Engineering Open Date: 8/18/2016 Hire Date: 10/17/2016	1-4, 6-7, 9, 11-12, 14-17, 19-22, 26, 28- 29, 31, 34-35, 37-42	3
Reporter/Anchor Open Date: 8/29/2016 Hire Date: 6/5/2017	1-2, 4, 6-7, 9, 11-12, 14-17, 19-23, 26, 29, 31, 34-35, 37, 39-42	6
General Assignment Reporter Open Date: 12/13/2016 Hire Date: 2/13/2017	1, 4, 6-9, 11-12, 14-17, 19-23, 26, 29, 31, 34-37, 39-42	40
Business Manager Open Date: 2/16/2017 Hire Date: 3/27/2017	1-2, 4, 6-7, 9, 11-12, 14-16, 18-23, 26- 27, 29, 31, 34-37, 39-42	18
Marketing Consultant Open Date: 3/7/2017 Hire Date: 6/5/2017	1-2, 4-7, 9, 11-12, 14-16, 18-23, 25-26, 29, 31, 33-37, 39-42	6
Digital Editor Open Date: 3/14/2017 Hire Date: 6/1/2017	1-2, 4, 6-7, 9, 11-12, 14-16, 18-27, 31, 34-37, 39-42	24
News Producer Open Date: 3/14/2017 Hire Date: 5/22/2017	1-2, 4, 6-7, 9, 11-16, 19-23, 25-26, 29, 31, 34-37, 39-42	13
Creative Services Director Open Date: 4/25/2017 Hire Date: 7/10/2017	1-2, 4, 6-12, 14-16, 19, 21-23, 25-26, 29, 31, 34-37, 39-42	8
Newscast Director Open Date: 5/2/2017 Hire Date: 8/16/2017	1-2, 4, 6-9, 11-12, 14-16, 19, 21-23, 25- 26, 29, 31, 34-37, 39-42	8
Sports Reporter/Photographer Open Date: 5/25/2017 Hire Date: 8/18/2017	1-2, 4, 6-9, 11-12, 14-16, 18-23, 25-26, 29, 31, 34-37, 39-42	18
Account Executive Open Date: 6/8/2017 Hire Date: 8/21/2017	1-2, 4, 6-7, 9, 11-12, 14-16, 18-23, 25- 27, 29, 31, 34-37, 39-42	27
Technical Director/Audio Operator Open Date: 6/20/2017 Hire Date: 7/24/2017	1-2, 4, 6-9, 11-12, 14-16, 19-23, 25-27, 29, 31, 34-42	8

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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
Business Manager Open Date: 6/30/2017 Hire Date: 8/21/2017	6, 14, 18-19, 21-23, 26-27, 31, 35-36, 40	27
Photographer Open Date: 7/14/2017 Hire Date: 9/11/2017	1-2, 4, 6-7, 9, 11-16, 19-23, 26, 29, 31, 34-37, 39-42	6

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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	0
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	Broadcasting & Cable Classifieds 28 E. 28th St. 12th Floor New York, New York 10016 Phone : 917-331-9498 Url : http://www.broadcastingcable.com/ Zahra Majma Manual Posting	N	1
4	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
5	Capital Ideas 117 42nd Street Des Moines, Iowa 50312 Phone : 515.528.2031 Michael Woody Manual Posting	N	1
6	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	30

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
8	Current Employee	N	8
9	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
10	Dolan Media Management 3 North Court St Frederick, Maryland 21701 Phone : 301-668-1511 Tom Dolan Manual Posting	N	1
11	Drake University 2507 University Des Moines, Iowa 50311 Phone : 515-271-3721 Url : http://www.drake.edu/career Debra Setterdahl Manual Posting	N	1
12	El Enfoque 311 10th Ave. Perry, Iowa 50220 Phone : 515-465-2877 Email : Elenfoque@aol.com Mario Moralies	N	0
13	Employee Referral	N	4
14	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	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
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	Greater Des Moines Partnership 700 Locust St., Ste. 100 Des Moines, Iowa 50309 Phone : (515) 286-4950 Url : http://careers.seizedesmoines.com/accounts/log-in Career Center Manual Posting	N	0
17	Hamilton College 4655 121st Street Urbandale, Iowa 50323 Phone : 515-727-6844 Url : http://portal.kaplanuniversity.edu/Pages/MicroPort Email : lgelhaar@Hamiltonia.edu Lori Gelhaar	N	0
18	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Jason Steklof Manual Posting	N	9
19	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
20	Iowa State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-9490 Url : http://www.iastate.edu/ Judy Brayton Manual Posting	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
21	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
22	Islamic Center of Des Moines 6201 Franklin Avenue Des Moines, Iowa 50322 Phone : (515) 255-0212 Url : http://www.islamiccenterdm.com/ Email : icdm.support@gmail.com Career Services	Y	0
23	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
24	JournalismJobs.com On-line computer site Berkeley, California Phone : 510-653-1521 Url : http://www.journalismjobs.com Career Services Manual Posting	N	1
25	Kansas University 1450 JayHawk Blvd Lawrence, Kansas 66045 Phone : 785-864-7400 Url : http://www.ku.edu/ Email : kucareer@ku.edu Fax : 1-785-864-5318 Career Services	N	0
26	Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : iowalatina12@live.com Lena Robinson	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
27	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	8
28	LULAC Council 306 962 40th St. West Des Moines, Iowa 50265 Phone : 515-225-6865 Email : irplasencia@aol.com Ila Plasecia	N	0
29	MediaLine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
30	National Assoc of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 301-445-7100 Url : http://careerservices.nabj.org Career Services Manual Posting	N	1
31	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
32	Next Step Advertising 2310 SE Delaware Ave. Ste. G #274 Ankeny, Iowa 50021 Phone : 515.327.1133 Renee Albaugh Manual Posting	N	1
33	Non-Employee Referral	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
34	Northwestern University 620 Lincoln Evanston, Illinois 60208 Phone : 847-491-5785 Url : http://www.northwestern.edu Diane Siekmann Manual Posting	N	0
35	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
36	Seizedesmoines.com 700 Locust St., Ste. 100 Des Moines, Iowa 50309 Phone : 515-286-4950 Url : http://www.seizedesmoines.com/ Email : info@desmoinesmetro.com Career Center	N	0
37	Simpson College 701 N. C St. Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Ann Greubel	N	0
38	Society of Broadcast Engineers 9247 North Meridian St. Suite 305 Indianapolis, Indiana 46260 Phone : 317-846-9000 Url : www.sbe.org Email : kjones@sbe.org Fax : 1-317-846-9120 Scott Jones	N	0
39	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	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
40	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	3
41	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
42	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:			70

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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	10/1/2016	Establishment of an intern program designed to assist members of the community	<p>KCCI provided internships for eight (8) college students in various broadcast studies for course credit. KCCI internships during the reporting period included:</p> <p>KCCI News Department - 6 Interns: 2 - Drake University 2 - Iowa State University 1 - University of Iowa 1 - University of Denver</p> <p>KCCI Sports Department - 1 Intern: 1 - Iowa State University</p> <p>KCCI Weather Department - 1 Intern: 1 - Mississippi State</p>	3	Executive Producer Sports Director Chief Meteorologist
2	10/13/2016	Participation in events or programs sponsored by educational institutions	High school student from the GMG Community School District in Garwin, IA, job shadowed our meteorologist on October 13th. The student learned about a typical day in the KCCI weather department, observed and asked questions about the qualifications needed to become a meteorologist.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
3	10/20/2016	Provision of training to management	On October 20, 2016, KCCI's Director of Engineering and Hearst's Director of Human Resources (whose office is located at KCCI), attended, in person, a training session in Omaha, NE, held by KCCI's corporate parent. At the session, Hearst's Director of Veteran Recruiting provided training related to the hiring of US Armed Forces veterans. Among the topics covered were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering digital business; the process and "pipeline" for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment.	2	Director of Engineering Hearst's Director of Human Resources
4	10/21/2016	Participation in events or programs sponsored by educational institutions	Keynote speaker at the 12th annual Fast Forward Workshop held at the University of Northern Iowa in Cedar Falls. Approximately 150 Iowa high school and college students attended to learn about careers in broadcasting, journalism and digital media from industry representatives.	1	Anchor/Reporter
5	10/27/2016	Participation in events or programs sponsored by educational institutions	Guest speaker at Iowa Central Community College in Fort Dodge. Discussed TV broadcast careers in general with emphasis on engineering/technical skills. Question and answer session followed with college students in the TV and Radio Program.	1	Engineer
6	11/3/2016	Participation in events or programs sponsored by educational institutions	Guest lecturer at Drake University's Society of Professional Journalists meeting held on the Drake campus. Attended by approximately 50 college journalism students, the half-hour lecture focused on storytelling and news writing and included examples of KCCI stories.	1	Anchor/Reporter

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	11/11/2016	Participation in events or programs sponsored by educational institutions	Conducted KCCI tour for 22 Wartburg College public relations students, who were interested in learning about news media and best practices. The 90-minute tour included our studio, control room, newsroom and a question/answer session about story selection, news writing and daily schedules.	1	Anchor/Reporter
8	1/22/2017	Participation in events or programs sponsored by educational institutions	Moderated Drake University's Alumni and Current Student Panel, which introduced 20 prospective students to the School of Journalism and Mass Communications. Sessions included student participation in alumni panels, simulations, campus and facilities tours.	1	Operations Manager
9	1/31/2017	Participation in events or programs sponsored by educational institutions	Served as guest interviewers for Urban Plains at Drake University in Des Moines. Urban Plains is a multi-media project and capstone class for mass communications students. Four students were interviewed; students were then selected for positions on the Urban Plains staff.	2	Executive Producer Operations Manager
10	2/1/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at the ISU Greenlee School of Journalism's resume workshop in Ames. Approximately 12 ISU students participated and the presentation included information about how to obtain a job in news at a broadcast station and resume building skills. One-on-one student interviews followed.	1	Reporter
11	2/9/2017	Participation in Job Fairs	Participated in the Drake University Career Fair at the Olmstead Center on the Drake campus from 3-6pm on February 9th. Talked with Drake students interested in sales/marketing, broadcast journalism and news production.	4	President/General Manager Director, Hearst TV Human Resources Assistant Chief Engineer Executive Assistant

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12	2/15/2017	Participation in Job Fairs	Participated in the ISU Jump-Start Internship and Networking Fair at the Memorial Union in Ames, which provided students an opportunity to learn about internships and careers in broadcasting. Approximately 50 students were interviewed regarding news internships.	1	Executive Producer
13	3/1/2017	Participation in events or programs sponsored by educational institutions	A journalism and communications major senior from Wartburg College in Waverly, IA, job shadowed our morning anchor/reporter as part of her senior capstone class and the job search process. The student watched the morning newscast, asked questions about news operations and took a station tour. Her resume reel was also critiqued during the four-hour session.	1	Anchor/Reporter
14	3/6/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at Clarke High School in Osceola; approximately 200 journalism/junior high school students attended. Discussed careers in reporting, photography and journalism.	1	Director of Photography
15	3/8/2017	Participation in events or programs sponsored by educational institutions	Conducted KCCI tour and hosted a follow-up discussion with five Drake University journalism students and their professor. Students watched the noon newscast from the control room and studio, took the station tour, and participated in the newsroom discussion about journalism ethics, how to find a job, put a resume together and line up references.	1	News Director
16	3/9/2017	Participation in events or programs sponsored by educational institutions	KCCI tour with approximately 11 high school journalism students from Martinsdale-St. Mary's. Watched the Noon News and answered questions about the broadcasting profession, potential career path and educational opportunities.	1	Assistant Director, Creative Services

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17	3/20/2017	Participation in Job Fairs	Three-day recruitment trip to the University of Missouri School of Journalism in Columbia, MO. Included reviewing/critiquing KOMU-TV student-produced newscasts and one-on-one interviews with 12 students, offering feedback regarding their resume reels and talking about career goals. Also served as guest speaker in a journalism class and discussed what makes a great reporter, how to handle issues in your first job and how to tell visual stories.	1	News Director
18	3/21/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at the University of Iowa's Strategic Communications Master's Class at the downtown Pappajohn Center in Des Moines. Discussed various types of advertising from a broadcast account executive's perspective and reviewed students' business/marketing plans.	1	Account Executive
19	3/23/2017	Participation in events sponsored by community groups	Participated in a journalism panel as part of the African American Leadership Academy's Media Session at Capital Square in downtown Des Moines. Topics discussed included diversity in the media and fair coverage/reporting of stories involving minorities. Approximately 20 Academy students attended the presentation and participated in Q&A.	1	News Director
20	3/23/2017	Participation in events or programs sponsored by educational institutions	Morning anchor/reporter spent two hours reviewing the resumes of five Wartburg College journalism and communication seniors. At the request of the Waverly College department chair, he provided feedback regarding the students' online portfolios, strengths and weaknesses of each, the quality of the resumes and recommendations to improve them.	1	Anchor/Reporter
21	3/24/2017	Participation in events or programs sponsored by educational institutions	KCCI tour with approximately 15-18 high school journalism students from CAM High School in Anita. Answered questions for CAM Student News about broadcasting, career paths and educational opportunities.	1	Assistant Director, Creative Services

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
22	3/29/2017	Participation in events or programs sponsored by educational institutions	Participated in a three-person media panel at Grand View University. Included interviews for Grand View's TV station, a discussion about careers and the importance of internships in the broadcast industry. Approximately 20 students attended.	1	Sports Director
23	4/5/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at Indian Hills Junior High School's Career Day in West Des Moines. Discussed photojournalism as a broadcast career; three classes with 50 -plus students in each class attended the presentation.	1	Director of Photography
24	4/6/2017	Participation in Job Fairs	Participated in the Fort Leavenworth, AZ, job fair, which was held on a military base for transitioning military members. Dave Kaylor, Hearst Television Director of Veteran Recruiting, and Kristin Hansen, Corporate HR Director whose office is in KCCI's main studio in Des Moines, attended the event on behalf of both Hearst Television and KCCI.	2	HTV Director of Veteran Recruiting Hearst Corporate Director of HR
25	4/17/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at Drake University in Des Moines. Participated on a panel which included mock interviews with students seeking jobs in broadcast news. Approximately 25 students attended, and it included feedback regarding student portfolios.	1	Executive Producer
26	4/25/2017	Participation in events sponsored by community groups	Speaker at the 2017 National Association of Broadcasters Career Day in Las Vegas, NV. The 45-minute "Networking for Success" session focused on making the connections needed for your next job and establishing meaningful industry contacts. In addition to informational sessions, NAB's Career Day offered job seekers access to a career fair where they applied for open positions in the industry.	1	General Sales Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
27	5/10/2017	Provision of training to management	Hearst's Director of Veteran Recruiting visited the station to provide training to hiring managers relating to the hiring of US Armed Forces veterans. Among the topics covered in the training session were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering/digital business; the process and "pipeline" for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring nondiscrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment.	4	General Manager Director of Engineering News Director General Sales Manager
28	7/10/2017	Participation in events or programs sponsored by educational institutions	Participated in the alumni panel at Drake University's Media Now Camp on July 10th. Topics included: the nuts and bolts of broadcasting, what students need to do to prepare themselves for a job in this field and a description of a typical day as a KCCI director. About 85 high school students interested in studying journalism in college attended.	1	Director
29	7/12/2017	Participation in events sponsored by community groups	KCCI Tour conducted at the request of Iowa Vocational Rehabilitation Services, a government program which helps individuals with disabilities find employment. Four clients, one parent and two counselors participated in the 3pm tour, where they learned about the station's operation, shooting and editing, and what makes a good job candidate.	1	Chief Photographer
30	7/12/2017	Participation in events or programs sponsored by educational institutions	Iowa State journalism and mass communication student job shadowed KCCI's chief photographer. The student learned about reporting, writing, shooting, interviewing, editing and narration and was given a general overview of the station's operation.	1	Chief Photographer