

EEO PUBLIC FILE REPORT

FOR

KCCI (TV)

**This EEO Public File Report
Covers the Period from
October 1, 2017 – September 30, 2018**

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, 2017 – September 30, 2018 (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:

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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
Reporter Open Date: 6/13/2017 Hire Date: 1/22/2018	1-3, 5-10, 12, 14-21, 23-24, 26, 28, 30-33, 36-37, 39-40	5
Master Control Operator Open Date: 6/20/2017 Hire Date: 11/12/2017	1-3, 5-10, 12, 14-24, 26, 28, 30-33, 36-37, 39-40	5
Newscast Director Open Date: 8/29/2017 Hire Date: 10/1/2017	1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40	7
Multimedia Journalist Open Date: 9/7/2017 Hire Date: 10/30/2017	1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40	7
Morning Executive Producer Open Date: 9/19/2017 Hire Date: 1/22/2018	1-3, 5-6, 8-12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40	5
Master Control Operator Open Date: 11/16/2017 Hire Date: 12/11/2017	1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40	7
Senior Systems Administrator Open Date: 11/17/2017 Hire Date: 4/11/2018	1-6, 8-10, 12, 14-23, 26, 28, 30-34, 36-41	5
Photographer Editor Open Date: 1/2/2018 Hire Date: 1/21/2018	1-3, 5-6, 8-12, 14-15, 17-20, 22-23, 26, 28, 30-33, 36-37, 39-41	5
Local Sales Manager Open Date: 1/5/2018 Hire Date: 9/10/2018	1-3, 5-6, 8-12, 14-15, 17-20, 22-23, 26-28, 30-33, 35-37, 39-41	11
National Sales Manager Open Date: 1/29/2018 Hire Date: 4/9/2018	1-3, 5-6, 8-10, 12, 14-15, 17-20, 22-23, 26, 28, 30-33, 36-41	5
Producer Open Date: 3/12/2018 Hire Date: 6/11/2018	1, 3, 5-6, 8-10, 12, 14-20, 22-23, 26, 28-33, 36-41	16
Account Executive Open Date: 5/17/2018 Hire Date: 7/16/2018	3, 5, 8-10, 12-20, 22-24, 29-33, 36-41	29
Sports Director Open Date: 6/18/2018 Hire Date: 8/13/2018	1, 3, 5-10, 12, 14-15, 17-20, 22-23, 25-26, 28, 30-33, 36-41	7
Producer Open Date: 7/6/2018 Hire Date: 9/10/2018	1, 3, 5-6, 8-10, 12, 14-15, 17-20, 22-23, 25-26, 28, 30-33, 36-41	5

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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 : rrobinson@bates.ctc.edu Roland Robinson	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	Career Fair	N	1
5	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	26
6	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
7	Current Employee	N	6
8	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Drake University 2507 University Des Moines, Iowa 50311 Phone : 515-271-3721 Url : http://www.drake.edu/career Debra Setterdahl Manual Posting	N	0
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	6
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	Grandview College 1200 Grandview Ave Des Moines, Iowa 50316 Phone : 515-263-6063 Url : http://www.gvc.edu/ Amy Abram Manual Posting	N	0
15	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
16	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Jason Steklof Manual Posting	N	9

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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	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
18	Iowa State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-9490 Url : http://www.iastate.edu/ Judy Brayton Manual Posting	N	0
19	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
20	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
21	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
22	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : iowalatina12@live.com Lena Robinson	N	0
24	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	1
25	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
26	MediaLine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
27	My Media Jobs P.O. Box 65967 West Des Moines, Iowa 50265 Phone : 515-224-3904 Teresa Hein Manual Posting	N	1
28	National Association of Hispanic Journalists 1050 Connecticut Avenue NW 10th Floor Washington, DC, District of Columbia 20009 Phone : 202-662-7145 Url : nahj.org Career Services Manual Posting	N	0
29	Non-Employee Referral	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	Northwestern University 620 Lincoln Street 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	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
33	Simpson College 701 N. C St. Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Ann Greubel	N	0
34	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
35	Spots N Dots 1635 Old Hwy 41 Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Career Services Manual Posting	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
37	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
38	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
39	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
40	University of Missouri 105 Jesse Hall Columbia, Missouri 65211 Phone : 573-882-0373 Url : http://www.journalism.missouri.edu/careers Email : career@missouri.edu Career Services	N	0
41	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			61

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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	10/1/2017	Establishment of an intern program designed to assist members of the community	<p>KCCI provided internships for nine (9) college students in various broadcast studies for course credit. KCCI internships during the reporting period included:</p> <p>KCCI News Department - 5 Interns: 1 - Drake University 2 - University of Iowa 1 - Wartburg College 1 - Northwestern University</p> <p>KCCI Sports Department - 4 Interns: 3 - Iowa State University 1 - Iowa Central Community College</p>	3	News Director News Executive Producer Sports Director
2	10/13/2017	Participation in other activities designed by the station employment unit	In conjunction with ACP's (American Corporate Partners) Veteran Mentoring Program, KCCI's Director of Engineering mentored two members of the military transitioning from the U.S. Navy -- one in October of 2017 and the other in March of 2018. The mentoring program involved one-on-one discussions regarding their employment goals, career opportunities in broadcasting, training options and the technical skills needed for specific positions in a local broadcast station.	1	Director of Engineering
3	10/23/2017	Participation in Job Fairs	Participated in the inaugural Cool Jobs Expo at Drake University's School of Journalism and Mass Communication from 5-7pm on October 23rd. Met with over 50 students and discussed the skills and education needed to succeed in broadcasting; most were specifically interested in marketing/sales, news and/or internships.	3	Creative Services Director Account Executive Executive Assistant

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4	10/27/2017	Participation in events sponsored by community groups	Opening speaker at Primary Health Care's "Teen Talk" event at Drake University in Des Moines. Reporter discussed what led her to pursue a career in broadcasting, the personal challenges she faced, and the importance of education, listening and asking questions to become a good reporter; approximately 60 teens attended the event.	1	Reporter
5	12/1/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at Fairmeadows Elementary School in West Des Moines. The students were interested in broadcast meteorology and had been studying climate zones and weather-related disasters. Presentation included the education and skills needed as a meteorologist, his career path and storm chasing experiences.	1	Meteorologist
6	1/5/2018	Participation in events or programs sponsored by educational institutions	An Oskaloosa High School student job shadowed our 9pm news anchor, who discussed her career path and specific role as anchor/reporter. The student also spent a few hours in the newsroom and studio learning about day-to-day operations and the teamwork involved in producing a newscast.	1	Anchor/Reporter
7	2/6/2018	Participation in events or programs sponsored by educational institutions	As part of Drake University's senior capstone class project, KCCI's news director conducted three mock job interviews with students majoring in journalism/mass communications at Drake. Each student interview at Meredith Hall was approximately 20 minutes long.	1	News Director
8	2/8/2018	Participation in Job Fairs	Participated in the Drake University Career Fair held at the Olmstead Center on the Drake campus. Approximately 50 students spoke with the KCCI managers in attendance about various careers in broadcasting, and specifically, the internships and full/part-time positions currently available.	5	President/General Manager Creative Services Director Digital Sales Manager Director of Engineering

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9	2/9/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at Walnut Hills Elementary School in Waukee. Presentation focused on news writing, the role of a news producer, and included script/video examples of an informative news story. Conducted two, half-hour workshops for the students, who were given topics to write their own news stories.	1	Producer
10	2/15/2018	Participation in Job Fairs	Participated in the Spring Jump-Start Internship and Networking Fair sponsored by the ISU Greenlee School of Journalism and Communication in Ames. Talked with a variety of students for three hours about careers in broadcasting and internship opportunities at KCCI.	1	News Executive Producer
11	3/2/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at Weeks Middle School in Des Moines. Presentation included how to prepare for severe weather, specific responsibilities of a broadcast meteorologist, what they do on a daily basis and the career path to becoming one. Approximately 300 sixth graders attended.	1	Meteorologist
12	3/7/2018	Participation in events or programs sponsored by educational institutions	As part of their senior capstone project, our morning anchor discussed broadcast journalism, what it takes to produce a newscast and his role at KCCI with four Wartburg College seniors from Waverly. Their capstone project focused on Women in Journalism.	1	Anchor/Reporter
13	3/14/2018	Participation in events sponsored by community groups	Guest presenter at the Marine Corps Reserve's Media Training Marines Class in Des Moines. Discussed how to interact with the media, what it's like being a reporter and how the broadcast industry works. Also conducted one-on-one interviews with the marines to practice speaking to a journalist during a crisis situation; spent four hours total including a question/answer session.	1	Reporter

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14	3/19/2018	Participation in Job Fairs	Two-day recruitment trip to the University of Missouri School of Journalism in Columbia, MO. On March 19th, it included reviewing KOMU-TV's student-produced 5 and 6pm newscasts and participating in a critique of the newscasts with students and faculty. On March 20th, 15 seniors in broadcast news were individually interviewed, and their resumes and story reels were reviewed. Also spoke with Journalism Dean Dave Kurpius about current issues in journalism, the future of the school, and fostering strong ties between the school and Hearst Television in the future.	1	News Director
15	3/23/2018	Participation in events or programs sponsored by educational institutions	Served as judge for the National Press Photography Association's Best of Video Photojournalism contest at Michigan State University in East Lansing, MI from March 23-28. The five-day judging involved 50 hours of judging stories, interacting with current students in Radio/TV classes, talking about storytelling techniques, job challenges and teaching journalism. Approximately 150 students participated.	1	Anchor
16	3/28/2018	Participation in events or programs sponsored by educational institutions	Meteorologist assisted an East High School student in Des Moines with his class project on broadcast meteorology. He described his daily responsibilities as a meteorologist, educational background, importance of taking a written exam to obtain the "Weather Seal," and suggestions on what to include in a resume.	1	Meteorologist
17	4/4/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at the Indian Hills Junior High School Career Day in Clive. KCCI's assistant chief photographer discussed photojournalism as a broadcast career, his personal career path and the skills and education needed. He spoke to three different classes with approximately 30 students in each and shared some of the news stories he shot and edited.	1	Assistant Chief Photographer

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18	4/6/2018	Participation in events or programs sponsored by educational institutions	Served as panelist / speaker for the ISU Greenlee School of Journalism and Communications' Media Summit, designed to address the extraordinary changes in the fields of journalism, advertising and public relations. As part of the session on digital advertising, discussed the rise of new digital habits by consumers, digital offerings for advertisers and the changing digital landscape; approximately 200 media professionals attended the summit.	1	Digital Sales Manager
19	4/10/2018	Participation in events sponsored by community groups	Guest speaker for the Top Notchers group at the United Methodist Church in Altoona. This community service-oriented group of seniors learned about the role of journalists in Iowa and the importance of good reporting/storytelling skills. The presentation also highlighted KCCI's "This Is Iowa" series and was attended by approximately 150 people.	1	Anchor/Reporter
20	4/11/2018	Participation in Job Fairs	Participated in the NABEF's (National Association of Broadcasters Education Foundation) Career Day at the NAB Show in Las Vegas. Designed to help broadcast recruiters connect with job seekers interested in broadcast careers, our Director of Human Resources at Hearst spoke with approximately 150 attendees inquiring about various positions at a local broadcast station.	1	Director, Hearst TV Human Resources
21	4/17/2018	Participation in events or programs sponsored by educational institutions	Guest speaker for Career Day at Stilwell Junior High School in West Des Moines. The presentation was attended by approximately 40 students who were interested in broadcast meteorology. Discussed classes to take, skills needed, salary ranges and important items to consider when considering the field of broadcast meteorology.	1	Meteorologist

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22	4/23/2018	Participation in events or programs sponsored by educational institutions	Helped coordinate a partnership between Waukee Schools' APEX Learning Center and Wartburg College in Waverly; it involved planning summer camps for high school students interested in journalism. It also included interaction with 20 Waukee students -- providing them feedback about their winter term projects.	1	Anchor
23	5/18/2018	Participation in events or programs sponsored by educational institutions	KCCI tour with three Stilwell Junior High students who were exploring broadcasting as a possible profession for a school project. The tour included the newsroom and studio, a discussion about various positions in news, and a question/answer session with a reporter, a photojournalist and our news director. They also learned about story editing and watched a live news cut-in.	3	Anchor/Reporter Photojournalist News Director
24	7/11/2018	Participation in events sponsored by community groups	Conducted KCCI tour and follow-up discussion with 25 Mandela Fellows -- young African business people hosted by Drake University as part of a US State Department program. Several of the Mandela Fellows are involved in the media, and in addition to the station tour, they watched the 5pm newscast from the control room and studio and spoke with our general manager about the broadcast industry and its importance as a community asset.	2	News Director President/General Manager
25	8/20/2018	Participation in events or programs sponsored by educational institutions	A Des Moines Christian high school student shadowed our sports reporter, who explained the teamwork involved in producing newscasts and other local specials. More specifically, the training focused on the behind-the-scenes, technical aspects of news production -- which included our master control room.	1	Sports Reporter

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26	9/26/2018	Provision of training to management	Hearst's Director of Veteran Recruitment provided in-person training to KCCI hiring managers related to the hiring of U.S. Armed Forces veterans. Topics discussed included: how to evaluate the past employment skills of armed services personnel, the transferability of those skills to broadcasting and its digital platforms, the process for identifying, interviewing and attracting candidates from the Armed Services pool, how to ensure nondiscrimination in hiring, and common misconceptions about veteran employment.	10	President/General Manager News Director General Sales Manager Director of Engineering