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:
Steve Parrott, Business Manager
KCCI (TV), 888 9th Street, Des Moines, IA 50309
515-247-8888
sparrott@hearst.com

* * * * *
## I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Recruitment Sources (&quot;RS&quot;) Used to Fill Vacancy</th>
<th>RS Referring Hiree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporter</td>
<td>1-3, 5-10, 12, 14-21, 23-24, 26, 28, 30-33, 36-37, 39-40</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 6/13/2017</td>
<td>Hire Date: 1/22/2018</td>
<td></td>
</tr>
<tr>
<td>Master Control Operator</td>
<td>1-3, 5-10, 12, 14-24, 26, 28, 30-33, 36-37, 39-40</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 6/20/2017</td>
<td>Hire Date: 11/12/2017</td>
<td></td>
</tr>
<tr>
<td>Newscast Director</td>
<td>1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40</td>
<td>7</td>
</tr>
<tr>
<td>Open Date: 8/29/2017</td>
<td>Hire Date: 10/1/2017</td>
<td></td>
</tr>
<tr>
<td>Multimedia Journalist</td>
<td>1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40</td>
<td>7</td>
</tr>
<tr>
<td>Open Date: 9/7/2017</td>
<td>Hire Date: 10/30/2017</td>
<td></td>
</tr>
<tr>
<td>Morning Executive Producer</td>
<td>1-3, 5-6, 8-12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 9/19/2017</td>
<td>Hire Date: 1/22/2018</td>
<td></td>
</tr>
<tr>
<td>Master Control Operator</td>
<td>1-3, 5-10, 12, 14-15, 17-23, 26, 28, 30-33, 36-37, 39-40</td>
<td>7</td>
</tr>
<tr>
<td>Open Date: 11/16/2017</td>
<td>Hire Date: 12/11/2017</td>
<td></td>
</tr>
<tr>
<td>Senior Systems Administrator</td>
<td>1-6, 8-10, 12, 14-23, 26, 28, 30-34, 36-41</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 11/17/2017</td>
<td>Hire Date: 4/11/2018</td>
<td></td>
</tr>
<tr>
<td>Photographer Editor</td>
<td>1-3, 5-6, 8-12, 14-15, 17-20, 22-23, 26, 28, 30-33, 36-37, 39-41</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 1/2/2018</td>
<td>Hire Date: 1/21/2018</td>
<td></td>
</tr>
<tr>
<td>Local Sales Manager</td>
<td>1-3, 5-6, 8-12, 14-15, 17-20, 22-23, 26-28, 30-33, 35-37, 39-41</td>
<td>11</td>
</tr>
<tr>
<td>Open Date: 1/5/2018</td>
<td>Hire Date: 9/10/2018</td>
<td></td>
</tr>
<tr>
<td>National Sales Manager</td>
<td>1-3, 5-6, 8-10, 12, 14-15, 17-20, 22-23, 26, 28, 30-33, 36-41</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 1/29/2018</td>
<td>Hire Date: 4/9/2018</td>
<td></td>
</tr>
<tr>
<td>Producer</td>
<td>1, 3, 5-6, 8-10, 12, 14-20, 22-23, 26, 28-33, 36-41</td>
<td>16</td>
</tr>
<tr>
<td>Open Date: 3/12/2018</td>
<td>Hire Date: 6/11/2018</td>
<td></td>
</tr>
<tr>
<td>Account Executive</td>
<td>3, 5, 8-10, 12-20, 22-24, 29-33, 36-41</td>
<td>29</td>
</tr>
<tr>
<td>Open Date: 5/17/2018</td>
<td>Hire Date: 7/16/2018</td>
<td></td>
</tr>
<tr>
<td>Sports Director</td>
<td>1, 3, 5-10, 12, 14-15, 17-20, 22-23, 25-26, 28, 30-33, 36-41</td>
<td>7</td>
</tr>
<tr>
<td>Open Date: 6/18/2018</td>
<td>Hire Date: 8/13/2018</td>
<td></td>
</tr>
<tr>
<td>Producer</td>
<td>1, 3, 5-6, 8-10, 12, 14-15, 17-20, 22-23, 25-26, 28, 30-33, 36-41</td>
<td>5</td>
</tr>
<tr>
<td>Open Date: 7/6/2018</td>
<td>Hire Date: 9/10/2018</td>
<td></td>
</tr>
</tbody>
</table>
# II. MASTER RECRUITMENT SOURCE LIST ("MRSIL")

<table>
<thead>
<tr>
<th>RS Number</th>
<th>RS Information</th>
<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
<th>No. of Interviewees Referred by RS Over Reporting Period</th>
</tr>
</thead>
</table>
| 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 Hersheyvalle  
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 |
## II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

<table>
<thead>
<tr>
<th>RS Number</th>
<th>RS Information</th>
<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
<th>No. of Interviewees Referred by RS Over Reporting Period</th>
</tr>
</thead>
</table>
| 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 |
## II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

<table>
<thead>
<tr>
<th>RS Number</th>
<th>RS Information</th>
<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
<th>No. of Interviewees Referred by RS Over Reporting Period</th>
</tr>
</thead>
</table>
| 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 |
**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<table>
<thead>
<tr>
<th>RS Number</th>
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<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
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</tr>
</thead>
</table>
| 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 |
## II. MASTER RECRUITMENT SOURCE LIST ("MRSR")

<table>
<thead>
<tr>
<th>RS Number</th>
<th>RS Information</th>
<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
<th>No. of Interviewees Referred by RS Over Reporting Period</th>
</tr>
</thead>
</table>
| 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 |
## II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

<table>
<thead>
<tr>
<th>RS Number</th>
<th>RS Information</th>
<th>Source Entitled to Vacancy Notification? (Yes/No)</th>
<th>No. of Interviewees Referred by RS Over Reporting Period</th>
</tr>
</thead>
</table>
| 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.myinterface.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
# III. RECRUITMENT INITIATIVES

<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Recruitment Initiative (Menu Selection)</th>
<th>Brief Description Of Activity</th>
<th>No. of Stations Participants</th>
<th>Participant Title</th>
</tr>
</thead>
</table>
| 10/1/2017| Establishment of an intern program designed to assist members of the community                                    | KCCI provided internships for nine (9) college students in various broadcast studies for course credit. KCCI internships during the reporting period included: KCCI News Department - 5 Interns: 1 - Drake University 2 - University of Iowa 1 - Wartburg College 1 - Northwestern University KCCI Sports Department - 4 Interns: 3 - Iowa State University 1 - Iowa Central Community College | 3                            | News Director  
News Executive Producer  
Sports Director |
| 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 |
| 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 |
### III. RECRUITMENT INITIATIVES

<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Recruitment Initiative (Menu Selection)</th>
<th>Brief Description Of Activity</th>
<th>No. of Stations Participants</th>
<th>Participant Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/27/2017</td>
<td>Participation in events sponsored by community groups</td>
<td>Opening speaker at Primary Health Care's &quot;Teen Talk&quot; 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.</td>
<td>1</td>
<td>Reporter</td>
</tr>
<tr>
<td>12/1/2017</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>1/5/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Anchor/Reporter</td>
</tr>
<tr>
<td>2/6/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>News Director</td>
</tr>
<tr>
<td>2/8/2018</td>
<td>Participation in Job Fairs</td>
<td>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.</td>
<td>5</td>
<td>President/General Manager Creative Services Director Digital Sales Manager Director of Engineering</td>
</tr>
</tbody>
</table>
## III. RECRUITMENT INITIATIVES

<table>
<thead>
<tr>
<th>Date</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2/9/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Producer</td>
</tr>
<tr>
<td>2/15/2018</td>
<td>Participation in Job Fairs</td>
<td>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.</td>
<td>1</td>
<td>News Executive Producer</td>
</tr>
<tr>
<td>3/2/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>3/7/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Anchor/Reporter</td>
</tr>
<tr>
<td>3/14/2018</td>
<td>Participation in events sponsored by community groups</td>
<td>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.</td>
<td>1</td>
<td>Reporter</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Recruitment Initiative (Menu Selection)</th>
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<th>Participant Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>14/3/2018</td>
<td>Participation in Job Fairs</td>
<td>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.</td>
<td>1</td>
<td>News Director</td>
</tr>
<tr>
<td>15/3/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Anchor</td>
</tr>
<tr>
<td>16/3/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>17/4/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Assistant Chief Photographer</td>
</tr>
</tbody>
</table>
## III. RECRUITMENT INITIATIVES

<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Recruitment Initiative (Menu Selection)</th>
<th>Brief Description Of Activity</th>
<th>No. of Stations Participants</th>
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<tr>
<td>18</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Digital Sales Manager</td>
</tr>
<tr>
<td>19</td>
<td>Participation in events sponsored by community groups</td>
<td>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 &quot;This Is Iowa&quot; series and was attended by approximately 150 people.</td>
<td>1</td>
<td>Anchor/Reporter</td>
</tr>
<tr>
<td>20</td>
<td>Participation in Job Fairs</td>
<td>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.</td>
<td>1</td>
<td>Director, Hearst TV Human Resources</td>
</tr>
<tr>
<td>21</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>Guest speaker for Career Day at Stillwell 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.</td>
<td>1</td>
<td>Meteorologist</td>
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<td>4/23/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Anchor</td>
</tr>
<tr>
<td>5/18/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>3</td>
<td>Anchor/Reporter Photojournalist News Director</td>
</tr>
<tr>
<td>7/11/2018</td>
<td>Participation in events sponsored by community groups</td>
<td>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.</td>
<td>2</td>
<td>News Director President/General Manager</td>
</tr>
<tr>
<td>8/20/2018</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>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.</td>
<td>1</td>
<td>Sports Reporter</td>
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<td>26</td>
<td>Provision of training to management</td>
<td>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.</td>
<td>10</td>
<td>President/General Manager News Director General Sales Manager Director of Engineering</td>
</tr>
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