EEO PUBLIC FILE REPORT

FOR

KCCI (TV)

This EEO Public File Report
Covers the Period from
October 1, 2019 – September 30, 2020
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, 2019 – September 30, 2020 (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 hire 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 Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporter</td>
<td>3-7, 9-11, 13-15, 17-23, 25-26, 29-30, 32-34, 36-41</td>
<td>6</td>
</tr>
<tr>
<td>Open Date: 2/22/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 1/20/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meteorologist</td>
<td>3-7, 9-11, 13-15, 17-23, 25-26, 28-30, 32-34, 36-41</td>
<td>28</td>
</tr>
<tr>
<td>Open Date: 6/27/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 10/7/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistant Director of Engineering</td>
<td>3, 5-11, 13-15, 17-23, 25-26, 29-30, 32-34, 36-41</td>
<td>8</td>
</tr>
<tr>
<td>Open Date: 7/18/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 10/13/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-Media Account Executive</td>
<td>1-11, 13-15, 17-25, 29-32, 34, 36-41</td>
<td>8</td>
</tr>
<tr>
<td>Open Date: 9/30/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 4/27/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newscast Director</td>
<td>3-11, 13-15, 17-23, 25-26, 29-32, 34-40</td>
<td>8</td>
</tr>
<tr>
<td>Open Date: 10/15/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 12/1/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-market Research Director</td>
<td>1, 3, 5-7, 9-11, 13-15, 18, 20-23, 25-27, 30, 32, 34, 36-41</td>
<td>27</td>
</tr>
<tr>
<td>Open Date: 11/9/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 2/24/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Producer</td>
<td>1, 3-7, 9-11, 13-15, 17-23, 25-26, 30-32, 34, 36-41</td>
<td>6</td>
</tr>
<tr>
<td>Open Date: 11/12/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 1/6/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Sales Manager</td>
<td>1, 3-15, 17-18, 20-23, 25-26, 30, 32, 34, 36-41</td>
<td>12</td>
</tr>
<tr>
<td>Open Date: 11/21/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 4/13/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT Specialist</td>
<td>3-7, 9-11, 13-23, 25-26, 30-32, 34-41</td>
<td>16</td>
</tr>
<tr>
<td>Open Date: 1/15/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 3/11/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photographer Editor</td>
<td>3-4, 6-11, 13-23, 25-26, 30-32, 34, 36-41</td>
<td>8</td>
</tr>
<tr>
<td>Open Date: 5/19/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hire Date: 6/15/2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## 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>
| 1         | 602 Communications  
1011 Lyndhurst Falls Ln  
Knightdale, North Carolina 27545  
Phone: (919) 280-8224  
Email: silzik@602communications.com  
Career Services | N | 0 |
| 2         | Ankeny Job Board  
1631 SW Main Street  
Ankeny, Iowa 50023  
Phone: 515-964-0685  
Career Services  
Manual Posting | N | 0 |
| 3         | 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 |
| 4         | Bates College Broadcast/Production Program  
1101 S Yakima Ave  
Tacoma, Washington 98405  
Phone: 253-680-7761  
Email: rrobinson@batestech.edu  
Roland Robinson | N | 0 |
| 5         | 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 |
| 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 | 3 |
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</tr>
</thead>
</table>
| 7         | Collective Talent  
26150 Hersheyvale  
Franklin, Michigan 48025  
Phone : 813-254-9695  
Email : bille@michaelsmedia.com  
Michael Bille | N | 0 |
| 8         | Current Employee | N | 6 |
| 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        | Drake University  
2507 University  
Des Moines, Iowa 50311  
Phone : 515-271-3721  
Url : http://www.drake.edu/career  
Debra Settledahl  
Manual Posting | N | 0 |
| 11        | El Enfoque  
311 10th Ave.  
Perry, Iowa 50220  
Phone : 515-465-2877  
Email : Elenfoque@aol.com  
Mario Moralies | N | 0 |
| 12        | Employee Referral | N | 1 |
| 13        | EqualityMagazines.com  
13351 Riverside Dr. #514  
Sherman Oaks, California 91423  
Phone : 818.654.0870  
Jeff Palmatier  
Manual Posting | N | 0 |
| 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 |
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</tr>
</thead>
</table>
| 15        | Greater Des Moines Partnership  
700 Locust St., Ste. 100  
Des Moines, Iowa 50309  
Phone : (515) 286-4950  
| 16        | Indeed.com  
177 Broad Street 6th Floor  
Stamford, Connecticut 06901  
Phone : 203-328-2691  
Jason Steklof Manual Posting | N                                                  | 3                                                      |
| 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 Works  
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                                                      |
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</thead>
<tbody>
<tr>
<td>21</td>
<td>JournalismJobs.com On-line computer site Berkeley, California Phone : 510-653-1521 Url : <a href="http://www.journalismjobs.com">http://www.journalismjobs.com</a> Email : <a href="mailto:contact@journalismjobs.com">contact@journalismjobs.com</a> Career Services</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>22</td>
<td>Kansas University 1450 JayHawk Blvd Lawrence, Kansas 66045 Phone : 785-864-7400 Url : <a href="http://www.ku.edu/">http://www.ku.edu/</a> Email : <a href="mailto:kucareer@ku.edu">kucareer@ku.edu</a> Fax : 1-785-864-5318 Career Services</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>23</td>
<td>Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : <a href="mailto:info@LatinosUnidosofIowa.org">info@LatinosUnidosofIowa.org</a> Lena Avila Robinson</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>24</td>
<td>LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting</td>
<td>N</td>
<td>1</td>
</tr>
<tr>
<td>25</td>
<td>MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>26</td>
<td>MediaLine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone</td>
<td>N</td>
<td>0</td>
</tr>
</tbody>
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<tbody>
<tr>
<td>27</td>
<td>Monster.com&lt;br&gt;Des Moines, Iowa&lt;br&gt;Phone: &lt;br&gt;Url: <a href="http://jobsearch.monster.com/">http://jobsearch.monster.com/</a>&lt;br&gt;Career Services&lt;br&gt;Manual Posting</td>
<td>N</td>
<td>1</td>
</tr>
<tr>
<td>28</td>
<td>Napoli Management Group&lt;br&gt;8844 West Olympic Boulevard, Suite 100&lt;br&gt;Beverly Hills, California 90211-3697&lt;br&gt;Phone: 310-385-8222&lt;br&gt;Career Services</td>
<td>N</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>National Association of Hispanic Journalists&lt;br&gt;1050 Connecticut Avenue NW 10th Floor&lt;br&gt;Washington, DC, District of Columbia 20009&lt;br&gt;Phone: 202-662-7145&lt;br&gt;Url: nahj.org&lt;br&gt;Career Services&lt;br&gt;Manual Posting</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>Northwestern University&lt;br&gt;620 Lincoln Street&lt;br&gt;Evanston, Illinois 60208&lt;br&gt;Phone: 847-491-5785&lt;br&gt;Url: <a href="http://www.northwestern.edu">http://www.northwestern.edu</a>&lt;br&gt;Diane Siekmann&lt;br&gt;Manual Posting</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>31</td>
<td>NWT Group&lt;br&gt;2110 Elmwood Drive&lt;br&gt;Bryan, Texas 77802&lt;br&gt;Phone: 817-987-3600&lt;br&gt;Email: <a href="mailto:ContactUs@NWTGroup.com">ContactUs@NWTGroup.com</a>&lt;br&gt;Administrative Office</td>
<td>N</td>
<td>0</td>
</tr>
<tr>
<td>32</td>
<td>RecruitMilitary&lt;br&gt;422 West Loveland Ave&lt;br&gt;Loveland, Ohio 45140&lt;br&gt;Phone: 5136835020&lt;br&gt;Robert Walker&lt;br&gt;Manual Posting</td>
<td>N</td>
<td>0</td>
</tr>
</tbody>
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</tr>
</thead>
</table>
| 33        | 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 |
| 34        | Simpson College  
701 N. C St.  
Indianola, Iowa 50125  
Phone: 515-961-1667  
Email: careers@simpson.edu  
Ann Greubel | N | 0 |
| 35        | 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 |
| 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 | 0 |
| 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 |
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</tr>
</thead>
</table>
| 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  
300 South Riverside Plaza Suite 800  
Chicago, Illinois 60606  
Phone : 336-553-0620  
Url : http://www.mediagignow.com  
Email : customerservice@mediagignow.com  
MediaGigNow.com                                                                                                                                                    | N                                                                                      | 0                                                     |

**TOTAL INTERVIEWS OVER REPORTING PERIOD:** 16
### 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>10/9/2019</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>KCCI staff participated in Career Day at Earlham Middle School, in Earlham, Iowa, where KCCI meteorologist staff talked about severe weather safety and what it's like being a meteorologist. Discussed what it takes educationally to become a meteorologist.</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>10/13/2019</td>
<td>Participation in other activities designed by the station employment unit</td>
<td>Meteorologist from station hosted an Iowa State University meteorology student for a job shadowing session covering the entire shift of a day. During the day, the student worked with the stations' new weather system, performed some air checks at the wall and was given feedback on her performance</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>10/13/2019</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>Reporter from station spoke to college students pursuing communications degrees at Wartburg College Journalism &amp; Communications National Advisory Board. The reporter worked with student media representatives to give them feedback on their time at Wartburg.</td>
<td>1</td>
<td>Reporter</td>
</tr>
<tr>
<td>10/16/2019</td>
<td>Participation in other activities designed by the station employment unit</td>
<td>Meteorologist from station provided an opportunity to interview with a high school student who is interested in a career in meteorology. Explained the demands of the job and what academic classes he could look forward to taking in college. Student also came to station and job shadowed for a morning where student was able to work on new weather system. Provided lots of feedback to questions from student.</td>
<td>1</td>
<td>Meteorologist</td>
</tr>
<tr>
<td>10/21/2019</td>
<td>Participation in Job Fairs</td>
<td>News Director and Operations Manager from KCCI were both part of a job fair at Drake University. They spoke to journalism students as well as manned a booth as they discussed potential career paths and specifically their role as anchor/reporter. Discussion led to what &quot;soft skills&quot; are needed that may help getting a job in television.</td>
<td>2</td>
<td>News Director Operations Manager</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Date</th>
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<th>Brief Description Of Activity</th>
<th>No. of Stations Participants</th>
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</tr>
</thead>
<tbody>
<tr>
<td>10/28/2019</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>Station participation in the Edward R. Murrow Program for International Students-US State Department Exchange Program. Hosted 9 European journalists on an exchange program through the International Visitor Leadership Program. Toured facility and invited them to attend our editorial meeting and answered their questions about, &quot;Media Responsibility in the Age of Disinformation&quot;.</td>
<td>2</td>
<td>Reporter, News Director</td>
</tr>
<tr>
<td>11/1/2019</td>
<td>Participation in events sponsored by community groups</td>
<td>The station participated in the Freedom for Youth Fundraising Banquet. Morning anchor spoke about the advantages of coming from a farm family and how having a 4-H background helped to establish great communication skills that are useful and used on a daily basis and continues to use today. Also stressed to the attendees about encouraging students who might be considered &quot;at risk&quot; to take a risk and choose communications as a career choice.</td>
<td>1</td>
<td>Reporter</td>
</tr>
<tr>
<td>11/11/2019</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>The station’s News Director participated in mock interviews with journalism students at Drake University, providing feedback on their performance in the interviews as well as their resumes. The News Director shared some experiences as a journalist and what a station like KCCI might be looking for in a successful job candidate.</td>
<td>1</td>
<td>News Director</td>
</tr>
<tr>
<td>11/20/2019</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>A member of the station’s sales department assisted Des Moines Area Community College students studying journalism with understanding ratings, impressions, media sales, and how to effectively build a commercial schedule to maximize their reach. The goal was to help him/her understand how to buy media and the effectiveness of the reach of commercials.</td>
<td>1</td>
<td>Sales Account Executive</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
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<th>Participant Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Participation in events or programs sponsored by educational institutions</td>
<td>The station participates in a special, annual recruiting trip (along with other Heart Television stations) to the University of Missouri to interview students for employment positions. The station's News Director participated in the interviews.</td>
<td>1</td>
<td>News Director</td>
</tr>
<tr>
<td>11</td>
<td>Participation in Job Fairs</td>
<td>The station's Executive Producer manned a booth at the Greenlee Jump-Start Internship &amp; Networking Fair in the Great Hall at the Iowa State University Memorial Union. This job fair is held annually for students interested in journalism and television broadcasting. It also included individuals interested in engineering and producing local newscasts.</td>
<td>1</td>
<td>Executive Producer</td>
</tr>
<tr>
<td>12</td>
<td>Participation in events sponsored by community groups</td>
<td>Morning anchor participated in a virtual Zoom meeting with the Waukee Rotary Club to discuss how the station's reporting has been affected by the current pandemic situation. Also discussed how opportunities for new employees will be affected by new &quot;normal's&quot; once they start.</td>
<td>1</td>
<td>Morning Anchor</td>
</tr>
<tr>
<td>13</td>
<td>Participation in events sponsored by community groups</td>
<td>Morning anchor participated in a virtual meeting of the Iowa Juneteenth Council for Iowa's Juneteenth Celebration in which she was able to discuss opportunities for African-Americans in media and share strategies that newly graduated journalism students need to utilize when applying for jobs, as well as new measures that everyone will have to follow going forward.</td>
<td>1</td>
<td>Morning Anchor</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>
<th>Participant Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/24/2020</td>
<td>Establishment of training programs for station personnel</td>
<td>Station Management selected two management employees to participate in The Harvard Leadership Development Program. This program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This is a comprehensive 14-week training program with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.</td>
<td>2</td>
<td>Chief Engineer Local Sales Manager</td>
</tr>
</tbody>
</table>