

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:
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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 |
|--|--|-----------------------|
| Reporter Open Date: 2/22/2019 Hire Date: 1/20/2020 | 3-7, 9-11, 13-15, 17-23, 25-26, 29-30, 32-34, 36-41 | 6 |
| Meteorologist Open Date: 6/27/2019 Hire Date: 10/7/2019 | 3-7, 9-11, 13-15, 17-23, 25-26, 28-30, 32-34, 36-41 | 28 |
| Assistant Director of Engineering Open Date: 7/18/2019 Hire Date: 10/13/2019 | 3, 5-11, 13-15, 17-23, 25-26, 29-30, 32- 34, 36-41 | 8 |
| Multi-Media Account Executive Open Date: 9/30/2019 Hire Date: 4/27/2020 | 1-11, 13-15, 17-25, 29-32, 34, 36-41 | 8 |
| Newscast Director Open Date: 10/15/2019 Hire Date: 12/1/2019 | 3-11, 13-15, 17-23, 25-26, 29-32, 34-40 | 8 |
| Multi-market Research Director Open Date: 11/9/2019 Hire Date: 2/24/2020 | 1, 3, 5-7, 9-11, 13-15, 18, 20-23, 25-27, 30, 32, 34, 36-41 | 27 |
| Executive Producer Open Date: 11/12/2019 Hire Date: 1/6/2020 | 1, 3-7, 9-11, 13-15, 17-23, 25-26, 30- 32, 34, 36-41 | 6 |
| National Sales Manager Open Date: 11/21/2019 Hire Date: 4/13/2020 | 1, 3-15, 17-18, 20-23, 25-26, 30, 32, 34, 36-41 | 12 |
| IT Specialist Open Date: 1/15/2020 Hire Date: 3/11/2020 | 3-7, 9-11, 13-23, 25-26, 30-32, 34-41 | 16 |
| Photographer Editor Open Date: 5/19/2020 Hire Date: 6/15/2020 | 3-4, 6-11, 13-23, 25-26, 30-32, 34, 36- 41 | 8 |

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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 | 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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|-----------|--|---|--|
| 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 Setterdahl 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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|-----------|--|---|--|
| 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 | 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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|-----------|---|---|--|
| 21 | JournalismJobs.com On-line computer site Berkeley, California Phone : 510-653-1521 Url : http://www.journalismjobs.com Email : contact@journalismjobs.com Career Services | 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 |
| 23 | Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : info@LatinosUnidosofIowa.org Lena Avila 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 |

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|-----------|--|---|--|
| 27 | Monster.com . Des Moines, Iowa . Phone : . Url : http://jobsearch.monster.com/ Career Services Manual Posting | N | 1 |
| 28 | Napoli Management Group 8844 West Olympic Boulevard, Suite 100 Beverly Hills, California 90211-3697 Phone : 310-385-8222 Career Services | N | 1 |
| 29 | 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 |
| 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 | NWT Group 2110 Elmwood Drive Bryan, Texas 77802 Phone : 817-987-3600 Email : ContactUs@NWTGroup.com Administrative Office | N | 0 |
| 32 | RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting | N | 0 |

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|-----------|--|---|--|
| 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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|--|--|---|--|
| 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 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 |

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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 | 10/9/2019 | Participation in events or programs sponsored by educational institutions | 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. | 1 | Meteorologist |
| 2 | 10/13/2019 | Participation in other activities designed by the station employment unit | 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 | 1 | Meteorologist |
| 3 | 10/13/2019 | Participation in events or programs sponsored by educational institutions | Reporter from station spoke to college students pursuing communications degrees at Wartburg College Journalism & Communications National Advisory Board. The reporter worked with student media representatives to give them feedback on their time at Wartburg. | 1 | Reporter |
| 4 | 10/16/2019 | Participation in other activities designed by the station employment unit | 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. | 1 | Meteorologist |
| 5 | 10/21/2019 | Participation in Job Fairs | 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 "soft skills" are needed that may help getting a job in television. | 2 | News Director Operations Manager |

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|---|-------------|---|---|-------------------------------------|---------------------------|
| 6 | 10/28/2019 | Participation in events or programs sponsored by educational institutions | 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, "Media Responsibility in the Age of Disinformation". | 2 | Reporter News Director |
| 7 | 11/1/2019 | Participation in events sponsored by community groups | 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 "at risk" to take a risk and choose communications as a career choice. | 1 | Reporter |
| 8 | 11/11/2019 | Participation in events or programs sponsored by educational institutions | 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. | 1 | News Director |
| 9 | 11/20/2019 | Participation in events or programs sponsored by educational institutions | 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. | 1 | Sales Account Executive |

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|----|-------------|---|--|-------------------------------------|--------------------------|
| 10 | 3/4/2020 | Participation in events or programs sponsored by educational institutions | 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. | 1 | News Director |
| 11 | 3/5/2020 | Participation in Job Fairs | The station's Executive Producer manned a booth at the Greenlee Jump-Start Internship & 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. | 1 | Executive Producer |
| 12 | 5/21/2020 | Participation in events sponsored by community groups | 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 "normal's" once they start. | 1 | Morning Anchor |
| 13 | 6/19/2020 | Participation in events sponsored by community groups | 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. | 1 | Morning Anchor |

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|----|-------------|--|--|-------------------------------------|---------------------------------------|
| 14 | 6/24/2020 | Establishment of training programs for station personnel | 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. | 2 | Chief Engineer Local Sales Manager |