

**EEO PUBLIC FILE REPORT**

**FOR**

**KCCI (TV)**

**This EEO Public File Report  
Covers the Period from  
October 1, 2018 – September 30, 2019**

## 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, 2018 – September 30, 2019 (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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KCCI (TV), 888 9th Street, Des Moines, IA 50309  
515-247-8888  
[sparrott@hearst.com](mailto:sparrott@hearst.com)

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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
Anchor Reporter Open Date: 5/7/2018 Hire Date: 6/24/2019	4, 6, 8-9, 11-13, 15, 17-18, 20-23, 25-26, 29-36, 38-43	33
Producer Open Date: 7/6/2018 Hire Date: 1/7/2019	4, 6, 8-9, 11-13, 15, 17-18, 20-23, 25-26, 28-30, 32, 34-36, 38-43	8
Sports Anchor Reporter Open Date: 8/13/2018 Hire Date: 1/21/2019	4-6, 8-13, 15, 17-18, 20-30, 32, 34-36, 38-43	27
Sales Account Associate- Entry Level Open Date: 9/7/2018 Hire Date: 1/14/2019	3-6, 8-9, 11-13, 15-26, 28-32, 34-36, 38-43	31
National Sales Manager Open Date: 9/10/2018 Hire Date: 2/4/2019	4-6, 8-13, 15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	8
Writer Producer Open Date: 9/13/2018 Hire Date: 11/11/2018	1, 4-6, 8-13, 15, 17-26, 28-30, 32, 34-36, 38-43	8
Program Coordinator / Executive Assistant Open Date: 9/13/2018 Hire Date: 10/23/2018	4-9, 11-13, 15, 17-26, 28-30, 32, 34-36, 38-43	19
News Director Open Date: 9/14/2018 Hire Date: 12/11/2018	4-6, 8-13, 15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	10
Reporter Open Date: 10/4/2018 Hire Date: 12/21/2018	4-6, 8-9, 11-13, 15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	8
Multi-Media Account Executive Open Date: 10/8/2018 Hire Date: 7/15/2019	2, 4-6, 8-30, 32, 34-36, 38-43	14
Multi-Media Account Executive Open Date: 10/8/2018 Hire Date: 7/1/2019	2, 4-6, 8-30, 32, 34-36, 38-43	10
Technical Director Open Date: 11/12/2018 Hire Date: 12/9/2018	4-6, 8-13, 15, 17-26, 28-30, 32, 34-43	10
Technical Director Open Date: 11/20/2018 Hire Date: 4/8/2019	4-6, 8-13, 15, 17-26, 28-30, 32, 34-36, 38-43	19
Senior Multi-Media Account Executive Open Date: 12/6/2018 Hire Date: 1/4/2019	4-6, 8-9, 11-15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	14

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Writer Producer Open Date: 12/19/2018 Hire Date: 4/1/2019	1, 4-6, 8-9, 11-13, 15, 17-18, 20-30, 32, 34-36, 38-43	8
Investigative Reporter Open Date: 1/11/2019 Hire Date: 4/1/2019	4-6, 8-13, 15, 17-18, 20-26, 28-32, 34- 36, 38-43	31
Producer Open Date: 2/22/2019 Hire Date: 5/6/2019	4-6, 8-13, 15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	10
Photographer Editor Open Date: 2/22/2019 Hire Date: 6/3/2019	4-6, 8-13, 15, 17-18, 20-26, 28-30, 32, 34-36, 38-43	10
Assistant Director of Engineering Open Date: 3/6/2019 Hire Date: 6/17/2019	4-6, 8-9, 11-15, 17-26, 28-30, 32, 34-43	14
Maintenance Technician Open Date: 4/15/2019 Hire Date: 7/15/2019	4-6, 8-9, 11-13, 15, 17-26, 28-32, 34- 36, 38-43	31
Digital Editor Open Date: 5/7/2019 Hire Date: 6/17/2019	4-6, 8-9, 11-13, 15, 17-26, 28-30, 32, 34-36, 38-43	19
Sales Account Associate Open Date: 6/3/2019 Hire Date: 6/10/2019	4-6, 8-9, 11-13, 15, 17-18, 20-26, 28- 30, 32, 34-36, 38-43	8
Maintenance Technician Open Date: 8/12/2019 Hire Date: 9/30/2019	4, 6, 8-9, 11-13, 15, 17-18, 20, 22-26, 28-30, 32, 34-36, 38-40, 42-43	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	American Advertising Federation 1101 Vermont Ave Washington, District of Columbia 20005 Url : <a href="https://www.aaf.org/">https://www.aaf.org/</a> Career Services	N	1
3	Ankeny Job Board 1631 SW Main Street Ankeny, Iowa 50023 Phone : 515-964-0685 Career Services Manual Posting	N	1
4	Asian Association of Journalists 5 Third Street, Ste. 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : <a href="http://www.aaaja.org">http://www.aaaja.org</a> Career Services Manual Posting	N	0
5	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
6	Buena Vista University 610 West 4th Street Storm Lake, Iowa 50588 Phone : 712-749-2440 Url : <a href="http://www.collegecentral.com/bvu">http://www.collegecentral.com/bvu</a> Lisa Taylor 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
7	CareerBuilder.com 666 Third Ave Suite 17A New York, New York 10017 Phone : 212-659-7032 Url : <a href="http://www.thehiringsite.com">http://www.thehiringsite.com</a> Career Services Manual Posting	N	1
8	Careers.HearstTelevision.com 214 N. Tryon St Hearst Tower Charlotte, North Carolina 28202 Phone : 704-348-8000 Url : <a href="http://careers.hearsttelevision.com">http://careers.hearsttelevision.com</a> Email : <a href="mailto:htv.careers@hearst.com">htv.careers@hearst.com</a> Career Services	N	32
9	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
10	Current Employee	N	13
11	DMACC (Des Moines Area Community College) 2006 S. Ankeny Blvd., Bldg #1 Ankeny, Iowa 50021 Phone : 515-964-6215 Url : <a href="https://go.dmacc.edu">https://go.dmacc.edu</a> Email : <a href="mailto:careers@dmacc.edu">careers@dmacc.edu</a> Sara Moore	N	0
12	Drake University 2507 University Des Moines, Iowa 50311 Phone : 515-271-3721 Url : <a href="http://www.drake.edu/career">http://www.drake.edu/career</a> Debra Setterdahl Manual Posting	N	0
13	El Enfoque 311 10th Ave. Perry, Iowa 50220 Phone : 515-465-2877 Email : <a href="mailto:Elenfoque@aol.com">Elenfoque@aol.com</a> Mario Moralies	N	0
14	Employee Referral	N	4

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15	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
16	Glassdoor 100 Shoreline Hwy Building A Mill Valley, California 94941 Phone : 800-918-3229 Career Center Manual Posting	N	3
17	Grandview College 1200 Grandview Ave Des Moines, Iowa 50316 Phone : 515-263-6063 Url : <a href="http://www.gvc.edu/">http://www.gvc.edu/</a> Amy Abram Manual Posting	N	0
18	Greater Des Moines Partnership 700 Locust St., Ste. 100 Des Moines, Iowa 50309 Phone : (515) 286-4950 Url : <a href="http://careers.seizedesmoines.com/accounts/log-in">http://careers.seizedesmoines.com/accounts/log-in</a> Career Center Manual Posting	N	0
19	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Jason Steklof Manual Posting	N	18
20	Iowa Broadcasters Association P.O. Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Url : <a href="http://www.iowabroadcasters.com/">http://www.iowabroadcasters.com/</a> Mark Osmundson 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 State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-9490 Url : <a href="http://www.iastate.edu/">http://www.iastate.edu/</a> Judy Brayton Manual Posting	N	1
22	Iowa Workforce Development 1000 E. Grand Des Moines, Iowa 50319 Phone : 515-281-9600 Url : <a href="http://www.iowaworks.org">http://www.iowaworks.org</a> Career Services Manual Posting	N	1
23	Islamic Center of Des Moines 6201 Franklin Avenue Des Moines, Iowa 50322 Phone : (515) 255-0212 Url : <a href="http://www.islamiccenterdm.com/">http://www.islamiccenterdm.com/</a> Email : <a href="mailto:icdm.support@gmail.com">icdm.support@gmail.com</a> Career Services	Y	0
24	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	N	0
25	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	N	0
26	Latinos Unidos of Iowa 4119 27th Street Des Moines, Iowa 50310 Phone : 515-279-6840 Email : <a href="mailto:iowalatina12@live.com">iowalatina12@live.com</a> 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	6
28	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	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 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
31	Non-Employee Referral	N	4
32	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Url : http://www.northwestern.edu Diane Siekmann Manual Posting	N	0
33	NWT Group 2110 Elmwood Drive Bryan, Texas 77802 Phone : 817-987-3600 Administrative Office Manual Posting	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	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
35	Seizedesmoines.com 700 Locust St., Ste. 100 Des Moines, Iowa 50309 Phone : 515-286-4950 Url : <a href="http://www.seizedesmoines.com/">http://www.seizedesmoines.com/</a> Email : <a href="mailto:info@desmoinesmetro.com">info@desmoinesmetro.com</a> Career Center	N	0
36	Simpson College 701 N. C St. Indianola, Iowa 50125 Phone : 515-961-1667 Email : <a href="mailto:careers@simpson.edu">careers@simpson.edu</a> Ann Greubel	N	0
37	Society of Broadcast Engineers 9247 North Meridian St. Suite 305 Indianapolis, Indiana 46260 Phone : 317-846-9000 Url : <a href="http://www.sbe.org">www.sbe.org</a> Email : <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> Fax : 1-317-846-9120 Scott Jones	N	0
38	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
39	TVJobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 1-800-374-0119 Url : <a href="http://www.jobs@tvjobs.com">http://www.jobs@tvjobs.com</a> Randy Tatano Manual Posting	N	0

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting	Y	0
41	University of Iowa 24 Phillips Hall Iowa City, Iowa 52242 Phone : 319-335-1023 Url : <a href="http://www.myinterfase.com/uiowa">http://www.myinterfase.com/uiowa</a> Jerry Paschal Manual Posting	N	0
42	University of Missouri 105 Jesse Hall Columbia, Missouri 65211 Phone : 573-882-0373 Url : <a href="http://www.journalism.missouri.edu/careers">http://www.journalism.missouri.edu/careers</a> Email : <a href="mailto:career@missouri.edu">career@missouri.edu</a> Career Services	N	0
43	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>86</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	2/22/2019	Participation in events or programs sponsored by educational institutions	Guest speaker at a Storytelling workshop at Farm Bureau Insurance Headquarters in Des Moines. Presentation included information on news writing, the role of a news producer and included video/script examples of an informative news story.	1	Anchor
2	4/2/2019	Participation in events or programs sponsored by educational institutions	Guest lecturer at University of Kansas Journalism Class. Spoke about the value of great journalism and how to make sure when writing or editing a story that the storytelling is true and honest journalism. Emphasized the importance of getting the right information into a story. Spoke to 3 different classes of approximately 200 students each.	1	Reporter
3	4/2/2019	Participation in events or programs sponsored by educational institutions	Our morning anchor discussed broadcast journalism and what it takes to produce a newscast and his role at KCCI with a group of senior college students at Wartburg College. Six students participated in this project.	1	Reporter
4	6/5/2019	Establishment of an intern program designed to assist members of the community	KCCI provided internships for four (4) college students in various broadcast studies for course credit. KCCI internships during the reporting period included: KCCI News Department - 2 Interns 1-Iowa State University 1- Drake University KCCI Sports Department - 2 Interns 1-Iowa State University 1-University of Iowa	1	News Director Asst. News Director Sports Director Producer
5	6/15/2019	Participation in events sponsored by community groups	Urbandale Library had an event called "Touch-a-Truck". It was a program held so that all kids there would get to see different trucks and the jobs that people held associated with that truck. They had the KCCI Storm Chaser alongside the police, fire, garbage trucks. Students got to ask questions about what it's like to track storms and predict the weather.	1	Meteorologist

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
6	6/17/2019	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	4	President/GM News Director Gen. Sales Mgr. Dir. of Engineering
7	6/24/2019	Participation in events or programs sponsored by educational institutions	Reporter and photographer attended a Career Fair in Newton, Iowa at Newton High School. Designed to help high school students connect with those individuals who are actually working in television. Also gave them opportunity to see exactly what the life of a photo journalist is. Approximately 150 people in attendance.	2	Camera Operator Reporter
8	7/26/2019	Participation in events or programs sponsored by educational institutions	Conducted KCCI Tour and follow-up discussion with 27 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.	3	President/GM News Director Producer

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9	8/29/2019	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	1	Sales Account Associate
10	8/30/2019	Participation in events or programs sponsored by educational institutions	Participated in panel discussion at Nevada High School in Nevada, Iowa where the Nevada Cub TV students asked the panel a variety of questions about working in TV journalism. From how to dress to tackling tough ethical questions. These are students who are interested in pursuing journalism/tv journalism as a career choice.	1	Morning Anchor
11	9/6/2019	Participation in job banks, internet programs and other programs designed to promote outreach	Guest speaker at a Family Meals Event to speak about the role of journalists in Iowa and the importance of good reporting/storytelling skills. The program was held at the Hy-Vee Conference Center. At the program it highlighted KCCI's commitment to the series, "This Is Iowa". It was attended by approximately 90 people.	1	Morning Anchor