

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
Sales Coordinator	6-7, 9-12, 18-26, 35-36, 43, 46-47, 51-58	23
Local Sales Manager	5-11, 18-28, 36-37, 41, 43, 46-48, 51-58	37
Multimedia Photographer	6-8, 10-13, 17-26, 28, 35-36, 41, 43, 46-47, 51-58	22
Multimedia Photographer	6-8, 10-13, 17-26, 28, 35-36, 41, 43, 46-47, 51-58	23
Meteorologist / Reporter	6-10, 17-26, 28, 36, 41, 43, 46-47, 51-54, 56-57	24
Multimedia Journalist	2-4, 6-10, 12, 14, 16, 18, 20, 22-26, 28-29, 31, 33, 36, 41-42, 44, 46-47, 49-54, 56-57	41
Account Executive	2-4, 6-10, 12, 14, 16, 18-26, 29, 31-36, 39-42, 44, 46-47, 49-54, 56-57	39
Overnight Master Control/Automated Production Op	2-4, 6-12, 14, 16, 18-26, 29, 31-36, 40-42, 44, 46-47, 49-54, 56-57	23
Promotion Writer/Producer	2-4, 6-14, 16, 18-26, 29, 32-36, 38, 41-42, 44-47, 49-54, 56-58	25
Morning Co-Anchor	2-4, 6-14, 16, 18-26, 28-29, 31-36, 38, 40-42, 44-47, 49-54, 56-58	24
Producer	2-4, 6-14, 16, 18-26, 28-29, 31-36, 38, 40-42, 44-47, 49-54, 56-58	22
Multi Media Journalist	2-4, 6-8, 10-13, 15-16, 18-26, 28-36, 38, 40-42, 44-47, 49-54, 56-58	41
Producer	2-4, 6-8, 10-13, 15-16, 18-26, 28-36, 38, 40-42, 44-47, 49-54, 56-58	41
News Videographer / Editing	2-4, 6-8, 10-13, 15-16, 18-26, 28-36, 40-42, 44-47, 49-54, 56-58	23
Sales Coordinator-Traffic	1-4, 6-8, 10-13, 15, 18-26, 29-33, 35-36, 40-42, 44-47, 49-54, 56-58	1

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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	Application already on file	N	1
2	Arizona State University POB 871312, Student Services Bldg. #329 Tempe, Arizona Phone : 480-965-5112 Url : http://career.asu.edu Email : careerservices@asu.edu Fax : 1-480-965-2120 Career Services	N	0
3	Boston University-Dept. of Journalism 640 Commonwealth Ave. Boston, Massachusetts 2215 Phone : 617-353-1086 Email : jodept@bu.edu Fax : 1-617-353-1086 Career Service	N	0
4	Brown College 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3465 Email : kbaumeister@browncollege.edu Fax : 1-651-905-3555 Karol Baumeister	N	0
5	Career Builder 200 N. LaSalle St. Ste 1100 Chicago, Illinois 60601 Phone : 651-228-2192 Url : www.careerbuilder.com Email : Fax : Manual posting Classified Ads Services	N	0
6	Central College 812 University Pella, Iowa 50219 Phone : 641-628-5271 Email : kitzmanp@central.edu Fax : 1-641-628-5338 Pat Joachim Kitzman	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Fax : 1--- Career Service	Y	0
8	Columbia College Chicago 600 S. Michigan Avenue Chicago, Illinois 60605 Phone : 312-344-7281 Email : columbiaworks@colum.edu Fax : Matthew Green	N	0
9	El Centro Latinoameria 221 E. 4th Street Waterloo, Iowa 50703 Phone : 319-287-5046 Email : elcentrola@yahoo.com Fax : 1-319-236-8240 Ruben Arce	N	0
10	Grandview College 1200 Grandview Avenue Des Moines, Iowa 50316 Phone : 515-263-2888 Email : careers@gvc.edu Fax : 1-515-263-2824 Career Service	N	0
11	Hawkeye Community College 1501 East Orange Rd PO Box 8015 Waterloo, Iowa 50704 Phone : 319-296-2320 Url : http://collegecentral.com/hawkeyecollege Email : Fax : Manual posting Career Service	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
12	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 800-314-3450 Email : placement.lombard@beonair.com Fax : 1--- Edgar unknown	N	0
13	Illinois Institute of Art 1000 Plaza Drive Schaumburg, Illinois 60173 Phone : 800-314-3450 Url : www.artinstitutes.edu/schaumburg Email : dsattler@aii.edu Fax : 1-847-585-4658 Danielle Sattler	N	0
14	Iowa Broadcast News Association Iowa Phone : Email : profjeffstein@msn.com Fax : 1--- Jeff Stein	N	0
15	Iowa Broadcast News Association Iowa Phone : Email : ibna@ibna.org Fax : 1--- Jeff Stein	N	0
16	Iowa Broadcaster Assn. Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : Fax : 1-515-224-6560 Career Services	N	0
17	Iowa Broadcasters PO Box 71186 Clive, Iowa 50325 Phone : 515-224-7237 Url : www.iowabroadcasters.com Email : Fax : Manual posting Career Service	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
18	Iowa State University Ames, Iowa 50011 Phone : 515-294-4111 Url : https://ecms.eng.iastate.edu/employers Email : Fax : Manual posting Career Service	N	0
19	Kirkwood College 630 Kirkwood Blvd. SW Cedar Rapids, Iowa 52404 Phone : 319-398-5517 Url : www.collegecentral.com/kirkwood Email : Fax : Manual posting Career Service	N	0
20	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 Email : kclayton@ktiv.com Fax : 1--- Kathy Clayton	N	0
21	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507-288-4444 Email : ljacobs@kttc.com Fax : 1--- Lynn Jacobs	N	0
22	KWWL Bulletin Board 500 East 4th Street Waterloo, Iowa 50703 Phone : Email : Fax : Manual posting Career Services	N	8
23	KWWL Employee Referral 500 East 4th Street Waterloo, Iowa 50703 Phone : Email : Fax : Manual posting Career Services	N	11

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
24	KWWL Website 500 East 4th Street Waterloo, Iowa 50703 Phone : Email : Fax : Manual posting Career Services	N	14
25	KWWL-TV 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319-291-1200 Email : bblake@kwwl.com Fax : 1--- Beth Blake	N	3
26	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7723 Email : craig.schaefer@loras.edu Fax : Craig Schaefer	N	0
27	Media Recruiter	N	1
28	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : Fax : Manual posting Career Service	N	0
29	Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, Illinois Phone : 847-491-5634 Url : www.medill.northwestern.edu Email : medillcareerservices@northwestern.edu Fax : 1-847-467-2319 Jim O'Brien	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
30	Morningside College Attn: Dave Madsen 1501 Morningside Avenue Sioux City, Iowa 51106 Phone : 712 274-5480 Email : madsend@morningside.edu Fax : 1--- Dave Madsen	N	0
31	National Association of Black Journalists 8701A Adelphi Road Adelphi, Maryland Phone : 301-405-2592 Email : aturner@nabj.org Fax : 1-301-445-7101 Aprill Turner	N	0
32	New Jersey Herald Two Spring Street Newton, New Jersey 7860 Phone : 973-383-1500 Email : kdixon@njherald.com Fax : 1-973-383-2194 Karen Dixon	N	0
33	Ohio School of Journalism Park Place & Court St Athens, Ohio Phone : 740-593-2503 Email : depeel@ohio.edu Fax : Debbie Depeel	N	0
34	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Email : jschulz@qni.biz Fax : 1--- Jena Schulz	N	0
35	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Email : aborden@qni.biz Fax : 1--- Ashley Borden	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
36	Simpson College 701 N. C Street Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Fax : Ann Sreubel	N	0
37	Spots N Dots 167 Oakdale Road Johson City, New York 13790 Phone : 888-884-2630 Email : Fax : Career Service	N	7
38	St. Cloud State University 720 4th Avenue South St. Cloud, Minnesota 56301 Phone : 320-308-0121 Url : www.stcloudstate.com Email : Fax : Manual posting Karen Hommerding	N	0
39	Station On-Air Advertisement	N	1
40	The Employers Disability Resource Network Iowa Phone : Url : www.EDRNetwork.org Email : Fax : Manual posting Career Service	N	0
41	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : Fax : Manual posting Career Service	N	23

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
42	University Northern Iowa Cedar Falls Cedar Falls Cedar Falls, Iowa Phone : 319-273-6857 Email : careercenter@uni.edu Fax : 319-273-6998 Kris Peterson	N	0
43	University of Iowa Iowa City, Iowa 52242 Phone : Url : www.Careers.uiowa.edu Email : Fax : Manual posting Career Service	N	0
44	University of Iowa School of Journalism E350D Adler Journalism Building University of iowa Iowa City, Iowa 52242 Phone : 319 335-1406 Email : paul-w-jensen@uiowa.edu Fax : 1--- Paul Jensen	N	0
45	University of Kansas 2066 Dole Center Lawrence, Kansas 66045 Phone : (785) 864-0608 Url : http://www.ukans.edu Email : pnoland@ku.edu Fax : 1-785-864-0614 P Noland	N	0
46	University of Minnesota Iowa Phone : Url : https://goldpass.umn.edu Email : Fax : Manual posting Career Service	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
47	University of Missouri 200 Neff Hall Columbia, Missouri 65211 Phone : 573-882-1957 Url : www.HireMizzouTigers.com Email : Fax : Manual posting Marilyn Love	N	0
48	University of Northern Iowa 1227 W 27th Street Cedar Falls, Iowa 50613 Phone : 319-273-2188 Url : www.uni.edu/acs Email : Fax : Manual posting Career Service	N	0
49	University of Wisc - Madison Atmospheric & Oceanic Science 1225 W Dayton St. Madison, Wisconsin 53706 Phone : 608-262-2828 Email : tcsumner@wisc.edu Fax : 1-608-262-0166 Toni Sumner-Beebe	N	0
50	UW-Madison Dept of Communication Arts 6117 Vilas Hall 821 University Ave Madison, Wisconsin 53706 Phone : 608 265-0048 Email : comarts@wisc.edu Fax : Chris Curran-Dorsano	N	0
51	WAOW-TV 1908 Grand Avenue Wausau, Wisconsin 54403 Phone : 715-842-2251 Email : kfuller@waow.com Fax : 1-715-848-0195 Kelly Fuller	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
52	Wartburg College 100 Wartburg Blvd Waverly, Iowa 50677 Phone : 319-352-8425 Email : careers@wartburg.edu Fax : Derek Solheim	N	0
53	WGEM-TV PO Box 80 Quincy, Illinois 52306 Phone : 217-228-6600 Email : dvancil@wgem.com Fax : Donna Vancil	N	0
54	WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Email : jmiller@wkowtv.com Fax : 1-608-274-9514 Jessica Miller	N	0
55	WQOW-TV 5545 Highway 93 Eau Claire, Wisconsin 54701 Phone : 715-835-1881 Email : pam.sletten@wxow.com Fax : Pam Sletten	N	0
56	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815-335-2213 Email : ttruesdale@wrex.com Fax : Trista Truesdale	N	0
57	WSJV-TV PO Box 28 South Bend, Indiana 46624 Phone : 800-975-8881 Email : hstewart@fox28.com Fax : Heather Stewart	N	0

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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
58	WVVA-TV PO Box 1930 Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Fax : 1--- Audrey Sluss	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			69

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	10/18/2011	Participation in events sponsored by community groups	2010 Open Minds, Open Doors Conference - A community initiative to promote science, technology, engineering and math (STEM) fields to middle school girls. KWWL Meteorologist, Eileen Loan, participated by showing images of what she does at the station, including forecasting the weather. The girls then put highs and lows on a graphic and volunteers presented their "weather forecast" to the rest of the girls.	1	Meteorologist	0.25
2	11/15/2011	Participation in events or programs sponsored by educational institutions	Dan Schillinger, News Director, visited the University of Iowa Journalism class for a Question & Answer session on broadcasting opportunities and also discussed our internship program.	1	News Director	0.25
3	11/30/2011	Participation in events or programs sponsored by educational institutions	Wartburg College Tour - Television Production Class. Students and instructor learned about the general workings of the TV station; how the newsroom operates and assignments are made. The students watched the evening newscast and asked questions of the KWWL staff.	8	News Director Anchor Anchor Meteorologist	0.25
4	1/2/2012	Establishment of an intern program designed to assist members of the community	KWWL-TV has an on-going internship program in which college students are afforded the opportunity to gain valuable hands-on experience in the field of broadcasting. Internships must count towards a degree fulfillment credit(s). During 2011-2012 six (6) interns played a valuable role in the news department. Interns gain hands-on experience by researching, writing, shooting and editing stories for their portfolio.	1	News Director	1.00
5	1/26/2012	Participation in events or programs sponsored by educational institutions	News Director, Dan Schillinger, visited with TV production students and heads of Journalism and TV departments at Loras College in Dubuque, Iowa to discuss broadcast job opportunities and our internship program.	1	News Director	0.25

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	1/31/2012	Participation in scholarship programs	Iowa Broadcasters Association - 2012 Quarton-McElroy/IBA Broadcast Scholarship Program. The IBA awards the Quarton-McElroy/Iowa Broadcasters Association Broadcast Scholarship to Iowa residents who meet the criteria. The IBA awards five scholarships each year. Each of the annual scholarships of up to \$3,000 per year is awarded to Iowa students for a total of four years. Scholarship recipients must be planning to enroll full-time in the broadcasting program at an IBA approved Iowa college or university and seeking broadcast careers.	1	Administrative Assistant	1.00
7	2/27/2012	Participation in other activities designed by the station employment unit	KWWL Tours - 23+ Tours were given between 10/1/11 and 9/30/12. Approximately 250 people toured the station...from Cub Scouts, Girl Scouts, students, church groups, disabled and elderly. They learned the aspects of a news operation from behind the camera, equipment and gear used by anchors, camera equipment used during a newscast, explanation of the "greenwall" and how weather graphics are keyed behind the meteorologists, production control and how a newscast is technically run. Also explained the various careers not only in the newsroom operation but in the television operation as a whole. Many of the students were interested in careers in broadcasting.	1	Marketing & Community Relations Manager	1.00
8	4/19/2012	Participation in events or programs sponsored by educational institutions	Over 700 *th & 9th graders from eastern Iowa schools attended a job fair held at Upper Iowa University in Fayette, IA. KWWL Weekend Anchor, Danielle Wagner, participated by speaking to students interested in a career in broadcasting. Danielle discussed her job and other broadcasting opportunities at a television station.	1	Weekend Anchor	0.25

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
9	5/15/2012	Participation in events or programs sponsored by educational institutions	On May 15, 2012, Jennifer Jarvis, New Media Manager at KWWL Television, attended the Online Journalism Class at Wartburg College. Jennifer conducted a question and answer session with the students and she covered a variety of topics including her role at the television station, the layout and function of KWWL's website, the ethics of social media in journalism and what it takes to pursue a career in journalism.	1	New Media Manager	0.25
TOTAL POINTS OVER REPORTING PERIOD:						4.50