

KWWL Television
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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
Morning Anchor	1-6, 11-13, 17, 19-21, 24-27, 29, 31-32, 34-43	20
News Photojournalist	10, 14, 20-21	20
Multi Media Journalist-Waterloo	1-7, 9, 11-14, 17, 19-21, 24-27, 29, 31-32, 34-43	9
Multi Media Journalist-Waterloo	1-7, 9, 11-14, 17, 19-21, 24-27, 29, 31-32, 34-43	9
Master Control Operator / Newscast Director	1-6, 8-9, 11-13, 17, 19-21, 23-27, 29, 31-32, 34-43	21
Master Control Operator / Newscast Director	1-6, 8-9, 11-13, 17, 19-21, 23-27, 29, 31-32, 34-43	21
Newscast Producer	9, 20-21, 23	9
Newscast Producer	9, 20-21, 23	23
Newscast Producer	1-6, 9, 11-13, 17, 19-21, 23-27, 29, 31-32, 34-43	23
Chief Engineer	1-6, 8, 11-13, 17, 19-21, 24-27, 29-31, 34-43	30
News Photojournalist	1-6, 11, 13-17, 19-29, 31-32, 34-35, 37-43	21
News Photojournalist	1-6, 11, 13-17, 19-29, 31-32, 34-35, 37-43	28
Morning News Co-Anchor	1-6, 9, 11, 13-14, 16-17, 19-27, 29, 31-32, 34-35, 37-43	9
Operations Manager	1-6, 8, 11, 13, 16-17, 19-22, 24-27, 29, 31-35, 37-43	8
Digital Advertising Coordinator	1-6, 8-9, 11, 13, 16-21, 24-27, 29, 31-32, 34-35, 37-43	18
Newscast Director/Master Control Operator	1-6, 9, 11-13, 16-17, 19-21, 23-27, 29, 31-32, 34-35, 37-43	21
Newscast Director/Master Control Operator	1-6, 9, 11-13, 16-17, 19-21, 23-27, 29, 31-32, 34-35, 37-43	23
Meteorologist	1-6, 8, 11, 13, 16-17, 19-27, 29, 31-32, 34-35, 37-43	8
Sales Account Executive	1-6, 11, 13-14, 16-21, 23-27, 29, 31-32, 34-35, 37-43	18
Executive Producer	1-6, 9, 11, 13, 16-17, 19-22, 24-27, 29-32, 34-35, 37-43	30

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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
1	AARP Senior Employment 2232 E. 4th Street Waterloo, Iowa 50703 Phone : 319-234-0206 Email : cpratt@aarp.org Chelley Pratt	N	0
2	Arizona State University PO Box 871312 Student Services Bldg. #329 Tempe, Arizona 85281 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 02215 Phone : 617-353-1086 Email : jodept@bu.edu Fax : 1-617-353-1086 Career Services	N	0
4	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
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Career Service	N	0
6	Columbia College Chicago 618 S. Michigan Avenue First Floor Chicago, Illinois 60605 Phone : 312-369-8994 Email : jhalperin@colum.edu Jennifer Halperin	N	0

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7	Corporate Office	N	1
8	Current Employee	N	9
9	Employee Referral	N	14
10	Former Intern	N	1
11	Frank Magid & Associates 8500 Normandale Lake Blvd. Suite 630 Minneapolis, Minnesota 55437 Phone : 651-295-5950 Julie Seebold Manual Posting	N	0
12	Hawkeye Community College 1501 East Orange Rd PO Box 8015 Waterloo, Iowa 50704 Phone : 319-296-2320 Url : http://collegecentral.com/hawkeyecollege Email : rachel.evans@hawkeyecollege.edu Rachel Evans	N	1
13	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 800-314-3450 Email : cjackson@beonair.com Carl Jackson	N	0
14	Indeed.com	N	9
15	Internship Program	N	1
16	Iowa Broadcast News Association 870 13th Avenue N Clinton, Iowa 52732 Email : ibna@ibna.org Jeff Stein	N	0
17	Iowa State University 1750 Beardshear Hall Ames, Iowa 50011 Phone : 515-294-2542 Url : https://ecms.eng.iastate.edu/employers Career Service Manual Posting	N	0
18	Job Board	N	2

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19	KVOA Television, Inc. PO Box 5188 Tucson, Arizona 85703 Phone : 520-884-4601 Email : abetzhold@kvoa.com Fax : 1-520-620-1309 Angela Betzhold	N	0
20	KWWL Employee Referral 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	13
21	KWWL Website 500 East 4th Street Waterloo, Iowa 50703 Career Services Manual Posting	N	22
22	KWWL-TV 511 East 5th Street Waterloo, Iowa 50703 Phone : 319-291-1259 Email : kwhite@kwwl.com Kelly White	N	0
23	Linked In	N	12
24	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7723 Email : craig.schaefer@loras.edu Craig Schaefer	N	0
25	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Career Service Manual Posting	N	0

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26	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 712-274-5000 Email : hays@morningside.edu Fax : 1-712-274-5101 Stacie Hays	N	0
27	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 626-792-3846 Email : eric@nabjcareers.org Fax : 1-301-445-7101 Eric Wee	N	0
28	Non-Employee Referral	N	2
29	Ohio School of Journalism Park Place & Court St Athens, Ohio 45701 Phone : 740-593-2503 Email : foxr1@ohio.edu Becky Fox	N	0
30	Recruiter	N	2
31	Society of Broadcast Engineer's Inc. 9102 North Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Email : kjones@sbe.org Scott Jones	N	0
32	Sportscasters Talent Agency of America 26101 Del Rey Suite A Mission Viejo, California 92691 Phone : 949-648-7822 Email : jon@staatalent.com Jon Chelesnik	N	0
33	Station Website	N	6

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34	The Employers Disability Resource Network , Iowa Phone : 515-281-0264 Url : www.EDRNetwork.org Career Service Manual Posting	N	0
35	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : admin@tvjobs.com Career Service	N	0
36	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 Paul Jensen	N	0
37	University of Kansas 1130 Capitol Federal Hall 1654 Naismith Dr Lawrence, Kansas 66045 Phone : 785-864-5591 Email : kubuscareer@ku.edu Career Services	N	0
38	University of Wisc - Madison Atmospheric & Oceanic Science 1225 W Dayton St. Madison, Wisconsin 53706 Phone : 608-262-2828 Email : aos@aos.wisc.edu Fax : 1-608-262-0166 College Recruiter	N	0
39	Wartburg College 100 Wartburg Blvd Waverly, Iowa 50677 Phone : 319-352-8425 Email : careers@wartburg.edu Fax : 1-319-352-8365 Derek Solheim	N	0

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40	WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Email : bbeer@wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
41	WSIL-TV 1416 Country Aire Drive Carterville, Illinois 62918 Phone : 618-985-2333 Email : btanner@wsilte.com Fax : 1-618-985-3709 Bethany Tanner	N	0
42	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
43	WXOW/WQOW-TV PO Box 3119 La Crosse, Wisconsin 54602 Phone : 507-895-9872 Email : twopat@wxow.com Theresa Wopat	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			95

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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	10/24/2022	Participation in events or programs sponsored by educational institutions	Chief Meteorologist Mark Schnackenberg and News Director Andrew Altenbern hosted Aurora Frickson from Dike-New Hartford High School for a Career Day with the Meteorology Department.	2	Chief Meteorologist News Director
2	12/6/2022	Participation in events or programs sponsored by educational institutions	Operations Manager Michael KJose hosted Lamequa Ramsey from Waterloo East High School for a Career Day with the Operations Department.	1	Operations Manager
3	3/2/2023	Participation in events or programs sponsored by educational institutions	Multi-Media Journalist Emma'le Maas and Morning Anchor Ryan Witry read to the Kindergarten class at Becker Elementary School.	2	Multi-Media Journalist Morning Anchor
4	3/7/2023	Participation in events sponsored by organizations representing the community	Vice President/General Manager John Huff MC'd the Annual Grow Cedar Valley event. He spoke about being a leader in the Cedar Valley, and his role as Vice President/General Manager of KWWL-TV.	1	Vice President/General Manager
5	4/12/2023	Participation in events sponsored by organizations representing the community	Marketing Director Mike Cunningham gave a Station tour and talk to 20 students and 2 adults from Hawkeye Community College. Discussed jobs in Broadcasting, Marketing and Creative Services.	1	Marketing Director
6	4/28/2023	Participation in Job Fairs	Assistant Chief Engineer Ethan Pfaltzgraff participated in a job fair in Independence. Ethan spoke to people regarding current job openings at KWWL and handed out applications for employment.	1	Assistant Chief Engineer
7	5/12/2023	Participation in events sponsored by organizations representing the community	Vice President/General Manager John Huff MC's the Mental Health Awareness Breakfast event at Unity Point Hospital. He discussed his ability to encourage others to stay well-balanced and focused with-in their job and the ability to train others to do the same. When to recognize struggles and inabilities in job/mental performance.	1	Vice President/General Manager

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8	5/18/2023	Participation in events sponsored by organizations representing the community	Cedar Valley Leadercast - Human Intelligence. Real influence from leaders who build trust with empathy and insight. Elizabeth introduced guest speakers and also reflected on the topics that the guest speakers. Elizabeth did this by reflecting on the topic and how she was able or going to apply their advice to her work in the news industry.	1	Evening Anchor
9	5/22/2023	Establishment of an intern program designed to assist members of the community	KWWL has on-going internship program in which college students are offered the opportunity to gain valuable hands-on experience in the field of broadcasting and creative services. Internships must count toward a degree fulfillment credit(s). During May-August 2023- One (1) intern played valuable role in our news department. Our intern gained hands-on experience by researching, writing, and delivering on-air weather reports. He currently studies at Iowa State University.	1	Meteorologist Intern
10	5/22/2023	Establishment of an intern program designed to assist members of the community	KWWL has on-going internship program in which college students are offered the opportunity to gain valuable hands-on experience in the field of creative services. Internships must count toward a degree fulfillment credit(s). During May- August 2023- One (1) intern played valuable role in our creative services' department. Our intern gained hands-on experience by researching, writing, shooting and editing commercials. She currently studies at Hawkeye Community College.	1	Creative Services Intern
11	6/19/2023	Participation in events or programs sponsored by educational institutions	Marketing Director Mike Cunningham hosted Harmony Reingardt from Waverly-Shell Rock High School for a Career Day with the Creative Services Department.	1	Marketing Manager

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12	7/27/2023	Participation in events sponsored by organizations representing the community	KWWL's Sports Report Mark Woodley spoke to the Waverly Exchange Club regarding helping the community become better organized in serving those in need of food, shelter. Also helps develop leadership, networking and organizational skills that contribute to success in businesses.	1	Sports Reporter
13	8/23/2023	Establishment of an intern program designed to assist members of the community	KWWL has on-going internship program in which college students are offered the opportunity to gain valuable hands-on experience in the field of broadcasting and creative services. Internships must count toward a degree fulfillment credit(s). During August-November 2023- One (1) intern played valuable role in our news department. Our intern gained hands-on experience by researching, writing, filming, and editing stories for his portfolio. He currently studies at Loras College in Dubuque, Iowa.	1	News Intern