

KCRG-TV
EEO PUBLIC FILE REPORT
 October 1, 2010– September 30, 2011¹

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Broadcast Sales Specialist	2,3,4,5,7	7
Online Content Editor	2,3,4,5,6,14	5
News Director	2,3,4,5,6,10,12,15	2
Meteorologist	2,3,4,5,6,10,12,15	6
TV Reporter	2,3,4,5,6,7,10,12,14,15,16,	7
News Producer	2,3,4,5,6,7,10,12,15	6
News Producer	2,3,4,5,6,7,10,12,15	6
TV Photojournalist	2,3,4,5,6,7,10,11,12,15	7
TV Photojournalist	2,3,4,5,6,7,10,11,12,15	7
TV Photojournalist	2,3,4,5,6,7,10,11,12,15	11
Broadcast Engineer	2,3,4,5,17,18,19	5
TV Reporter	2,3,4,5,6,7,8,10,12,15	7
TV Photojournalist	2,3,4,5,6,10,11,12,15	2
News Producer	2,3,4,5,6,7,10,12,15	7
Broadcast Systems Engineer	2,3,4,5,7,18,19	7

¹ This report provides recruitment data collected from September 15, 2010 through September 14, 2011.

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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 12-month period
1	KCRG On-Air Announcements 501 Second Avenue SE Cedar Rapids, IA 52401 319-398-8612 Contact: Shannon Booth	No	0
2	KCRG Website (www.kcrg.com) 501 Second Avenue SE Cedar Rapids, IA 52401 319-398-8612 Contact: Shannon Booth	No	10
3	The Gazette 500 Third Avenue SE Cedar Rapids, IA 52401 319-398-8234 Contact: Sarah St. John classifieds@gazettecommunications.com	No	0
4	SourceMedia Website (www.sourcemedia.net) 500 Third Avenue SE Cedar Rapids, IA 52401 319-398-8234 Contact: Sarah St. John	No	0
5	Corridor Careers (www.corridorcareers.com) 500 Third Avenue SE Cedar Rapids, IA 52401 319-368-8875 classifieds@gazettecommunications.com Contact: Sarah St. John	No	6
6	TVJOBS.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 1-800-374-0119 760-754-8177 Contact: Mark Holloway, broadcast employment services	Yes <i>(reporter and anchor positions only)</i>	6
7	Word-of-Mouth Referral	No	8
8	Walk-in/Self-Referral	No	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
9	Internal Posting	No	0
10	Medialine (www.medialine.com) Contact: Mark Shilstone PO Box 51909 Pacific Grove, CA 93950 1-800-237-8073	Yes <i>(reporter and anchor positions only)</i>	1
11	B-roll.net Contact: Kevin Johnson 227 6th Street NE Washington, DC 20002 info@b-roll.net 202-486-8842	No	1
12	Iowa Broadcast News Association (www.ibna.org) Contact: Jeff Stein, executive secretary PO Box 131 Waverly, IA 50677-0131 319-352-8534	No	0
13	KCRG Internship Contact: Mike Wagner 501 Second Avenue SE Cedar Rapids, IA 52401 319-398-8422	No	0
14	JournalismJobs.com Contact@journalismjobs.com 72 Plaza Dr., 2 nd Floor Berkeley, CA 94705 510-653-1521	No	0
15	Iowa Broadcasters Association (IBA) P.O. Box 71186 Des Moines, IA 50325 515-224-7237	No	0
16	LinkedIn 2029 Stierlin Ct Mountain View, CA 94043 www.Linkedin.com 650-687-3600	No	0
17	CareerBuilder 200 N. LaSalle St Chicago, IL 60601 www.CareerBuilder.com 773- 527-3600	No	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
18	Kirkwood Community College website (www.kirkwood.edu/jobs) Erica Huber 123 Linn Hall Cedar Rapids, IA 52402 319-398-5689.	No	0
19	Hawkeye Community College website (www.collegecentral.com/hawkeyecollege) Wendy Mohlis 1501 E. Orange Road, PO Box 8015 Waterloo, IA 50704 319-296-4014	No	0
20	Telegraph Herald Contact: Shelly Rehfeldt P.O. Box 29 Dubuque, IA 52004-0629 srehfeldt@wcinet.com	No	0
21	University of Iowa Contact: Paul Jensen 100 Pomerantz Center Iowa City, IA 52242 Paul-W-Jensen@uiowa.edu	No	0
22	Wartburg College Contact: Prof. Jeff Stein 222 9th St NW Waverly, IA 50677 jeff.stein@wartburg.edu	No	0
23	Internal Transfer/Promotion	No	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			34

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship program.	<p>The station recruits interns from colleges and universities through campus recruiting initiatives. Our Manager Information Content contacts internship coordinators representing journalism programs at local colleges, e.g. University of Iowa, University of Northern Iowa, Iowa State University, Loras College and Wartburg College. Interns gain practical experience in news reporting at our station, acquiring skills needed for broadcast employment.</p> <p>Our Manager Information Content conducts orientation with the interns, which includes teaching them camera techniques and schedules as well as explaining the news, production and operational processes. Further, our Manager Information Content meets with interns during and at the conclusion of their internships to discuss their progress, offer writing tips and make recommendations.</p> <p>We host Spring, Summer and Fall/Winter internships. During this reporting period, 13 interns worked at the station in news and news/sports as follows:</p> <ul style="list-style-type: none"> - - Fall/winter 2010 – news: 3, news/sports: 1 - - Spring 2011 – news: 3, sports: 1 - - Summer 2011 – news: 3, sports: 2

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Participate in events/programs sponsored by or on behalf of a educational institution interested in careers in broadcasting	<p>The KCRG-TV9 First Alert Storm Team Weather Academy is a fun and educational program aimed at teaching students about how the weather works and introducing careers in Meteorology. Since 2002, the KCRG-TV9 First Alert Storm Team has reached over 10,000 students through visits to Eastern Iowa schools. The following events took place during the reporting period:</p> <ul style="list-style-type: none"> -January 7, 2011: Spoke to class at Summit School -January 11, 2011: Spoke to class at St. James, Washington -February 15, 2011: Spoke to class at HLV School -February 25, 2011: Spoke to class at Sacred Heart School -March 3, 2011: Spoke to class at Bennett School -March 10, 2011: Spoke to class at Galena Middle School -April 5, 2011: Spoke to class at Francis Marion Intermediate -April 5, 2011: Spoke to class at Kirkwood Community College -April 6, 2011: Spoke to class at Mt. Vernon School -April 8, 2011: Spoke to class at Lonetree Community School -April 11, 2011: Spoke to class at University of Iowa -April 21, 2011: Spoke to class at Regis Middle School -April 25, 2011: Spoke to class at St Mary's, Manchester -April 27, 2011: Spoke to class at City High, Iowa City -April 29, 2011: Spoke to class at St. Mary's, Guttenberg -May 4, 2011: Spoke to class at Taft Alternative Middle School -May 6, 2011- Spoke to class at Trinity Lutheran School -May 19, 2011: Spoke to class at Tanager Place School -May 24, 2011: Spoke to class at Mt. Pleasant School -June 15, 2011- Spoke to class at University of Iowa
3	Participate in events/programs sponsored by or on behalf of a educational institution interested in careers in broadcasting	<p>During this reporting period, our station conducted presentations to students in junior high schools, high schools and colleges in our local community. Photographers and Meteorologists from the station discussed broadcast careers and opportunities as well as required education and job shadow/internship opportunities. Information about KCRG was presented as well. The following presentations took place, as follows:</p> <ul style="list-style-type: none"> -November 4, 2010: A Photographer spoke to students at the University of Iowa Journalism Class about careers in broadcasting -March 8, 2011: A Photographer spoke to students at the University of Iowa Journalism Class about careers in broadcasting -March 29, 2011: Meteorologists spoke to students at Regis Middle School about careers in broadcasting.

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4	<p>Host events sponsored by or on behalf of educational institutions or community organizations interested in broadcast careers</p>	<p>Our station hosts tours for organizations and students throughout the year. Station tours provide comprehensive information about broadcast operations, explain how broadcast products are put on the air, and include a detailed discussion about the station’s departments and the jobs that employees perform. We also provide information about the knowledge and skills needed for broadcast employment. The following tours were conducted during this reporting period.</p> <ul style="list-style-type: none"> - November 12, 2010: Creative Services conducted a tour for 4 Cub Scouts - December 1, 2010: The Weather Department conducted a tour for 8 Girl Scouts -January 7, 2011: The News Department conducted a tour for 7 students from Prairie. -January 20, 2011: Creative Services conducted a tour for 30 Home Schooled Students -January 27, 2011: Creative Services conducted a tour for 12 Cub Scouts. - February 2, 2011: Creative Services conducted a tour for 10 Cub Scouts -February 15, 2011: Creative Services conducted a tour for 7 Cub Scouts - March 4, 2011: Creative Services conducted a tour for 5 students from Poland -March 9, 2011: Creative Services conducted a tour for 14 people from Goodwill -March 12, 2011: The Weather Department conducted a tour for 1 Cub Scout -March 16, 2011- Creative Services conducted a tour for 11 Cub Scouts -March 16, 2011- Creative Services conducted a tour for 4 Cub Scouts -March 23, 2011: Creative Services conducted a tour for 30 students from North Cedar Middle School -April 20, 2011: Creative Services conducted a tour for 12 students from Tiffin School -May 4, 2011: Creative Services conducted a tour for 5 Cub Scouts -May 4, 2011: Creative Services conducted a tour for 8 Cub Scouts -May 11, 2011: Creative Services conducted a tour for 11 students from North Linn Middle School -June 9, 2011: The Weather Department conducted a tour for 17 people from Yellow Book -June 22, 2011: Creative Services conducted a tour for 7 students from Iowa Braille School

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
5	Events sponsored by community organizations interested in broadcasting	<p>During this reporting period, our station conducted presentations to various community organizations in our local community. Anchors and Meteorologists from the station discussed broadcast careers as well as information about KCRG. The following presentation took place, as follows:</p> <ul style="list-style-type: none"> -October 11, 2010: Reporter spoke at the Education Center about careers in broadcasting. -January 17, 2011: Meteorologist spoke at the Dubuque YMCA about Meteorology. -January 18, 2011: Meteorologist spoke to the Wellman Rotary Club about Meteorology. -February 13, 2011: Meteorologist spoke at the Marion American Legion about Meteorology. -February 16, 2011: Meteorologist spoke to the First Congregation Church Men’s Club about Meteorology. -March 10, 2011: Meteorologist spoke to KCID Pilots about Meteorology. -March 13, 2011: Meteorologist spoke to the First Presbyterian Church about Meteorology March 17, 2011: Meteorologist spoke to Cottage Grove Retirement Community about Meteorology. -March 26, 2011- Meteorologist spoke to the youth group Masters of Disaster about Meteorology -April 7, 2011: Meteorologist spoke to KCID Pilots about Meteorology -April 7, 2011: Meteorologist spoke at Walden Place about Meteorology -April 18, 2011: Meteorologist spoke at Marengo Library about Storm Chasing and Meteorology -April 20, 2011: Meteorologist spoke at Milestones Adult Daycare about Meteorology -April 27, 2011: Meteorologist spoke at Mercy Medical Center about Meteorology -May 5, 2011: Meteorologist spoke at Yellowbook In-service about Meteorology -May 7, 2011: Meteorologist spoke at English Valley History Center about Meteorology -May 12, 2011: Meteorologist spoke at First Lutheran Church about Meteorology -May 17, 2011: Meteorologist spoke at Careers on Wheels, Marion Airport, about Meteorology -May 17, 2011: Meteorologist spoke at Crestview Acres about Meteorology -June 8, 2011: Meteorologist spoke to The Kernels about Meteorology -June 14, 2011: Meteorologist spoke at Farm Safety Day, Lancaster Fairgrounds, about Meteorology -June 23, 2011: Meteorologist spoke at St. Mark Community Center about Meteorology -June 28, 2011: Meteorologist spoke at the Science Station, Cedar Rapids, about Meteorology -July 19, 2011: Meteorologist spoke at Cottage Grove about Meteorology -July 20, 2011- Meteorologist spoke at the Science Station, Cedar Rapids, about Meteorology

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