

WHO(AM), KPTL(FM), KKDM(FM), KDRB(FM) & KXNO(AM)

EEO PUBLIC FILE REPORT
October 1, 2007 – September 30, 2008

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
Payroll/HR Assistant	1-18	17
Sales Manager	1-18	6
Account Executive	1-18	18
General Sales Manager	1-18	8
Account Executive	1-18	10

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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	Iowa Commission on the Status of Women Ellen Failor Lucas State Office Building Des Moines, IA 50319 (515) 281-4461 Fax: (515) 242-6119	Yes	0
2	Women’s Awareness Coalition Jan Wise Student Life Center Drake University 2507 University Avenue Des Moines, IA 50311	Yes	0
3	Coalition of Black Students Jan Wise Drake University Student Center 2507 University Avenue Des Moines, IA 50311 (515) 271-4117 Fax: (515) 271-4110	Yes	0
4	Drake University Career Center Kathy Barnett 2507 University Avenue Des Moines, IA 50311-4505	Yes	0
5	Iowa Broadcasters Association Sue Toma P.O. Box 71186 Des Moines, IA 50325 Phone: (515) 224-7237 Fax: (515) 224-6560 Email: webmaster@iowabroadcasters.com	Yes	4
6	Clearcareers.com	No	1
7	Internal Posting	No	0
8	Employee Referral	No	3
9	Non-Employee Referral	No	0
10	Walk-In / Self-Referral	No	2
11	Station Website (one or more SEU stations)	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	LaFuerza Latina Jan Wise Drake University 2507 University Avenue Des Moines, IA 50311 (515) 271-4110	Yes	0
13	Polk County Enrichment Center Katy Muelhopt 401 E. Court Avenue Des Moines, IA 50309 (515) 286-2055	Yes	0
14	Iowa Workforce Development Center Des Moines Office Pat Brice 215 Keo Way Des Moines, IA 50309-1727 (515) 281-9600 Fax: (515) 281-9640	Yes	0
15	Easter Seals Iowa Maryann Fitzpatrick 2920 30th Street Des Moines, IA 50310	Yes	0
16	The Drake Broadcasting System, Drake University Carl Sundermann 118 Meredith Hall Des Moines, IA 50311	Yes	0
17	Des Moines Register 715 Locust Street Des Moines, Iowa 50309 Fax: (515)284-8355 classifieds@dmreg.com	No	18
18	Des Moines Helpwanted.com	No	15
TOTAL INTERVIEWEES OVER REPORTING PERIOD			43

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	During the reporting period, the stations offered internships to three students from Drake University, Grandview College, and Iowa State University. Interns received training and experience in various areas of broadcasting including News, Programming, Marketing and Promotion, Events, Sales and Business and Technology. The interns were supervised by the SEU's Promotions Director, Assistant News Director, Farm Director, and Director of Promotions.
2	Participate in programs sponsored by educational institutions relating to career opportunities in broadcasting.	On April 15, 2008, the SEU participated in a job shadowing program that provided a student from North High School to shadow KKDM(FM)'s Assistant Program Director and to explore careers opportunities in broadcasting.
3	Mentoring Program	The SEU employs a Sales Training Manager to provide new account executives training and career counseling. The Sales Training Manager meets with each account executive at least once a month to help provide career guidance. As a mentor, the Sales Training Manager helps each Account Executive design his or her career goals with the company while managing their current job responsibilities.
4	Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.	<p>During the reporting period, various SEU personnel gave presentations to students at local high schools, colleges, and universities about careers in broadcasting.</p> <ul style="list-style-type: none"> • On April 29, 2008, a Station Manager gave a presentation about careers in broadcasting to students at Drake University. • On October 29, 2007, WHO(AM)'s Program Director gave a presentation about careers in broadcasting to students at Drake University. • On May 6, 2008, WHO(AM)'s Assistant Program Director gave a presentation about careers in broadcasting to students at Grandview College. • On March 6, 2008, KKDM(FM)'s Assistant Program Director gave a presentation about careers in broadcasting to students at S.E. Polk Jr. High School.