

WBIR-TV
EEO PUBLIC FILE REPORT
March 22, 2022 - March 21, 2023

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Producer-11352	1-6, 8-24, 26-28	17
Producer-11352	1-6, 8-24, 26-28	10
Broadcast Engineer-11446	1-3, 5-6, 8-24, 26-28	17
Multiskilled Journalist-11672	1-3, 5-9, 12-24, 26-28	7
Multiskilled Journalist-11672	1-3, 5-9, 12-24, 26-28	17
Account Executive	1-3, 5-6, 8-10, 12-24, 26-28	17
Weekend Meteorologist/MSJ-12615	1-3, 5-9, 13-24, 26-28	17
Sales Assistant-12671	1-3, 5-6, 8-10, 13-24, 26-28	17
Producer-12672	1-3, 5-9, 13-24, 26-28	17
Producer-12672	1-3, 5-9, 13-24, 26-28	7
Broadcast Director-12685	1-3, 5-6, 8-10, 13-24, 26-28	17
Digital Video Producer-12812	1-3, 5-6, 8-10, 13-24, 26-28	17
Visual Storyteller/MSJ-12876	1-3, 5-6, 8-9, 13-24, 26-28	17
Account Manager-13043	1-3, 5-6, 8-10, 13-24, 26-28	10
Sales Assistant-13084	1-3, 5-6, 8-10, 13-24, 26-28	17
Marketing Producer-13135	1-3, 5-6, 8-9, 13-24, 26-28	17
Account Executive-13222	1-3, 5-6, 8-10, 13-28	25
Brand & Community Coordinator-13516	1-3, 5-6, 8-10, 13-24, 26-28	17
Marketing Producer - 13553	1-3, 5-6, 8-10, 13-24, 26-28	10
Visual Story Teller - 13615	1-3, 5-9, 13-24, 26-28	17
Production Assistant - 13677	1-3, 5-9, 13-24, 26-28	17

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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	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	2
2	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : www.cn.edu Email : bmclemore@cn.edu Fax : 1-865-471-4989 Brent McLamore	N	0
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
4	Current Employee - Transfer/Promotion	N	1
5	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee 37614 Phone : (423) 439-5388 Url : www.atsu.edu/students/careers Email : creek@etsu.edu Susan Creek	N	0
6	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : ngarvin@fisk.edu Natar Garvin	N	0
7	Indeed.com	N	5

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8	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Url : www.king.edu Email : dhfelty@king.edu Donna Felty	N	0
9	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : dcarr@thekaul.org Denise Carr	N	0
10	Linked In	N	15
11	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : elicia.ferrer@maryvillecollege.edu Elicia Ferrer	N	0
12	Media Line , Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
13	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Url : www.milligan.edu Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	N	0
14	National Assoc. of Broadcasters (NABEF) 1771 N. Street NW Washington, D.C., District of Columbia 20036 Phone : 202-429-5300 Email : tdotson@nab.org Tim Dotson	N	0

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15	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
16	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : blanders@south.edu Benjamin Landers	N	0
17	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	60
18	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : www.tabtn.org Email : brenda@tabtn.org Fax : 1-615-365-1842 Brenda Heidt	N	0
19	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
20	The Ohio Center for Broadcasting 9000 Sweet Valley Drive Volley View, Ohio Phone : 216-503-5900 Url : http://www.beonair.com/ Email : hcrable@beonair.com Hoda Crable	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	Tusculum College 60 Shiloh Rd Greenville, Tennessee 67743 Phone : 423.636.7300 Url : www.tusculum.edu Email : hhenson-ramsey@tusculum.edu Fax : 1-423-638-7166 Heather Henson-Ramsey	N	0
22	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
23	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6152 Email : Rachel.Schmillen@va.gov Rachel Schmillen	N	0
24	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
25	Walk In/Self-Referral	N	1
26	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : debbie.johnson@ws.edu Debbie Johnson	N	0

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27	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0
28	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			84

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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	3/29/2022	Establishment of training programs for station personnel	WBIR Marketing Producer attended a LinkedIn training on the introduction to Graphic Design Illustrator and received a certificate.	1	Commercial Promotions Producer
2	3/30/2022	Establishment of training programs for station personnel	WBIR Marketing Producer attended a LinkedIn training on After Effects 2021 Essential Training --The Basics and received a certificate.	1	Commercial Promotions Producer
3	4/5/2022	Provision of training to management	WBIR News Operation Manager attended a training on How to Have a Career Conversation with Your Employees. This was a training session by The Talent Management Team as part of the Performance Management Training for leaders. The objective of the training was designed to provide hands on practice having a career conversation with your employees.	1	Tech Ops Manager
4	4/5/2022	Sponsorship of events in the community designed to increase public awareness	The Girl Scouts of Southern Appalachians (GSCSA) celebrated its 110th anniversary with a celebration April 5, 2022 at the Knoxville Museum of Art. The event was hosted by WBIR meteorologist who talked to the girls and their families about jobs in Broadcasting. The event was part of the second- annual "Reach for the Peaks" fundraiser.	1	Meteorologist
5	4/20/2022	Participation in events sponsored by organizations representing the community	WBIR News Manager attended a webinar on Access to Courts in Tennessee. This is available to members of the Tennessee Association of Broadcasters.	1	News Manager

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6	5/5/2022	Establishment of training programs for station personnel	WBIR Digital Director attended TEGNA's News Leadership Forum. Crucial Conversations Training is included in this leadership forum. Crucial Conversations is a New York Times business bestseller that has changed the way millions of people communicate. This training is one of the most powerful and useful tools that you can apply immediately. The course taught skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics – at all levels of your organization. By learning how to speak and be heard (and encouraging your teams to do the same), you'll surface innovative ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment.	1	Digital Content Director
7	Ongoing Event	Establishment of a mentoring program	WBIR Anchors lead the WBIR 10Mentor program. This program includes Anchors working with younger journalists in the newsroom to improve contacts, storytelling, and life/work balance	7	Anchor/ Reporter MMJ MMj Producer
8	6/14/2022	Provision of training to management	TEGNA's Diversity and Inclusion HR Business Partner held a training for the Executive team on inclusive hiring practices. Topics covered included learning about diversity, equity, and inclusion; the benefits of diverse teams, leveraging colleges, universities, and local organizations; measuring diversity; looking for transferrable skills; combatting unconscious bias; and best practices. Digital webinar- Leveraging Transparency to Build Equity.	5	Executive Producer Sports Leader News Director News Manager

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9	6/24/2022	Establishment of training programs for station personnel	TEGNA launches the second of their Secure TEGNA quarterly training modules focused on social engineering. This important training includes real-life examples of how social engineering works using online and offline manipulation and deception to convince users to succumb to phishing attacks or surrender confidential data. All employees are required to participate in this mandatory training.	100	Information Ctr. Coordinator News Director Assistant News Director Producer
10	6/26/2022	Establishment of training programs for station personnel	WBIR Multi-Skilled Journalist attended an Investigative journalism conference. She learned about investigative journalism and then shared the ideas with the rest of the newsroom.	1	MMJ

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11	6/27/2022	Establishment of training programs for station personnel	This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIR's, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on -the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends and the PIR has 2-years of on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.	2	Producer in Residence Producer In Residence
12	Ongoing Event	Establishment of a mentoring program	WBIR Multi-Skilled Journalist mentored WBIR intern. She took her out on shoots a few times and taught her how to shoot, write and edit stories. They filmed some mock standups to help her make a reel of her own. This was inside WBIR. She was here last year over a span of a few months toward the end of the year, August to December.	1	MMJ

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13	9/23/2022	Establishment of training programs for station personnel	<p>Secure TEGNA Training--Internet Security and You - Ensuring the security of our data and networks requires that all of us understand the threat landscape and recognize the actions cybercriminals employ to breach our systems.</p> <p>TEGNA launched the third of their Secure TEGNA quarterly training modules, Internet Security and You. This important course includes real-life examples of criminal practices often used to convince employees to surrender confidential data to gain access to data and networks.</p> <p>Human awareness and action are the best ways to prevent cybercrimes.</p>	100	Sales Director General Manager News Director Information Ctr. Coordinator
14	10/5/2022	Provision of training to management	WBIR Assistant News Director attended a virtual Poynter training on Transforming crime coverage, Virtual Poynter training. She learned how we can make changes to become more inclusive and be sensitive in covering race and crime in context.	1	Assistant News Director
15	10/18/2022	Hosting of Job Fair	WBIR General Manager, News Director and Assistant News Director participated in a Job Fair with University of Tennessee College of Communication and Information College Students majoring in Journalism.	3	General Manager News Director Assistant News Director
16	11/1/2022	Establishment of training programs for station personnel	WBIR Marketing Producer attended a training presented by LinkedIn on Illustrator One-on-One: Fundamentals.	1	Commercial Promotions Producer
17	12/5/2022	Establishment of training programs for station personnel	WBIR managers attended a training by a TEGNA Human Business Partner on how to have a successful 1:1 with their direct reports.	3	General Manager Director of Technology Operations Supervisor Technology & Operations
18	12/13/2022	Provision of training to management	WBIR Assistant News Director attended the Race in content training to see how we can make changes to become more inclusive and be sensitive in covering race and crime in context.	1	Assistant News Director

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19	12/16/2022	Establishment of training programs for station personnel	TEGNA launched the final Secure quarterly training module for 2022, Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training helps employees recognize risks and increase employee's understanding of the ever-changing threat landscape. Keeping our systems safe requires constant vigilance.	100	Digital Director Information Ctr. Coordinator Assistant News Director MMJ
20	1/6/2023	Establishment of training programs for station personnel	WBIR employees attended a training on insightful information on how to tell a powerful story presented by expert storyteller Boyd Huppert.	20	Anchor/ Reporter MMJ MMJ Marketing Producer
21	1/13/2023	Establishment of training programs for station personnel	WBIR Anchor/Reporter attended Boyd Huppert's amazing two part storyteller sessions. This was the assignment for the 2nd part of the training--the check in assignment. They reviewed how to find a focus and lean into it, setting the first 30 seconds of the story, how to frame your sentences and end them.	1	Anchor/ Reporter
22	1/18/2023	Participation in events or programs sponsored by educational institutions	tnAchieves Program: News Reporter and anchor mentored high school students looking to head to college, Also discussed career tracks toward a career in the broadcast and journalism industry.	1	Anchor/ Reporter
23	1/19/2023	Establishment of training programs for station personnel	WBIR Digital Director attended a training led by TEGNA's Director of Talent Development and TEGNA's Manager of Organization Development on Creating Effective Performance & Development Goals.	1	Digital Director

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24	1/26/2023	Participation in events or programs sponsored by educational institutions	tnAchieves - WBIR Assistant News Director had consistent virtual communication with 10 students and helped them with college readiness and prep. She then met in person at Carter high school on 1/26/23 with those 10 students and their parents and shared how and when to file FAFSA and helped with their career path choosing in college.	1	Assistant News Director
25	1/27/2023	Establishment of training programs for station personnel	Code of Ethics Training: Our Shared Purpose, an online course that focuses on section three of the TEGNA Ethics Policy, addressing fair dealings and open competition. It outlines the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations.	100	Information Ctr. Coordinator General Manager Producer Sports Manager
26	1/27/2023	Participation in events or programs sponsored by educational institutions	WBIR Producer in Residence was a mentor to students at Arizona State University. She talked to a producing class about the job and gave career advice.	1	Producer in Residence
27	1/30/2023	Participation in events or programs sponsored by educational institutions	WBIR Multi-Skilled Journalist went to St. John Neumann Catholic School and spoke with K-12 students at a career fair about WBIR & the journalism industry.	1	MMJ
28	2/2/2023	Participation in events or programs sponsored by educational institutions	WBIR News Anchor & Reporter spoke to 5th grade class at Webb School of Knoxville about Leadership, journalism, and finding what you want to do in life.	1	Anchor/ Reporter
29	2/8/2023	Establishment of training programs for station personnel	WBIR News Operation Manager led a training on how to use Light kits for WBIR employees. They reviewed the basics of how to get good lightening for everyday stories, how to use each item in your light kit and how to setup a basic 1 point, 2 point and a 3 point light setup and when to use them. In addition, there was a lightening master class, how to take the basics and elevate them.	7	News Manager MMJ VST VST

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30	2/9/2023	Establishment of training programs for station personnel	WBIR News Operation Manager led a training on how to use Light kits for WBIR employees. They reviewed the basics of how to get good lightening for everyday stories, how to use each item in your light kit and how to setup a basic 1 point, 2 point and a 3 point light setup and when to use them. In addition, there was a lightening master class, how to take the basics and elevate them.	9	Marketing Producer Marketing Producer MMJ VST
31	2/21/2023	Participation in events or programs sponsored by educational institutions	tnAchieves program--News Anchor & reporter had a mentor feedback session which included discussion about career tracks toward a career in the broadcast and journalism industry.	1	Anchor/ Reporter
32	3/8/2023	Establishment of training programs for station personnel	KENS Executive Producer presented Producer Training for our content teams at WBIR. The Focus was on: *urgency & speeding up your show *eliminating “filler” stories *boosting the production quality of your show The Executive Producer watched a selection of our morning, dayside and nightside shows to get an idea of our vibe and answered lots of questions from employees on improving content for our shows.	10	Producer Producer Producer Producer
33	3/8/2023	Participation in events or programs sponsored by educational institutions	WBIR Assistant News Director talked to a journalism class at the University of Tennessee about finding a job, their career path, how to shoot good standups/live shots and how to navigate the job market.	1	Assistant News Director
34	3/15/2023	Establishment of training programs for station personnel	WBIR Assistant News Director and former reporter taught a 10University class for WBIR reporters, photogs and producers. Knowing what to do in front of the camera—behind the camera—and in the booth will make our live shots shine. There were lots of examples and some GREAT throwback ones too.	11	Assistant News Director MMJ MMJ MMJ