

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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
Anchor / Multi Skilled Journalist	2-4, 7, 9-10, 14-15, 17-18, 20-29	2
Director of Marketing	1-5, 7-11, 13-15, 17-18, 20-22, 24-29	2
Anchor / Multi-Skilled Journalist	2, 4, 7, 9-10, 14-15, 17-22, 24-27, 29	19
Multiplatform Producer	2-4, 7, 9-11, 14-15, 17-18, 20-22, 24-27, 29	2
Digital Sales Specialist	2-4, 7, 9-10, 14-18, 20-22, 24-27, 29	16
Head of Technology and Operations	2-4, 7-10, 14-15, 17-18, 20-22, 24-27, 29	2
Head of Technology and Operations	2-4, 7-10, 14-15, 17-18, 20-22, 24-27, 29	2
Visual Journalist & Storyteller - 007072	2-4, 7, 9-10, 14-15, 17-18, 20-22, 24-27, 29	2
Visual Journalist & Storyteller - 007072	2-4, 7, 9-10, 14-15, 17-18, 20-22, 24-27, 29	2
Digital Content Producer - 007856	2-4, 7, 9-10, 14-15, 17-18, 20-22, 24-27, 29	2
Creative Producer - 007926	2-4, 7-12, 14-15, 17-18, 20-22, 24-27, 29	2
Creative Producer - 007926	2-4, 7-12, 14-15, 17-18, 20-22, 24-27, 29	2
Account Manager - 008096	2-4, 7, 9-10, 14-15, 17-18, 20-22, 24-27, 29	2
Editor - 008101	2-4, 7, 9-11, 14-15, 17-18, 20-22, 24-27, 29	11
Media Operations Specialist - 008382	2-4, 7, 9, 11, 14-15, 17-18, 20-22, 24-27, 29	2
Visual Journalist & Storyteller - 007072	2-4, 6-7, 9, 14-15, 17-18, 20-22, 24-27, 29	6

WBIR
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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	Call In	N	3
2	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	23
3	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : www.cn.edu Email : bmclmore@cn.edu Fax : 1-865-471-4989 Brent McLamore	N	0
4	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
5	Current Employee	N	1
6	Drop In	N	1
7	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
8	Employee Referral	N	7
9	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : ngarvin@fisk.edu Natara Garvin	N	0

WBIR
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March 22, 2019 - March 21, 2020

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
11	Indeed.com	N	8
12	Job Board	N	1
13	Job posting on internet	N	1
14	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
15	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
16	Linked In	N	1
17	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
18	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
19	Other Source	N	2

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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20	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
21	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
22	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	1
23	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : www.tabtn.org Email : info@tabtn.org Fax : 1-615-365-1842 Brenda Heidt	N	0
24	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
25	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	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
27	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
28	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
29	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:			49

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	4/16/2019	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Digital Storyteller
2	4/18/2019	Participation in other activities designed by the station employment unit	Hosted 30 students from Dutch Valley Elementary to meet with meteorologist re: weather and how to become a meteorologist.	1	Meteorologist
3	5/2/2019	Participation in other activities designed by the station employment unit	Hosted station tour for 20 5th grade students from Blue Grass elementary Media Masters class. Offered insight into the newscast production, activity within a newsroom and careers in broadcast industry	1	Information Center Coordinator
4	5/3/2019	Participation in Job Fairs	MSJ and Information Center Coordinator from WBIR participated in the Clinton City Schools Career Fair in Clinton, TN. Potential applicants were told about the station, job opportunities currently available, and the application procedures.	2	Information Center Coordinator MSJ
5	6/12/2019	Establishment of training programs for station personnel	Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management-related workshops	1	MSJ
6	6/20/2019	Participation in events or programs sponsored by educational institutions	Spoke at University of Tennessee Broadcasting summit, shared information about career opportunities in journalism and the broadcast industry.	1	Anchor

WBIR
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March 22, 2019 - March 21, 2020

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7	6/24/2019	Establishment of training programs for station personnel	News, Digital, Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformation journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	4	Director of Digital News Director Marketing Director General Manager
8	8/23/2019	Establishment of training programs for station personnel	Sound of Life Media Storytelling Workshop--taught by preeminent journalists from around the country, to ignite or reignite the passion of journalistic storytelling and give our viewers the best possible experience and information.	6	Sports MSJ MSJ MSJ MSJ
9	8/30/2019	Participation in events or programs sponsored by educational institutions	Spoke to 2nd grade elementary school students at Hixson Elementary in Chattanooga about the career track to become a reporter / journalist.	1	MSJ
10	9/7/2019	Establishment of training programs for station personnel	National Weather Association annual conference, including up to date weather technology--training for meteorologists.	1	Meteorologist
11	9/11/2019	Establishment of training programs for station personnel	Attended the ONA conference which brings together some of the most innovative minds in the digital media – Including journalists, media executives product teams, entrepreneurs, students and educators to learn more about social engagement, digital video, Reditt, Facebook, YouTube, data, best digital practices, newsletters etc.	1	Digital Content Producer
12	9/23/2019	Establishment of training programs for station personnel	Next Level Producer training with TEGNA corporate VPs and company producers, including TV & Digital Writing, Audience Experience Writing and Working in a Newsroom.	3	Multiplatform Producer Multiplatform Producer Multiplatform Producer
13	9/24/2019	Participation in events or programs sponsored by educational institutions	Gave students at Brickey McCloud Elementary a tour of the satellite truck and answered their questions about the TV news industry.	1	News Tech Operations Mgr.

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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14	10/2/2019	Participation in events or programs sponsored by educational institutions	Meteorologist met with 70 Students from Christenberry Elementary School, at Edgewood Park, to discuss weather and how to become a TV meteorologist	1	Meteorologist
15	10/3/2019	Participation in events or programs sponsored by educational institutions	Spoke to Clinton High School TV Class about career opportunities in journalism and the broadcast industry	1	MSJ
16	10/18/2019	Participation in job banks, internet programs and other programs designed to promote outreach	Intern recruitment visit at University of Tennessee Chattanooga. Spoke to the students about open positions within WBIR/TEGNA, identifying different career tracks within our organization.	2	PM News Manager Producer
17	12/5/2019	Participation in other activities designed by the station employment unit	Hosted tour for 10 students from All Saints Episcopal School. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry. Students also met with meteorologist to discuss weather and how to become a meteorologist.	2	Meteorologist Information Center Coordinator
18	12/10/2019	Participation in other activities designed by the station employment unit	Conducted tour for 10 students from Gresham Middle School STEM class Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
19	12/11/2019	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Sports MSJ

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20	1/7/2020	Establishment of training programs for station personnel	<ul style="list-style-type: none"> SEO training-- seminar focused on search engine optimization. In short, that means she explained how to optimize our digital content to make sure it shows up in search results. These skills help all journalists who publish on WBIR.com diversify web traffic sources so we aren't as dependent on social media to reach our viewers online. This was mandatory for all journalists and took place in the first five minutes of our editorial meetings. 	21	News Manager-Digital News ANchor Producer News Manager
21	1/8/2020	Establishment of training programs for station personnel	<ul style="list-style-type: none"> SEO training--seminar focused on search engine optimization. In short, that means she explained how to optimize our digital content to make sure it shows up in search results. These skills help all journalists who publish on WBIR.com diversify web traffic sources so we aren't as dependent on social media to reach our viewers online. This was mandatory for all journalists and took place in the first five minutes of our editorial meetings. 	12	Anchor MSJ Producer News Manager, Digital
22	1/14/2020	Establishment of training programs for station personnel	MSJ Training including Back to Basics, Enterprise Stories, & Multi-Camera Interviews	15	MSJ MSJ MSJ MSJ
23	1/15/2020	Establishment of training programs for station personnel	Disinformation Training--Our audiences tell us they want transparency, and they want help deciphering what is real and what isn't on their social media feeds. Tegna is training their journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers	1	Executive Producer
24	1/17/2020	Establishment of training programs for station personnel	WBIR Ratings Report... We presented the full staff a snapshot of our ratings trends for our target demo. This helps journalists understand who is watching us and how we can grow our audience.	33	News Manager Producer Producer MSJ

WBIR
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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25	1/23/2020	Establishment of training programs for station personnel	The morning team hosted our first Innovation Brainstorm. The ideation-style session generated two ideas the team may pursue, and helped shaped show formats. It also seemed to energize a crew ready to evolve. This training taught new ways to develop ideas.	30	News Director AM News Manager AM Meteorologist AM MSJ
26	1/29/2020	Establishment of a mentoring program	Tegna's VP of News, visited the station to share lessons on innovation. She met with newsroom leaders and shared samples from the latest round of newscast pilot testing.	10	Anchor Anchor News Tech Op Manager Asst. ND
27	2/11/2020	Establishment of training programs for station personnel	TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	120	All Staff
28	2/12/2020	Establishment of training programs for station personnel	Disinformation Training--Bringing back the training received at TEGNA corporate, to share with our staff, training our journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers.	3	Executive Producer Executive Producer Multiplatform Producer
29	2/16/2020	Establishment of training programs for station personnel	When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. TEGNA launched an annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into the daily work routine.	120	All Staff

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March 22, 2019 - March 21, 2020

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30	2/19/2020	Participation in events or programs sponsored by educational institutions	Recruiting event at University of Missouri. Spoke to the students about open positions within WBIR/TEGNA, identifying different career tracks within our organization.	1	News Director
31	2/25/2020	Participation in other activities designed by the station employment unit	Conducted tour for West View Middle School, 18 students, Media Class. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
32	2/28/2020	Participation in events sponsored by community groups	Meteorologist spoke to our Scout Pack, discussed with the Pack (both boys, girls, and parents) about being an Eagle Scout and what it did for him by opening doors. He also spoke about how he got into weather and what he does here at WBIR	2	Sales AE Meteorologist
33	3/4/2020	Participation in events or programs sponsored by educational institutions	Reading to students at Ritta Elementary school, talked about the career track to become a meteorologist.	1	Meteorologist
34	3/5/2020	Participation in events or programs sponsored by educational institutions	Recruiting Event at University of Georgia. Spoke to the students about open positions within WBIR/TEGNA, identifying different career tracks within our organization.	1	News Director
35	3/10/2020	Establishment of training programs for station personnel	Verify Training and Editing Workshops presented by National Verify Team-- Jason Puckett and David Tredge	20	vst VST Tech Op Manager Anchor
36	3/12/2020	Participation in events or programs sponsored by educational institutions	Junior Achievement event--explanation about WBIR, my current position as an AE, the importance of sales, and how the station operates. Also explained the various positions in a TV station and the importance of the AE to go around and sell advertising and help businesses accomplish their goals.	1	Sales AE