

KARE
EEO PUBLIC FILE REPORT
November 21, 2017 - November 20, 2018

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
Multimedia Producer - Digital - KARE	2-3, 7-14, 22-24, 27-28, 30-31, 36-38, 41, 43-44, 46-48, 50-52, 56, 60-61, 63, 65-66, 68-69, 72, 74, 77, 79, 83	66
Multi Media Anchor/Reporter - KARE	2, 7-8, 10-14, 17, 20, 22-24, 27-28, 31, 36-38, 40-41, 43-44, 46-48, 50-52, 56, 60-61, 63, 65-66, 68-69, 72, 74, 79, 83	17
Visual Story Teller	1-2, 4, 6-16, 18-20, 22, 24-28, 30-31, 33-34, 36-38, 41-56, 58-76, 79-83, 85	66
Multi Media Promotions Producer - KARE	1-2, 4, 6-16, 18-20, 22, 24-34, 36-38, 41, 43-53, 55-56, 58, 60-65, 67-76, 78-83, 85	29
Multi Media Promotions Producer - KARE	1-2, 4, 6-16, 18-20, 22, 24-34, 36-38, 41, 43-53, 55-56, 58, 60-65, 67-76, 78-83, 85	29
Sales Account Executive - KARE	1-4, 6-16, 18-19, 22, 24-29, 31, 33-34, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 78-83, 85	68
Visual Storyteller - KARE	1-2, 4, 6-16, 18-19, 22, 24-28, 31, 33-34, 36-38, 41, 43-53, 55-56, 58, 61-76, 79-85	66
Visual Storyteller - KARE	1-2, 4, 6-16, 18-19, 22, 24-28, 31, 33-34, 36-38, 41, 43-53, 55-56, 58, 61-76, 79-85	66
Account Executive	1-4, 6, 8-16, 18-19, 22, 24-29, 31, 33, 36-39, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-84	29
Multi Media Journalist	1-4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 40-41, 43-53, 55-58, 61-76, 78-85	69
Multi Media Journalist	1-4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 40-41, 43-53, 55-58, 61-76, 78-85	66
Sales Coordinator	1-4, 6, 8-16, 18-20, 22, 24-28, 30-31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-85	30
Sales Coordinator	1-4, 6, 8-16, 18-20, 22, 24-28, 30-31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-85	20
Broadcast Engineer	1-4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 78-85	66

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Lead Generation Specialist	1-4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 79-85	66
Broadcast Maintenance Technician	1-2, 4, 6, 8-16, 18-19, 21-22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 78-85	21
Broadcast Maintenance Technician	1-2, 4, 6, 8-16, 18-19, 21-22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 78-85	66
Newscast Producer	1-2, 4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-85	8
Newscast Producer	1-2, 4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-85	68
Digital Ad Operations Specialist	1-2, 4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 79-85	66
Senior Account Executive	1-6, 8-16, 18-20, 22, 24-29, 31, 33, 36-39, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-84	29
Digital Director	1-4, 6, 8-16, 18-20, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 78-84	20
Brand Manager	1-4, 6, 8-16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-76, 79-84	66
Digital Ad Operations Specialist	1-4, 6, 8-16, 18-19, 22, 24-28, 30-31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 80-84	30
Sales Assistant	1-4, 6, 8-14, 16, 18-20, 22, 24-28, 31, 33, 35-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-84	20
Multimedia Graphic Designer	1-4, 6, 8-14, 16, 18-19, 22, 24-28, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-84	8
Digital Content Producer-Mornings	1-4, 6, 8-14, 16, 18-19, 22, 24-29, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-81, 83-84	29
Digital Content Producer-Mornings	1-4, 6, 8-14, 16, 18-19, 22, 24-29, 31, 33, 36-38, 41, 43-53, 55-56, 58, 61-65, 67-76, 79-81, 83-84	29

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Indian LRC/UofM 106 Pleasant St. SE 125 Minneapolis, Minnesota 55407 Email : aminstud@umn.edu Career Services	N	0
2	American Indian OIC, Inc 1845 East Franklin Ave Minneapolis, Minnesota 55404 Phone : 612-341-3358 Url : www.aioic.org Email : donc@aioic.org Fax : 1-612-341-3766 Don Clark	N	0
3	American Women in Radio & TV A Lotz 3415 University Ave Minneapolis, Minnesota Email : alotz@awrt.org --	N	0
4	Anoka Technical College 1354 West Hwy 10 Anoka, Minnesota 55303 Email : ahengemuhle@anokatech.edu Career Services	N	0
5	Application already on file	N	4
6	Asian American Journalists Minnesota 425 Portland Ave. S. Minneapolis, Minnesota 55488 Email : aajamn@gmail.com Career Services	N	0
7	Brown Institute 1440 Northland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3440 Email : tmiller@browncollege.edu Terry Miller	N	0
8	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	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Carver County Workforce Center 602 East Fourth Street Chaska, Minnesota 55318 Phone : 952-361-1711 Email : mrudloff@co.carver.mn.us Fax : 1-952-361-1636 Mary Rudloff	N	0
10	Cedar Valley Services 2111 4th Street NW Austin, Minnesota 55912 Phone : 507-433-2303 Url : www.cedarvalleyservices.org Fax : 1-507-433-8880 Jim Mueller	N	0
11	Central MN Jobs & Training Services 106 Pine Street Monticello, Minnesota 55362 Phone : 763-271-3715 Url : www.mnworkforcecenter.org Email : bchaffee@ngwmail.mn.state.us Fax : 1-763-271-3701 Barb Chaffee	N	0
12	Centro Cultural Chicano 1915 Chicago Avenue Minneapolis, Minnesota 55404 Email : infocenter@centromn.org --	N	0
13	Chicanos Latinos University 220 South Robert Street #103 St. Paul , Minnesota 55101 Email : armij001@umn.edu Cindy -	N	0
14	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

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15	College of S. Benedict/St. John's University 37 College Ave. S. Career Services St. Joseph, Minnesota 56374 Email : jlmiller@csbsju.edu Career Services	N	0
16	Concordia College 275 N. Syndicate Street St. Paul, Minnesota 55404 Email : careerservices@fsp.edu Career Services	N	0
17	Corporate Recruiter	N	1
18	Council on Black Minnesotans 2233 University Ave. #426 St. Paul, Minnesota 55114 Email : cobm@state.mn.us Career Services	N	0
19	Dakota County Technical College 1300 145th St. E Rosemount, Minnesota 55068 Email : cel@dctc.edu Career Services	N	0
20	Employee Referral	N	9
21	Employment Agency	N	1
22	Equality - Pathways to Potential 5535 Lake Sarah Heights Drive Loretto, Minnesota 55357 Phone : 763-479-3014 Url : Coming Soon Email : greghani@juno.com Greg Hani	N	0
23	Glassdoor.com Internet site Sausalito, California Glassdoor.com Glassdoor.com Manual Posting	N	0
24	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

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25	Hamline University 1536 Hewitt Ave. MS-B1802 St. Paul, Minnesota 55104 Email : tmiddendorf@hamline.edu Career Services	N	0
26	Hennepin Technical College 9200 Flying Cloud Drive Eden Prairie, Minnesota 55347 Email : jobs@hennepintech.edu Career Services	N	0
27	HIRED 1200 Plymouth Ave N Minneapolis, Minnesota 55411 Phone : 612.529.3342 Email : job@HIRED.org Fax : 1-612-529-7131 Lori Anderson	N	0
28	Hmong Television Email Only Mpls, Minnesota Email : mitchlee@comcast.net Mitch Lee	N	0
29	Indeed.com	N	7
30	Indeed.com - Not Directly Contacted by SEU	N	10
31	Inroads Minneapolis/St. Paul 1600 University Ave West St. Paul, Minnesota 55104-3839 Phone : 951-644-4406 Email : info@inroads.org Collin Melvin	N	0
32	Internal Candidate	N	1
33	Inver Hills Community College 2500 Es. 80th Inver Grove Heights, Minnesota 55076 Email : infogeneral@inverhills.edu Career Postings	N	0
34	Jewish Vocational Services 13100 Wayzata Blvd. St. 300 Hopkins, Minnesota 55305 Email : jflam@jfcsmpls.org Career Services	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
35	Job Board	N	3
36	JuJu.com juju.com New York, New York juju.com Job Search Engine Manual Posting	N	0
37	KARE 11 Internal Candidates Minnesota Career Service Manual Posting	N	0
38	Life-Work Planning Center 201 North Broad Street, Suite 100 Union Square Business Center Mankato, Minnesota 56001 Phone : 507-345-1577 Url : www.lwpc.org Fax : 1-507-345-1469 Susan McNamara	N	0
39	Linked In	N	3
40	LinkedIn / Word of Mouth	N	2
41	Media Line P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
42	Metropolitan State University 209 Wigley Administration Center Mankato, Minnesota 55113 Email : william.baldus@metrostate.edu Career Services	N	0
43	Minneapolis Urban League 2100 Plymouth Ave Minneapolis, Minnesota Phone : 612-302-3157 Email : rpargo@mul.org Fax : 1-612-521-8513 Roosevelt Pargo	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
44	Minnesota Broadcasters Association 3033 Excelsior Blvd #301 Mpls, Minnesota 55416 Phone : 612-926-8123 Url : www.minnesotabroadcasters.com/careers Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda Lasere	N	0
45	Minnesota Women's Consortium 550 Rice Street St. Paul, Minnesota 55103 Email : info@mnwomen.org Career Services	N	0
46	Minnesota WorkForce Center 205 2nd Ave NW, Suite B Roseau, Minnesota 56751 Phone : 218-463-2233 Email : Bonny.Stechmann@state.mn.us Fax : 1-218-463-1316 Bonny Stechman	N	0
47	Minnesota Workforce Center 1606 W. Third St. Red Wing, Minnesota 55066 Phone : 651-385-6480 Url : www.mnwfc.org Email : Vicky.Koehn@state.mn.us Fax : 1-651-385-6484 Vicky Koehn	N	0
48	Minnesota Works 300 11th Ave. NW Rochester, Minnesota 66901 Phone : 507-285-7318 Url : www.minnesotaworks.net Email : victoria.tiff@state.mn.us Victoria Tiff	N	0
49	MN Indian Resource Center 2300 15th Ave. S. Minneapolis, Minnesota 55404 Email : skincade@miwrc.org Career Services	N	0

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50	MN Workforce Center- St. Cloud 3333 West Division St. Midtown Square Mall, Suite 212 St. Cloud, Minnesota 56303 Phone : 320-202-6435 Email : michael.eisenstadt@state.mn.us Fax : 1-320-654-5173 Mike Eisenstadt	N	0
51	NAACP Sabathani Community Center 310 E 38th Street, Room 138 Minneapolis, Minnesota 55409 Email : naacp@apollo3.com Roger Clark	N	0
52	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
53	National Hispanic Media Coalition 55 S. Grand Ave. Pasadena, California 91105 Email : info@nhmc.org Career Services	N	0
54	Non-Employee Referral	N	1
55	Normandale Community College 9700 France Ave. South Bloomington, Minnesota 55431 Email : nccjoblist@normandale.edu Career Services	N	0
56	Occupational Development Center, Inc. Highway 32 South Box 730 Thief River Falls, Minnesota 56701 Phone : 218-681-4949 Email : plavalier@odcmn.com Fax : 1-218-681-7635 Peter Lavalier	N	0
57	Other Source	N	1

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58	Rasmussen College 3500 Federal Drive Eagan, Minnesota 55016 Email : tinat@rasmussen.edu Career Services	N	0
59	Self Referral	N	1
60	Society of Professional Journalists Minneapolis Chapter Minneapolis, Minnesota 55414 Phone : 952-882-2471 Email : scott.theisen@gmail.com Scott Theisen	N	0
61	Southwest MN Workforce Center 129 W. Nicols Montevideo, Minnesota 56265 Phone : 320-269-5561 Url : www.mnwfc.org Fax : 1-320-269-5696 Juanita Lauritsen	N	0
62	St. Cloud Technical College 1500 Cooper Ave. S. St. Cloud, Minnesota 56303 Email : jbauer@sctcc.edu Career Services	N	0
63	St. John's University Career Services Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Email : jclarkson@csbsju.edu Heidi Harlander	N	0
64	St. Olaf 1520 St. Olaf Ave. Northfield, Minnesota 55057 Email : cahoon@stolaf.edu Career Services	N	0

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65	State Services for the Blind 2200 University Ave. W. #240 St. Paul, Minnesota 55114 Phone : 651.642.0363 Url : http://www.mnssb.org Email : pam.gowan@state.mn.us Fax : 1-651-649-5927 Pam Gowan Job Placement Specialist	N	0
66	Station Website	N	15
67	Summit Academy OIC 935 Olson Memorial Highway Minneapolis, Minnesota 55405 Email : info@saoic.org Career Services	N	0
68	TEGNA.com 7590 Jones Branch Drive McLean, Virginia HR HR Manual Posting	N	11
69	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	2
70	University of Minnesota 200 Donhowe Buliding 319 15th Ave. SE Minneapolis, Minnesota 55455 Email : mlkdesk@umn.edu Career Services	N	0
71	University of Minnesota Department of Chicano & Latino Studies 19 Scott Hall 72 Pleasant Street SE Minneapolis, Minnesota 55455 Email : chicstud@umn.edu Career Services	N	0

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72	University of Minnesota, School of Journalism 111 Murphy Hall, 206 Church St SE Mpls, Minnesota 55455-0418 Phone : 612-625-0120 Email : sjmcugs@umn.edu Career Service	N	0
73	University of St. Thomas 2115 Summit Ave St. Paul, Minnesota 55105 Email : webmaster@stthomas.edu Career Services	N	0
74	University of St. Thomas, Counseling & Career Services 2115 Summit Avenue #5020 St Paul, Minnesota 55105-1096 Phone : 651-962-6767 Email : pnlee@stthomas.edu Pa Nhia Lee	N	0
75	University of Wisconsin - Eau Claire 405 Garfield Ave. Eau Claire, Wisconsin 54702 Email : gatlinj@uwec.edu Career Services	N	0
76	University of Wisconsin - La Crosse 1725 State Street La Crosse, Wisconsin 54601 Email : kbald@uwlax.edu Career Services	N	0
77	Unknown Referral Source	N	2
78	Upper Midwest American Indian Center 1035 W. Broadway Minneapolis, Minnesota 55411 Email : user@umaicmn.org Career Services	N	0
79	US Department of Veterans Affairs VA Regional Office BHW Federal Bldg 1 Federal Drive Fort Snelling, Minnesota 55111-4050 Phone : 612.970.5452 Fax : 1-612-970-5455 Candy Kriska	N	0

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80	Wayne State University - Journalism Institute for Media Diversity 42 W. Warren Ave. Detroit, Michigan 48202 Email : anails@wayne.edu Career Services	N	0
81	Winona State P.O. Box 5838 Winona, Minnesota 55987 Email : rbanicki@winona.edu Career Services	N	0
82	Women Venture 2324 University Ave. W. St. Paul, Minnesota 55114 Email : amays@womenventure.org A Mays	N	0
83	www.kare11.com Minnesota Url : www.kare11.com Career Service Manual Posting	N	3
84	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
85	YWCA 1130 Nicollet Mall Minneapolis, Minnesota 55403 Email : YWCA@ywcampsl.com Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			81

KARE**EEO PUBLIC FILE REPORT****November 21, 2017 - November 20, 2018****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/29/2017	Establishment of training programs for station personnel	Corporate social experts provide onsite training for all newsroom employees on the “three screen” consumer experience and the changing ways people are using our content. Training showed staff how to target the upcoming Super Bowl and Olympic Games audience, who will experience those two major events through our digital products.	95	All News Staff
2	12/28/2017	Establishment of a mentoring program	Research Director mentored a student – Weather Department Intern. Helped her with millennial viewership trends for her research thesis at University of North Dakota in December 2018.	1	Research Director
3	1/1/2018	Establishment of training programs for station personnel	TEGNA Labor Relations Training – Labor Relations provides monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best practices are discussed and HR Business Partners then share this topical information with their executive teams.	1	HR Director
4	1/1/2018	Establishment of an intern program designed to assist members of the community	Internships - KARE-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, KARE hired and trained 12 intern(s) for three month assignments.	2	News Director Marketing Director
5	1/19/2018	Participation in events or programs sponsored by educational institutions	MSJ/Anchor spoke to journalist class about general reporting and news. Discussed career paths into the broadcast industry.	1	MSJ/Anchor

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6	1/23/2018	Participation in events sponsored by community groups	MSJ/Anchor spoke at "Doin Stuff" (MN Non Profit). Spoke about overcoming doubt in professional and personal settings to a live audience of around 200 people. Also discussed my career path into journalism.	1	MSJ/Anchor
7	1/23/2018	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales leaders. Over the course of two days, topics covered include the art of teaching product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	HR Director
8	1/26/2018	Establishment of training programs for station personnel	Byte Back Challenge - TEGNA rolled curriculum to educate employees on the proper handling of sensitive data Among other things, the training reminded employees that information that is personally private or private to the company should never be stored on a computer or mobile phone and should not be shared through email. The training was rolled out 1/26/18 and completed on 2/2/18.	180	All Employees
9	3/2/2018	Participation in events or programs sponsored by educational institutions	Participated on a University of Minnesota Journalism School panel of journalists talking about state of newsrooms today. Also talked about job in the broadcast and journalism industry.	1	MSJ/Anchor
10	3/12/2018	Establishment of training programs for station personnel	Reel, Articulate and Clear - communications training with KARE anchors.	15	All Newscast Anchors
11	3/14/2018	Establishment of training programs for station personnel	East Regional Digital Workshop where the Digital Manager and Digital Ad Operations Specialist spoke on franchise accounts, and attended presentations throughout the remainder of the day covering TEGNA and G/O Digital product updates.	2	Digital Ad Ops Specialist Digital Accounts Manager

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12	3/20/2018	Establishment of training programs for station personnel	Seller Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	Account Executive
13	4/4/2018	Participation in other activities designed by the station employment unit	A dozen students from Central Lakes Community College visited KARE on Wednesday April 4, 2018 as part of a tour of Twin Cities television and production facilities. The students had the chance to see a segment being taped in the studio and talked with a meteorologist in the weather office about how he prepares for his weather segment. They visited the technical operations center and master control and heard from Chief Engineer and Technical Operations Manager about new developments in switchers, monitoring broadcast operations and video feeding from the field. A Visual Storyteller explained the editing process as he put together a weather explainer on cold weather. Our Social Media Manager showed the students the online tracking tools that we use to understand user patterns for the website and social media. She also explained how these tools help us tailor our news coverage to topics that our viewers and users are interested in. The students then got to watch our meteorologist live in the backyard for the weather segment and spent time in the control room during the 11am show before leaving for their next location.	3	Social Media Manager Meteorologist Visual Storyteller

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14	4/11/2018	Participation in events or programs sponsored by educational institutions	News Director is a member of a women in media leadership panel along with other women leaders from the Twin Cities. She spoke to journalism students about the changing industry and the opportunities to be future leaders in media.	1	News Director
15	4/17/2018	Establishment of training programs for station personnel	TEGNA Innovation Summit –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.	2	Executive Producer News Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
16	4/23/2018	Participation in events or programs sponsored by educational institutions	Technology Manager attended the advisory board meeting for the Videography Production Department at Central Lakes College. As part of the program's charter with the school, the college brings together people from broadcast, video production, and education to help inform his staff and administration on the latest developments in the industry and they use this information to plan future purchases and budgeting for the department. As the result of these meetings, the school has purchased professional grade DSLR's and editing software to prepare students for the equipment they will use in the industry. Student crews shoot and stream live sporting and speaking events at the college and in the community providing a valuable service to those who are not able to attend; the live streaming of events has proved to be an important outreach for the school to residents in the area and abroad. The college has also developed curriculum for advanced students that provides low cost video field production and editing to community groups and small business owners in the area producing professional quality promotional video. CLC has also provided news footage for KARE 11 of the Governors Fishing opener and storm damage in the Brained area. This year much of the discussion focused on multiple screens and the need for each person in the production team to better understand social media and how best to produce content for each platform, such as Facebook, Twitter, and Instagram. Advisers shared their best practices and tips as they embraced the burgeoning social media landscape in their work.	1	Technology Manager

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17	5/8/2018	Establishment of training programs for station personnel	TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
18	6/14/2018	Establishment of training programs for station personnel	Investigative Reporters & Editors Conference - 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
19	6/18/2018	Establishment of training programs for station personnel	News, Digital and 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 transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	4	GM Group HR Director Digital Director Marketing Director
20	8/8/2018	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	4	GM HR Director Marketing Director Digital Director

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21	8/13/2018	Establishment of training programs for station personnel	Journalism Ethics & Social Media Training - 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.	85	All News Staff
22	9/7/2018	Participation in events sponsored by community groups	MSJ/Anchor spoke as a panelist at this event, the largest convention for LGBTQ journalists in the nation. Discussed my career path into journalism.	1	MSJ/Anchor
23	10/11/2018	Establishment of training programs for station personnel	Ethics and Conflict of Interest training. TEGNA will always follow the law, behave ethically and avoid conflicts of interest. Correct ethical and legal conduct is particularly at the heart of the operation of a company engaged in communications with and on behalf of the public. This is especially important as TEGNA pursues a mission of providing trusted news and information and actively supporting the people and businesses in the communities we serve.	180	All Employees