

KCWI, WOI
EEO PUBLIC FILE REPORT
September 21, 2021 - September 20, 2022

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
Account Executive-010441	1-9, 11-14, 16-21, 24-29, 31-33	18
Sports & News Reporter/MSJ-10669	2-4, 6-8, 13-15, 17, 19, 24-25, 28-29, 31-33	25
Investigative Reporter/ MSJ-11006	2-4, 6-8, 13-14, 17, 19, 21, 24-25, 28- 29, 31-33	25
Marketing Producer-11022	2-4, 6-8, 13-14, 17, 19, 24-25, 28-29, 31-33	25
Marketing Producer-11022	2-4, 6-8, 13-14, 17, 19, 24-25, 28-29, 31-33	25
Sales Support Specialist-11140	2-4, 6-8, 13-14, 17, 19, 24-25, 28-29, 31-33	25
Production Assistant 11325	2-4, 6-8, 13-14, 17-19, 24-25, 28-29, 31 -33	25
Reporter/MSJ-11404	2-4, 6-8, 13-14, 17-19, 24-25, 28-29, 31 -33	25
Production Assistant-11865	2-4, 6-8, 13-14, 18-19, 24-25, 28-29, 31 -33	18
Producer-11973	2-4, 6-8, 13-14, 18-19, 23-25, 28-29, 31 -33	23
Producer-11973	2-4, 6-8, 13-14, 18-19, 23-25, 28-29, 31 -33	18
Sports Anchor/MSJ-12129	2-4, 6-8, 13-14, 18-19, 24-25, 28-29, 31 -33	25
Head of Technology & Operations - 012165	2-4, 6-8, 13-14, 24-25, 28-29, 31-33	25
Sales Support Specialist - 012178	2-4, 6-8, 13-14, 18, 24-25, 28-29, 31-33	18
Digital/Broadcast TV Producer - 012216	2-4, 6-8, 13-14, 18, 24-25, 28-29, 31-33	25
Digital/Broadcast TV Producer - 012216	2-4, 6-8, 13-14, 18, 24-25, 28-29, 31-33	25
Account Executive-012308	2-4, 6-8, 10, 13-14, 21, 24-25, 28-29, 31-33	10
Assignment Editor - 012436	2-4, 6-8, 13-14, 24-25, 28-33	25
Producer-12500	2-4, 6-8, 13-14, 22, 24-25, 28-29, 31-33	25
Producer-12500	2-4, 6-8, 13-14, 22, 24-25, 28-29, 31-33	22
Marketing Producer-12779	2-4, 6-8, 14, 18, 24-25, 28-29, 31-33	25
Account Executive-12959	2-4, 6-8, 14, 24-25, 28-29, 31-33	25
Weekend Sports Anchor/ MSJ-13027	2-4, 6-8, 13-14, 24-25, 28-29, 31-33	25

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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	Bradley University 1501 W. Bradley Ave Peoria, Illinois 61625 Phone : 309-677-2510 Url : http://www.bradley.edu/scc Email : jlberry@bradley.edu Jean Berry	N	0
2	Broadcast Center 2360 Hampton Ave St. Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Placement Department	N	0
3	Buena Vista University 610 West 4th St Storm Lake, Iowa 50588 Phone : 712-749-2447 Url : http://www.myinterfase.com/bvu/employer/ Email : career@bvuu.edu Mandi Mollring	N	0
4	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	1
5	Central College 812 University Pella, Iowa 50219 Phone : 641-628-5856 Url : http://www.central-csm.symplicity.com/employers/ Charnell Sanders Manual Posting	N	0
6	Clarke University 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Becky Herring	Y	0

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7	Collective Talent 1721 Richardson Pl Tampa, Florida 33606 Phone : 8134944555 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Des Moines Area Community College 2006 S. Ankeny Blvd Building 5 Student Center Ankeny, Iowa 50023 Phone : 515-964-6200 Url : http://www.collegecentralnetwork.com/dmacc Email : careers@dmacc.edu Sara Clayton	N	0
9	Drake University 118 Meredith Hall Des Moines, Iowa 50311 Phone : 515-271-4715 Url : http://www.drake-csm.symplicity.com/employers/ Annette Watson Manual Posting	N	0
10	Employee Referral	N	1
11	Employment Agency	N	1
12	Grinnell College 1103 Park Street Center for Careers, Life, and Service Grinnell, Iowa 50112 Phone : 641-269-4895 Url : http://www.grinnell-csm.symplicity.com/employers/ Email : christes@grinnell.edu Fax : 1-641-269-4828 Stephanie Christel	N	0
13	Indeed.com Indeed.com Austin , Texas Internet Board Internet Board Manual Posting	N	6

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14	Iowa Lakes Community College 330 S 18th St Estherville, Iowa 51334 Phone : 712-362-0409 Email : kcromwell@iowalakes.edu Kathy Cromwell	Y	0
15	Iowa State University 515 Morrill Rd Ames, Iowa 50011 Url : https://cyhire.iastate.edu/ Career Services Career Services Manual Posting	N	0
16	Job posting on internet	N	3
17	Kaplan University 4655 121st St Urbandale, Iowa 50323 Phone : 515-727-6844 Email : workstudyku@gmail.com Jenna Scott	N	0
18	Linked In	N	14
19	Medialine 1209 Wood Valley Road Augusta, Georgia 30909 Phone : 706-364-7564 Email : medialine@medialine.com Career Services Prong 2 Ended Date: 4/20/2022	N	0
20	Morningside College 1501 Morningside Ave Student Services Sioux City, Iowa 51106 Phone : 712-274-5032 Stacie Hays Manual Posting	N	0
21	Northwestern College Iowa 101 7th St Orange City, Iowa 51041 Phone : 712-707-7225 Url : nwciova.edu Nancy Landhuis Manual Posting	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
22	Recruiter	N	1
23	Self Referral	N	1
24	Simpson College 701 N C St Indianola, Iowa 50125 Phone : 515-961-1372 Url : http://www.simpson-csm.symplicity.com/employers/ Email : careers@simpson.edu Bobbi Sullivan	N	0
25	Tegna, Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Career Page Manual Posting	N	48
26	University of Iowa 100 Pomerantz Center Ste C310 Iowa City, Iowa 52242 Phone : 319-335-1023 Url : http://www.uiowa-csm.symplicity.com Sara Burden Manual Posting	N	0
27	University of Northern Iowa 102 Gilchrist Hall Cedar Falls, Iowa 50614 Phone : 319-273-6857 Url : http://www.uni-csm.symplicity.com/employers/ Anna NA Manual Posting	N	0
28	Upper Iowa University 605 Washington Street Fayette, Iowa 52142 Phone : 563-425-5229 Email : puffetta@uiu.edu Anne Puffett	N	0
29	Urban Dreams 601 Forest Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : negus@urbandreams.org Negus Imhotep	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
30	Walk In	N	1
31	William Penn University 201 Trueblood Avenue Oskaloosa, Iowa 52577 Phone : 641-673-2173 Email : stevensde@wmpenn.edu Debbie Stevens	N	0
32	WOIS 3903 Westown Parkway West Des Moines, Iowa 50266 Phone : 515-457-9645 Url : http://www.weareiowa.com Candace Freeman Manual Posting	N	0
33	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:			77

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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	11/2/2021	Establishment of training programs for station personnel	TEGNA launched a company-wide cybersecurity training program; Secure TEGNA, to increase employee understanding of cybersecurity threats and what they can do to protect their own digital life as well as that of the company. All TEGNA employees were required to complete Secure TEGNA Cybersecurity Awareness training by Wednesday, November 3.	66	All Station Employees
2	11/4/2021	Participation in events or programs sponsored by educational institutions	Members of the WOI/KCWI news and marketing teams met with a Drake University class (Video for Journalists) on Thursday 11/4. The team also joined in some additional meet and greets with Digital Media Production students. Along with attending the Drake Broadcasting System meeting Wednesday night. Discussed opportunities with WOI/KCWI and informing the students of TEGNAs hiring of summer interns.	1	Marketing Director
3	11/8/2021	Participation in events or programs sponsored by educational institutions	Member of the WOI/KCWI weather and news team spoke to a group of college students about careers in weather and broadcast meteorology, via Blackboard virtual meeting. The institution was DMACC. The course was Physical Science 166.	1	Chief Meteorologist
4	11/9/2021	Participation in events or programs sponsored by educational institutions	WOI/KCWI weather team member met with students of Des Moines Area Community College's meteorology class to discuss careers in weather reporting and broadcast.	1	Chief Meteorologist
5	11/12/2021	Participation in events or programs sponsored by educational institutions	WOI/ KCWI Chief Meteorologist traveled to I-35 Schools, in Truro, Iowa, to speak to high school students on their Career Day. Spoke to three different groups about a career in meteorology and also broadcasting. Showed them the station's tornado simulator, which they all thought was pretty cool.	1	Chief Meteorologist

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6	2/25/2022	Establishment of training programs for station personnel	This was the first in the 2022 TEGNA-wide quarterly Cybersecurity series training modules. Q1 focused on phishing and email safety. This training includes real-life examples of how phishing works, how it's different from spam, and what employees can do to defend against all forms of attacks.	66	All Station Employees
7	3/1/2022	Participation in events or programs sponsored by educational institutions	A WOI/KCWI weather team member was invited to a St. Malachy Catholic School's 5th grade class, in Creston, Iowa. They discussed their job as a meteorologist and Iowa weather/ severe weather.	1	Meteorologist
8	3/9/2022	Participation in events or programs sponsored by educational institutions	A WOI/KCWI weather team member was invited to participate in a Career Day for 6th-8th grade classes at Norwalk Middle School, in Norwalk, Iowa. They discussed careers in Meteorology.	1	Meteorologist
9	3/15/2022	Participation in Job Fairs	Two WOI/KCWI news team members participated in a job fair at the University of Iowa, in Iowa City, Iowa. They made recruitment efforts for the WOI/KCWI team.	2	Digital Executive Producer Interim News Director
10	3/16/2022	Participation in Job Fairs	Two WOI/KCWI news team members participated in a job fair at Drake University, in Des Moines, Iowa. There they conducted reviews and mock interviews. They made recruitment efforts for the WOI/KCWI team.	2	Interim News Director Digital Executive Producer

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11	3/22/2022	Establishment of a mentoring program	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.	1	Producer
12	3/24/2022	Participation in events or programs sponsored by educational institutions	A WOI/KCWI weather team member was invited to talk about weather and being a meteorologist at Easterseals preschool in Des Moines Moines.	1	Meteorologist
13	4/3/2022	Participation in events or programs sponsored by educational institutions	WOI/KCWI employee spoke to the students of Des Moines Area Community College Meteorology class, in Ankeny, Iowa, regarding careers in meteorology. There were about 20 students in attendance.	1	Chief Meteorologist

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14	4/19/2022	Participation in events or programs sponsored by educational institutions	A member of the WOI/KCWI meteorology team visited Lily Pad preschool class in Huxley, IA to talk about weather and career path to meteorology.	1	Chief Meteorologist
15	5/17/2022	Establishment of training programs for station personnel	A WOI/KCWI sports reporting team member participated in GALvanize in Atlanta, Georgia, May 17th-18th, 2022. GALvanize is a workshop for women to improve interviewing and storytelling. GALvanize provides media training for NFL rookies, pro coaches, the gold medal winning USA Women's hockey team, WNBA squads and people looking to develop the skills and confidence to deliver impactful messages.	1	Sports Anchor/reporter
16	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.	6	General Manager, President National Sales Manager Digital Executive Producer Production Supervisor
17	6/14/2022	Participation in events or programs sponsored by educational institutions	WOI/KCWI weather team members visited Norwalk Elementary before-and-after-school program in Norwalk, Iowa. They spoke to a group of 50+ elementary-aged students to discuss weather and how to become a meteorologist.	2	Meteorologist Meteorologist
18	6/16/2022	Establishment of training programs for station personnel	A WOI/KCWI news team member participated in the Iowa Broadcasters Association Conference in Altoona, Iowa. The convention offered amazing educational sessions and each participant will have the opportunity to learn and grow as broadcasters.	1	Reporter

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19	6/19/2022	Establishment of training programs for station personnel	A WOI/KCWI news team member participated in the NPPA conference in Norman, Oklahoma, June 19th -24th, 2022. The conference was a series of workshops designed for journalists to gain a depth of knowledge whether they are a photojournalist or a reporter; whether they work lands on the 10 o'clock newscast, in a documentary, or online; whether they are a student or professional. If they are a journalist who uses any video in your reporting, the News Video Workshop is for them. They learned from an award winning faculty who shoots with DSLRs, HD video cameras and, in some cases, the smart phones in their pockets. These are some of the best storytellers working today. NPPA volunteers their time to the Workshop to help the journalism industry they love get better and grow stronger. Journalists leave Norman, Oklahoma (home base for the Workshop) a better journalist, a stronger storyteller and with a renewed commitment to journalism.	1	MSJ
20	6/24/2022	Establishment of training programs for station personnel	The entire WOI/KCWI team has taken second of our 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.	66	All Station Employees

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21	6/27/2022	Establishment of a mentoring program	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.	1	Digital Director
22	6/30/2022	Participation in events or programs sponsored by educational institutions	WOI/KCWI weather team member attended a meteorology class at Des Moines Area Community College in Des Moines, Iowa, where they discussed aspects of weather, forecasting, and broadcasting. This event was to help promote careers in broadcast and weather reporting.	1	Chief Meteorologist

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23	6/30/2022	Participation in events sponsored by organizations representing the community	WOI/KCWI weather team member visited Kids Club Summer Camp, in Earlham, Iowa, to discuss tornadoes, blizzards, and flooding. This event is designed to create an interest in careers in weather reporting and broadcast.	1	Meteorologist
24	7/27/2022	Participation in events sponsored by organizations representing the community	A WOI/KCWI news team member participated in the Asia American Journalists Association 2022 National Convention July 27th-July 30th, 2022, in Los Angeles, California. The AAJA convention serves the members' professional development needs, uplifts the Asian American community, facilitates important dialogues around equity and inclusion, innovation, and the evolution of newsrooms, and makes the most of what the City of Angels has to offer. They also anticipate joint programming with AAJA-Asia as we tackle important issues journalists and the industry worldwide face.	1	News Anchor
25	9/8/2022	Establishment of training programs for station personnel	The entire station is required to take the mandatory NCCHR-DEI Training. This training was being offered at two separated times during the day to define DEI, Implicit Bias & Microaggressions in the workplace.	66	All Station Employees
26	9/15/2022	Establishment of training programs for station personnel	This was the third in the 2022 TEGNA-wide quarterly Cybersecurity series training modules. Q3 focused on phishing and email safety, as well as smishing and social engineering scamming. This training includes real-life examples of how phishing works, how it's different from spam, and what employees can do to defend against all forms of attacks.	66	All Station Employees