

WBIR
EEO PUBLIC FILE REPORT
March 22, 2020 - March 21, 2021

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
Multi-Platform Producer 008219	1, 9, 23, 29	9
Sports Reporter/MSJ 008614	1, 23, 29	23
Line Producer	1-4, 6, 8, 11, 13-15, 17-19, 22-26, 28, 30	23
Editor - 8725	1-3, 6, 8, 13-14, 17-19, 22-26, 28, 30	1
IT Specialist 009143	1-3, 6, 8-9, 13-15, 17-19, 22-26, 28, 30	9
Account Executive	1-3, 6-9, 12-15, 17-19, 22-26, 28, 30	9
Account Executive	1-3, 6-9, 12-15, 17-19, 22-26, 28, 30	9
Multi-Skilled Journalist 009295	1-3, 6, 8, 13-14, 17-19, 22-26, 28, 30	23
Digital Executive Producer	5, 16, 20, 23	16
Media Operations Specialist-9521	1-3, 6, 8, 10, 13-14, 17-19, 22-26, 28, 30	23
News Director 9633	1-3, 6, 8, 13-14, 17-19, 21-26, 28, 30	21
Account Executive 9740	1-3, 6, 8, 12-15, 17-19, 23-26, 28, 30	12
Account Executive 9740	1-3, 6, 8, 12-15, 17-19, 23-26, 28, 30	12
Visual Story Teller & Editor 9782	1-3, 6, 8, 13, 17-19, 23-26, 28, 30	23
Multiplatform Producer 9797	1-3, 6, 8, 13, 17-19, 23-28, 30	23
Multiplatform Producer 9797	1-3, 6, 8, 13, 17-19, 23-28, 30	23
Multi-Skilled Journalist 009871	1-3, 6, 8-9, 13-14, 17-19, 23-26, 28, 30	23

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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	3
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	Corporate Office	N	1
5	Corporate Recruiter	N	1
6	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
7	Employee Referral	N	2
8	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
9	Indeed.com	N	12

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10	Internal Candidate	N	1
11	Job Board	N	1
12	Job posting on internet	N	5
13	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
14	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
15	Linked In	N	9
16	LinkedIn / Word of Mouth	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	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
20	Previous Applicant	N	1
21	Recruiter	N	2

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22	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : blanders@south.edu Benjamin Landers	N	0
23	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	24
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
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	1
27	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

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28	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
29	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0
30	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:			64

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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	3/23/2020	Establishment of an intern program designed to assist members of the community	WBIR actively recruits students attending accredited colleges and universities. The program offers the intern/student active participation in a professional broadcast setting gaining hands on experience that can not be obtained in a classroom setting. Interns are paid and earn credit. They primarily work in news, but may rotate to other departments. The station hosted 6 Spring interns.	3	News Manager News Director Assistant News Director
2	5/7/2020	Establishment of training programs for station personnel	Sales staff training on the offerings of the Tegna vendor, Simplifi. This is the platform we use for many Tegna Digital products.	21	Sales Manager Sales strategist AE AE
3	6/11/2020	Establishment of training programs for station personnel	In this course, you'll examine your own assumptions about race and ethnicity. You'll learn how to approach this delicate topic with confidence, and you'll explore a framework to help you and your news organization make more thoughtful and informed decisions about word choices. You'll learn how to discuss the issue with awareness, skill, care, thoughtfulness and critical thinking. And you'll reach for more precise ways of describing the way people look.	75	News Director Assistant News Director producer Multiskilled Journalist
4	6/18/2020	Establishment of training programs for station personnel	TEGNA's Vice President of Digital content provided a digital writing course on important and simple things that digital employees can do to strengthen web articles.	6	Digital Producer Digital Producer Digital producer Digital Producer

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5	6/28/2020	Establishment of an intern program designed to assist members of the community	<p>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.</p> <p>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.</p>	1	Producer

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6	7/15/2020	Establishment of training programs for station personnel	<p>"Integrity is a core value at TEGNA. As a media company, we must comply with all laws and take the necessary safeguards to prevent any action or association that may adversely impact our business and the trusted information and services we provide to our communities.</p> <p>Knowing, understanding and abiding by our TEGNA Ethics Policy is fundamental to our ability to serve our communities with the highest of standards.</p> <p>Because it is critical that we hold ourselves to the highest levels of ethics and professionalism, we require all employees to complete "Conflicts of Interest: Protecting Company Interests" training as well as a brief survey on ethics."</p>	100	Content Coordinator MMJ Producer News Manager
7	8/26/2020	Establishment of training programs for station personnel	TEGNA teamed up with First Draft and they provided training to prepare TEGNA journalists to cover and combat election misinformation. This training was just for TEGNA and included Election Crisis Simulation that placed journalists in the heart of a disinformation campaign and challenged them to make editorial decisions about how to report in real-time.	6	Anchor/ Reporter News Director Producer Multiskilled Journalist
8	10/14/2020	Participation in Job Fairs	<p>Participated in annual Communications Practicum, Job and Internship Fair, sponsored by The University of Tennessee, Knoxville College of Communication and Information and the Center for Career Development.</p> <p>Our employee did more than a dozen one-on-one virtual sessions with students interested in a journalism career, and also held a group session of about a dozen students.</p>	1	News Manager

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9	1/4/2021	Establishment of training programs for station personnel	Premion training for Sales staff. Train on Alphonso Attribution for OTT campaigns.	21	Sales Manager Sales strategist Account Executive Account Executive
10	2/4/2021	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. To help, TEGNA launched in annual Byte Back Security Awareness Campaign 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 their daily work routine. Every employee was required to take the Byte Back Challenge to test their knowledge on how they can prevent cyberattacks. The challenge is a seven-question online simulation based on the topics featured throughout the campaign.	100	Photographer Producer Station General Manager News Manager
11	Ongoing Event	Establishment of a mentoring program	TN Achieves Mentoring program for high school students--mentored by WBIR employees to help make sure the students can qualify for the TN Promise scholarship.	3	Multiskilled Journalist Reporter / Anchor Multiskilled Journalist