

WBIR
EEO PUBLIC FILE REPORT
March 22, 2021 - March 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
Head of Technology & Operations 9764	1-3, 5, 7, 10-11, 14-15, 18, 21, 24, 27-28, 30, 33	21
Multiplatform Producer 9797	1-3, 5, 7, 10, 14-15, 18, 21, 24, 27-30, 33	21
Multi-Skilled Journalist 009871	1-3, 5, 7, 9-11, 14-15, 18, 21, 24, 27-28, 30, 33	21
Multi-Skilled Journalist 009871	1-3, 5, 7, 9-11, 14-15, 18, 21, 24, 27-28, 30, 33	21
Multi-Skilled Journalist 009871	1-3, 5, 7, 9-11, 14-15, 18, 21, 24, 27-28, 30, 33	21
Local Sales Manager 9870	1-6, 10-12, 14-15, 18, 21, 24, 27-28, 30, 33	12
Editor - 9974	1-3, 5, 7, 10-11, 14-15, 18, 20-21, 24, 27-28, 30, 33	21
Visual Storyteller 10049	1-3, 5, 7, 10-11, 13-16, 18-19, 21-22, 24-28, 30-31, 33	21
Digital Content Producer	1-3, 5, 7, 9-11, 13-16, 18-19, 21-22, 24-31, 33	21
Producer 10341	1-3, 5, 7, 10-11, 13-16, 18-19, 21-22, 24-33	21
Producer 10341	1-3, 5, 7, 10-11, 13-16, 18-19, 21-22, 24-33	21
Visual Story Teller/Assignment Editor-10672	1-3, 5, 7, 10, 13-16, 18-19, 21-22, 24-26, 28-33	21
Multi-Skilled Journalist-10916	1-3, 5, 7, 10, 13-16, 18-19, 21-26, 28-33	23
Multi-Skilled Journalist-10916	1-3, 5, 7, 10, 13-16, 18-19, 21-26, 28-33	21
Digital Sales Specialist-10924	1-3, 5, 7-8, 10, 13-19, 21-22, 24-26, 28-33	21
Producer-11352	1-3, 5, 7, 10-11, 13-16, 18-19, 21-22, 24-26, 28-33	21
Visual Storyteller - 11445	1-3, 5, 7, 10-11, 13-16, 18-19, 21-22, 24-26, 28-33	21
Producer-11669	1-3, 5, 7, 10-11, 14-16, 18-19, 21-22, 24-26, 28-33	21
Producer-11669	1-3, 5, 7, 10-11, 14-16, 18-19, 21-22, 24-26, 28-33	21
Producer-11669	1-3, 5, 7, 10-11, 14-16, 18-19, 21-22, 24-26, 28-33	21

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Sports Anchor/MSJ - 012175	1-3, 5, 7, 10-11, 15-19, 21-22, 24-26, 28-33	17
Multiplatform Content Producer - 012238	1-3, 5, 7, 10-12, 15-16, 18-19, 21-22, 24-26, 28-33	21

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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	Current Employee	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	Employee Referral	N	3
7	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
8	Former Employee	N	1
9	Indeed.com	N	2

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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	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
11	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : dcarr@thekaul.org Denise Carr	N	0
12	Linked In	N	6
13	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : elicia.ferrer@maryvillecollege.edu Elicia Ferrer	N	0
14	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
15	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
16	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
17	Other Source	N	2

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18	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
19	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : blanders@south.edu Benjamin Landers	N	0
20	Station Website	N	1
21	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	61
22	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
23	Tennessee Association of Broadcasters (TAB) Tennessee Phone : 615-365-1840 Url : www.tabtn.org Email : tabtn@bellsouth.net Fax : 1-615-365-1842 Jill Green	N	1
24	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0

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25	The Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio Phone : 216-503-5900 Url : http://www.beonair.com/ Email : hcrable@beonair.com Hoda Crable	N	0
26	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
27	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
28	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
29	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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30	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
31	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : debbie.johnson@ws.edu Debbie Johnson	N	0
32	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service 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:			81

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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	3/22/2021	Establishment of a mentoring program	TN Achieves Mentoring program for high school students- WBIR employees mentored students to help ensure that that they could qualify for the TN Promise scholarship.	1	Anchor/ Reporter Anchor/ Reporter
2	3/23/2021	Establishment of a mentoring program	10 Mentors--Veteran Reporter/ Anchors mentor reporters with less experience, including on-air presence, shooting techniques, and how to build their contact list.	3	Anchor/ Reporter Anchor/ Reporter Anchor/ Reporter
3	3/24/2021	Provision of training to management	TAB sponsored webinar -- "Staying on Top of Your Broadcast FCC EEO Obligations." Even in this most unusual time, the FCC has continued to enforce its EEO rules, reviewing a station's compliance both in connection with its license renewal and through periodic audits. Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings. Join us on March 24 when David Oxenford of the Washington DC law firm Wilkinson Barker Knauer will review all of the FCC's obligations and how you can meet those obligations even while social distancing.	1	General Manager
4	3/31/2021	Provision of training to management	1:1 Training -To develop skills for the ongoing One on One employee meetings. A TEGNA Human Resources Business Partner trained WBIR managers on how to have a successful 1:1 meeting with each of their employees on a regular basis. Managers learned topics that should be discussed, tips on preparing for the meeting and how to keep notes as well how to schedule a regular 1:1.	8	General Manager News Director News Manager News Manager

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5	4/30/2021	Provision of training to management	Career Builder Overview and Refresher Training for Hiring Managers. TEGNA's TA Ops team is providing training on how to navigate through Career Builder. They will review many things including; how to view applicants in CB, how to enter in interviews into CB and more!	15	News Manager News Manager News Manager Director of Sales
6	6/28/2021	Establishment of an intern program designed to assist members of the community	This station is participating in TEGNA's Producer-In-Residence ("PIR") Program. TEGNA 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

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7	7/8/2021	Establishment of training programs for station personnel	WBIR employee(s) participated in virtual 90 minutes training sessions on Diversity Equity and Inclusion moderated by the National Center for Civil and Human Rights. Sessions focused on DEI and Implicit Bias.	14	Tech Ops Manager Head of Technology & Operations Supervisor Technology & Operations Sales Manager
8	7/12/2021	Establishment of training programs for station personnel	TEGNA Inclusive Journalism Training from Poynter (David, Content and Marketing Team) 7/12/2021--7/23/2021. TEGNA, in partnership with Poynter Institute, held a companywide inclusive journalist training consisting of four separate trainings for news and marketing staff throughout April, May and June of 2021. Staff were led through a series of exercises and topics to help recognize ways to be more inclusive and sensitive to our diverse communities when it comes to reporting the news.	25	General Manager Assistant News Director MMJ MMJ
9	9/29/2021	Establishment of training programs for station personnel	WBIR hosted a virtual meeting for their DE&I Speaker Series with Tyvi Small, Vice Chancellor of Diversity and Engagement at the University of Tennessee. His message and your collective questions were inspiring and helpful as we continue putting in the work along our journey at WBIR.	41	Digital Producer Tech & Operations Manager News Director News Manager
10	10/1/2021	Participation in events sponsored by organizations representing the community	TVB Conference--a full day virtual conference discussing the latest going on in the industry. Some of the topics were the future of measurement, wide orbit, matrix, political forecast and automated TV demo/impressions.	15	Sales Manager Sales strategist Account Executive Account Executive
11	10/20/2021	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist conducted a school visit at John Sevier and spoke to a third grade class about weather and jobs in Meteorology/Broadcasting.	1	Meteorologist
12	10/21/2021	Establishment of training programs for station personnel	WBIR employee(s) participated in virtual 90 minutes training sessions on Diversity Equity and Inclusion moderated by the National Center for Civil and Human Rights. Sessions focused on DEI and Implicit Bias.	3	Sales Manager Sports Leader Marketing Director

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13	11/3/2021	Establishment of training programs for station personnel	October was Cyber Security Awareness Month, which is the perfect time for us to increase our awareness of cybersecurity threats that can compromise our data and networks. TEGNA launched a Secure TEGNA, a new cybersecurity program that includes quarterly training modules covering different topics such as data protection, safe browsing, email safety, and social media account protection. The first 30-minute training will help you understand common threats, identify warning signs and red flags of a potential attack and much more. All employees are required to participate in this mandatory training.	100	All Employees
14	1/24/2022	Provision of training to management	Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who would like a refresher on some best practices to conducting a 1:1 with their employees.	6	Manager of Technical & Operations News Director General Manager Sales Manager
15	1/25/2022	Establishment of training programs for station personnel	Safety & Security Training presented by TEGNA experts, which included updated safety guidelines for journalists covering protests, demonstrations or riots.	25	Anchor/ Reporter News Director Sports MMJ Digital Producer
16	1/25/2022	Provision of training to management	TEGNA's Learning and Development Business Partner hosted a webinar on Giving and Receiving Feedback Webinar. She provided leaders with hands-on practice of giving and receiving performance feedback.	1	Digital Producer
17	2/8/2022	Participation in events or programs sponsored by educational institutions	WBIR's General Manager spoke to students at the University of Tennessee in one of the graduate programs about the journalism field.	1	General Manager

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18	2/25/2022	Establishment of training programs for station personnel	Phishing Training-Late last year, TEGNA launched their Secure TEGNA Cybersecurity campaign to increase our awareness of cybersecurity threats that can compromise our data and networks. TEGNA launched their first of our Secure TEGNA quarterly training modules focused on phishing and email safety. This training includes real-life examples of how phishing works, how it's different from spam, and what you can do to defend against all forms of attacks—whether you are using your TEGNA email or your own personal email account.	100	All Employees
19	3/3/2022	Provision of training to management	TEGNA's Learning and Development Business Partner hosted a webinar to help leaders Create Performance and Development Goals for their growth and development within our company.	1	News Manager