

KCWI, WOI
EEO PUBLIC FILE REPORT
September 21, 2020 - September 20, 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
Account Executive - 009103	1-5, 7-20, 23-27, 29, 31-32, 34-39	24
Account Executive - 009103	1-5, 7-20, 23-27, 29, 31-32, 34-39	10
Account Executive - 009103	1-5, 7-20, 23-27, 29, 31-32, 34-39	10
Reporter/MSJ - 9310	1-5, 7-9, 12, 14, 16, 19-20, 23, 25-27, 29, 31-32, 34-39	31
Reporter/MSJ - 9310	1-5, 7-9, 12, 14, 16, 19-20, 23, 25-27, 29, 31-32, 34-39	31
Assignment Editor-9512	1-5, 7-9, 12, 14, 16-17, 20, 23, 25-27, 29, 31-32, 34-39	31
Photographer-9513	1-5, 7-9, 12, 14, 16-17, 20, 23, 25-27, 29, 31-32, 34-39	31
Producer 009537	1-5, 7-9, 12, 14, 16-17, 20, 23-27, 29, 31-39	31
Producer 009537	1-5, 7-9, 12, 14, 16-17, 20, 23-27, 29, 31-39	24
Producer 009537	1-5, 7-9, 12, 14, 16-17, 20, 23-27, 29, 31-39	31
Anchor / Reporter 009643	1, 3-5, 7-9, 12, 14, 16-17, 20, 23, 25- 27, 29, 31-32, 34-39	5
Broadcast Director - 9817	1, 3-5, 7-9, 12, 14, 16-17, 20, 23, 25- 27, 29, 31-32, 34-39	17
Marketing Producer 10021	1, 3-5, 7-9, 12, 14, 16-17, 20, 23, 25- 27, 29, 31-32, 34-39	31
Assignment Editor 010152	1, 3-5, 7-9, 12, 14, 16-17, 20, 22-23, 25- 29, 31-32, 34-39	22
Digital/TV Producer 010151	1, 3-9, 12, 14, 16-17, 20, 23, 25-27, 29- 32, 34-39	6
Production Assistant-10566	1, 3-5, 8-9, 12, 17, 20, 23, 25, 29, 31, 35-39	5
Weekend Meteorologist/MSJ - 10604	1, 3-5, 8-9, 12, 17, 20-21, 23, 25, 28- 29, 31, 35-39	31
Reporter/MSJ-10671	3-5, 8-9, 12, 17, 20-21, 23, 25, 29, 31, 33, 35-39	31

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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	Briar Cliff University 3303 Rebecca St Sioux City, Iowa 51104 Phone : 712-279-1633 Url : http://www.collegecentral.com/briarcliff Email : beau.sudtelgte@briarcliff.edu Beau Sudtelgte	N	0
3	Broadcast Center 2360 Hampton Ave St. Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Placement Department	N	0
4	Buena Vista University 610 West 4th St Storm Lake, Iowa 50588 Phone : 712-749-2447 Url : http://www.myinterfase.com/bvu/employer/ Email : career@bv.edu Mandi Mollring	N	0
5	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
6	Career Fair	N	1
7	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

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8	Clarke University 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Becky Herrig	Y	0
9	Collective Talent 1721 Richardson Pl Tampa, Florida 33606 Phone : 8134944555 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille Prong 2 Ended Date: 4/15/2021	N	0
10	Corporate Office	N	5
11	Current Employee	N	1
12	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
13	Diversity Jobs 3980 North Broadway Ste 103-147 Boulder, Colorado 80304 Phone : 0954-727-3844 Career Page Manual Posting	N	0
14	Drake University 118 Meredith Hall Des Moines, Iowa 50311 Phone : 515-271-4715 Url : http://www.drake-csm.symphlicity.com/employers/ Annette Watson Manual Posting	N	0
15	Employee Referral	N	1

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16	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 Prong 2 Ended Date: 4/15/2021	N	0
17	Indeed.com Indeed.com Austin , Texas Internet Board Internet Board Manual Posting	N	2
18	Indeed.com	N	1
19	Iowa College Recruiting Network 10 Merrill Park Circle Ste B Grinnell, Iowa 50112 Phone : 515-867-6890 Url : http://www.recrutiowagrad.com Email : valorie.larsson@recrutiowagrad.com Valorie Larsson	N	0
20	Iowa Lakes Community College 330 S 18th St Estherville, Iowa 51334 Phone : 712-362-0409 Email : kcromwell@iowalakes.edu Kathy Cromwell	Y	0
21	Iowa State University 515 Morrill Rd Ames, Iowa 50011 Url : https://cyhire.iastate.edu/ Career Services Career Services Manual Posting	N	0
22	Job Board	N	1

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23	Kaplan University 4655 121st St Urbandale, Iowa 50323 Phone : 515-727-6844 Email : workstudyku@gmail.com Jenna Scott Prong 2 Ended Date: 9/17/2021	N	0
24	Linked In	N	7
25	Medialine 1209 Wood Valley Road Augusta, Georgia 30909 Phone : 706-364-7564 Email : medialine@medialine.com Career Services	Y	0
26	Morningside College 1501 Morningside Ave Student Services Sioux City, Iowa 51106 Phone : 712-274-5032 Stacie Hays Manual Posting Prong 2 Ended Date: 4/15/2021 Prong 2 Ended Date: 4/15/2021 Prong 2 Ended Date: 4/15/2021	N	0
27	Northwestern College Iowa 101 7th St Orange City, Iowa 51041 Phone : 712-707-7225 Url : nwciova.edu Nancy Landhuis Manual Posting	N	0
28	Other Source	N	2
29	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 Prong 2 Ended Date: 4/15/2021	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	Station Website	N	2
31	Tegna, Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Career Page Manual Posting	N	48
32	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
33	University of Nebraska-Lincoln 115 ANDN Lincoln, Nebraska 68588-0443 Phone : 4024728992 Url : https://go.unl.edu/scanlonmyplan Kris Scanlon Manual Posting	N	0
34	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
35	Upper Iowa University 605 Washington Street Fayette, Iowa 52142 Phone : 563-425-5229 Email : puffetta@uiu.edu Anne Puffett	N	0
36	Urban Dreams 601 Forest Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : wford14275@aol.com Wayne Ford	Y	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
37	William Penn University 201 Trueblood Avenue Oskaloosa, Iowa 52577 Phone : 641-673-2173 Email : stevensde@wmpenn.edu Debbie Stevens Prong 2 Ended Date: 4/15/2021	N	0
38	WOI5 3903 Westown Parkway West Des Moines, Iowa 50266 Phone : 515-457-9645 Url : http://www.weareiowa.com Candace Freeman Manual Posting	N	0
39	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:			75

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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	9/23/2020	Participation in events or programs sponsored by educational institutions	Presentation at local community college where our meteorologist and member of the news team discussed careers in meteorology and news, and how to pursue these careers.	2	Meteorologist Anchor
2	9/28/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/report stories. On Monday the 28th, we have an internal learning scheduled with a Black Iowa resident who is the Producing Artistic Director of Pyramid Theater Co – the only black theater company in Iowa.	19	Anchor Director of Sales Talent Sales Assistant
3	10/1/2020	Establishment of training programs for station personnel	All TEGNA employees completed the Respect & Integrity employee training. As part of a culture of professionalism and integrity, each employee has a personal responsibility to treat their colleagues with respect and uphold our high ethical standards. This responsibility includes completing annual training on very important topics, such as: - "Sexual Harassment: A Matter of Respect" training that reviews our longstanding policies and values surrounding harassment and discrimination. - "Responsible Use of Social Media" training that covers using social media respectfully and protecting sensitive or private company information. In addition, all employees must complete a brief annual Conflicts of Interest survey to disclose any issues that may conflict with TEGNA's interests.	60	All

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4	10/12/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On Monday, October 12, 2020 at 12:15pm, our guest speaker was a Black Iowa Author, who shared how his books help with difficult conversations. He also shared his background and how he was able to overcome certain hurdles.	17	Executive Producer Producer Anchor Anchor/ Reporter
5	10/19/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On Monday, October 19th, 2020 at 12:15pm, our guest speaker was an Iowa resident and Leader of Prolific Development. Prolific Development is a community-based action group, founded in 2020, by you professionals aiming to educate, inspire, and uplift the heart of Des Moines.	18	News Director Traffic Coordinator Chief Meteorologist Director of Sales
6	11/16/2020	Participation in events or programs sponsored by educational institutions	Virtual meeting with Des Moines Area Community College (DMACC) Meteorology Class discussing careers in meteorology and broadcast.	1	Chief Meteorologist
7	11/23/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On Monday, November 23rd, 2020 at 12:15pm, our guest speaker is the Deputy Director of Education at Iowa Safe Schools. Their goal is to empower educators to best serve all students by examining how gender operates in all of our lives and understanding the unique needs of LGBTQ youth.	13	Executive Producer Account Executive Major Accounts Manager Multiskilled Journalist

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8	12/8/2020	Participation in events or programs sponsored by educational institutions	WOI/KCWI Anchor spoke to a class of graduate journalism students about a career in broadcast journalism. The students in the class are primarily aspiring magazine writers, but the purpose of meeting with them was to broaden their horizons into other types of journalism (being video journalism/broadcast journalism)	1	News Anchor
9	12/15/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team met with Lindsay Law with Waukee Schools and discussed opportunities in partnership with Waukee Schools. This could provide learning in terms of diversity and inclusion.	5	Anchor News Director Marketing Director Executive Producer
10	1/29/2021	Participation in events or programs sponsored by educational institutions	WOI/KCWI member spoke to a middle school journalism class about careers at Local 5 News and took questions. Many of the students write for the student newspaper; spoke to them about how their experiences in a school newspaper could prepare them for a career in broadcasting.	1	News Anchor
11	2/1/2021	Establishment of training programs for station personnel	Annual Byte Back Security Awareness Campaign to help employees understand TEGNA's IT standards and procedures, the employee's role in keeping our company safe from attacks, and how to incorporate security practices into our employee's daily work routine. The challenge helped employees increase their cybersecurity awareness on a variety of topics including social media accounts, email security, safe browsing, and sensitive data protection.	60	News Director Sales Assistant General Manager Executive Producer
12	2/2/2021	Participation in events or programs sponsored by educational institutions	WOI/KCWI member held a virtual school visit with the 2nd graders at Orchard Hills Elementary in Norwalk. Discussed mostly about weather itself since it was a younger group, but did talk about careers in meteorology and how to become a meteorologist.	1	Meteorologist

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13	2/16/2021	Participation in events or programs sponsored by educational institutions	WOI/ KCWI news member spoke to a digital journalism class, at the University of Northern Iowa, about a career in broadcast journalism and provided critique on their latest video assignment.	1	News Anchor
14	2/17/2021	Participation in events or programs sponsored by educational institutions	One of WOI/KCWI's news members conducted a virtual school visit today with 50 third grade students at Webster Elementary in Urbandale. They spoke both about careers as a meteorologist and a variety of weather patterns	1	Meteorologist
15	2/17/2021	Participation in Job Fairs	On 02/17/2021 & 02/18/2021, 3 Corporate Recruiters and a TEGNA News Director participated in a virtual career fair at University of Missouri in Columbia, MO. Potential applicants were told about TEGNA/TV Station, job opportunities currently available, and the application procedures	1	News Director
16	2/23/2021	Participation in events or programs sponsored by educational institutions	One of WOI/KCWI's Meteorologist conducted a virtual school visit with over 50 4th grade students at Wallace Elementary in Johnston where they discussed careers as a meteorologist.	1	Meteorologist
17	3/9/2021	Participation in events or programs sponsored by educational institutions	WOI/KCWI member met with roughly 75 third graders over Zoom at Rock Creek Elementary in Ankeny. They talked about natural disasters and careers as a meteorologist.	1	Meteorologist
18	3/25/2021	Provision of training to management	Hiring managers participated in a training led by TEGNA's Diversity and Inclusion Business Partner to discuss how to recruit diverse talent and ensure that we are inclusive in our hiring practices. She provided helpful documents to utilize throughout the hiring and interview process.	9	Marketing Director News Director Station Director Major Accounts Manager
19	4/5/2021	Participation in events sponsored by community groups	WOI/KCWI news member spoke to a DMACC meteorology class tonight, virtually, about weather and pursuing meteorology as a career and how to do so.	1	Chief Meteorologist

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20	4/12/2021	Participation in events or programs sponsored by educational institutions	Virtual school visit with about 50-60 kindergarten students at Radiant Elementary in Wauke. Discussed being a meteorologist and how TV news works, along with some information about tornadoes and volcanoes.	1	Meteorologist
21	4/26/2021	Participation in events or programs sponsored by educational institutions	A WOI/KCWI member conducted a virtual visit with 5th graders in Ankeny (probably 50-75 of them) about the interactions between the atmosphere, hydrosphere, and biosphere. Discussed being a meteorologist and how to pursue meteorology as a career.	1	Meteorologist
22	4/27/2021	Participation in events or programs sponsored by educational institutions	WOI/KCWI new member held a virtual school visit with kindergarteners in Wauke (about 20) today about being a meteorologist and how to pursue it as a career. They also talked about storms like tornadoes and hurricanes.	1	Meteorologist
23	7/8/2021	Participation in events or programs sponsored by educational institutions	Spoke to Des Moines Area Community College (DMACC) meteorology class tonight via Blackboard. It was about 14 students. They discussed career opportunities in Meteorology.	1	Chief Meteorologist
24	7/12/2021	Establishment of training programs for station personnel	TEGNA, in partnership with Poynter Institute, held a companywide Inclusive Journalism training consisting of 4 separate trainings for the News and Marketing staff throughout March 2021. Staff were led through a series of exercises and topics to help recognize ways to be more inclusive and sensitive to our diverse community when it comes to reporting the news.	33	News Director Marketing Director Meteorologist Producer