

## Outreach Initiatives Details

From: Norfolk, VA

Date: 4/3/2024

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### Outreach Initiatives Details between 5/21/2021 to 5/20/2022

Sl.No.	Date	Activity Type	No. Of Stations	Participant Name	Hiring Authority?	Points
1	06/16/2021	Provision of training to management	17	[REDACTED]	Yes Yes Yes	1.00
<b>Description:</b> An in-depth leadership training conducted by TEGNA Human Resources for all first and second level managers. The three main focuses of this were communication, organization and team development.						
<b>Scope of Participation:</b> An in-depth leadership training conducted by TEGNA Human Resources for all first and second level managers. The three main focuses of this were communication, organization and team development.						
2	06/28/2021	Establishment of an intern program designed to assist members of the community	2	[REDACTED]	No No	1.00
<b>Description:</b> 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						

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### Outreach Initiatives Details between 5/21/2021 to 5/20/2022

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Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
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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 checkin 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.

**Scope of Participation:**

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

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		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 checkin 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.				
3	08/24/2021	Establishment of training programs for station personnel	3	[REDACTED]	Yes Yes Yes	1.00
		<b>Description:</b> 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. <b>Scope of Participation:</b> 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.				
4	10/18/2021	Participation in events or programs sponsored by educational institutions	1	[REDACTED]	No	.25
		<b>Description:</b> [REDACTED] gave a speech and presented a slide show to a class of Hampton University journalism students, WHOV, in the Scripps Howard School of Journalism and Communications, covering the topics listed here: what it's like working at WVEC and working in broadcast in general; what the day-to-day is like in my role, as well as other various news room roles; how the daily broadcast comes together; potential internship and job opportunities for upperclassmen; and how to get started in a broadcast journalism career.				

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Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
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#### Scope of Participation:

██████████ gave a speech and presented a slide show to a class of Hampton University journalism students, WHOV, in the Scripps Howard School of Journalism and Communications, covering the topics listed here: what it's like working at WVEC and working in broadcast in general; what the day-to-day is like in my role, as well as other various news room roles; how the daily broadcast comes together; potential internship and job opportunities for upperclassmen; and how to get started in a broadcast journalism career.

5	11/02/2021	Establishment of training programs for station personnel	125	██████████	Yes Yes Yes	1.00
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#### Description:

TEGNA launched 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 helps employees understand common threats, identify warning signs and red flags of a potential attack and much more.

#### Scope of Participation:

TEGNA launched 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 helps employees understand common threats, identify warning signs and red flags of a potential attack and much more.

6	11/03/2021	Establishment of training programs for station personnel	1	██████████	No	1.00
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#### Description:

Seller Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA onboarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence

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### Outreach Initiatives Details between 5/21/2021 to 5/20/2022

Sl.No.	Date	Activity Type	No. Of Stations	Participant Name	Hiring Authority?	Points
		and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning				
		<b>Scope of Participation:</b> Seller Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA onboarding 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				
7	12/01/2021	Participation in events or programs sponsored by educational institutions	1		No	.25
		<b>Description:</b> Anchor hosted Hampton History Museum's "Hampton for the Holidays" virtual event. His career in broadcast and journalism industry was discussed.				
		<b>Scope of Participation:</b> Anchor hosted Hampton History Museum's "Hampton for the Holidays" virtual event. His career in broadcast and journalism industry was discussed.				
8	01/13/2022	Establishment of training programs for station personnel	125		No	1.00
		<b>Description:</b> Our diversity and inclusion committee hosted an event where the guest speaker talks about a specific topic under the umbrella of diversity and inclusion. Station employees heard from [REDACTED], the Bill Plante Chair in Leadership & Media Integrity, Loyola University Chicago Freedom Forum Fellow in Women's Leadership. She spoke on the importance of incorporating a critical diversity checklist into the workplace.				
		<b>Scope of Participation:</b> Our diversity and inclusion committee hosted an event where the guest speaker talks about a specific topic under the umbrella of diversity and inclusion. Station employees heard from [REDACTED], the Bill Plante Chair in Leadership & Media Integrity, Loyola University Chicago Freedom Forum Fellow in Women's Leadership. She spoke on the importance of incorporating a critical diversity checklist into the workplace.				

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### Outreach Initiatives Details between 5/21/2021 to 5/20/2022

Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
9	02/22/2022	Establishment of training programs for station personnel	38	[REDACTED]	No	1.00
<b>Description:</b> FOIA Training Sessions on February 22 and 23, 2022, led by [REDACTED] (Investigative Reporter) for Reporters, Producers, and Anchors (approximately 38 ppl), on how to file requests for records from any state or federal agency and get the information you want.						
<b>Scope of Participation:</b> FOIA Training Sessions on February 22 and 23, 2022, led by [REDACTED] (Investigative Reporter) for Reporters, Producers, and Anchors (approximately 38 ppl), on how to file requests for records from any state or federal agency and get the information you want.						
10	02/23/2022	Provision of training to management	20	[REDACTED]	Yes Yes Yes	1.00
<b>Description:</b> 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.						
<b>Scope of Participation:</b> 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;						

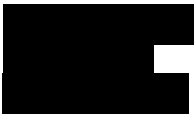
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### Outreach Initiatives Details between 5/21/2021 to 5/20/2022

Sl.No.	Date	Activity Type	No. Of Stations	Participant Name	Hiring Authority?	Points
11	02/25/2022	Establishment of training programs for station personnel	125		No	1.00

**Description:**

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.

**Scope of Participation:**

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.

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12	03/08/2022	Establishment of training programs for station personnel	4	[REDACTED]	Yes No No No	1.00
<b>Description:</b> Magid Weather Training via Zoom for all company meteorologists including training on the latest weathercast research to improve skills on new technologies.						
<b>Scope of Participation:</b> Magid Weather Training via Zoom for all company meteorologists including training on the latest weathercast research to improve skills on new technologies.						
13	03/24/2022	Establishment of training programs for station personnel	11	[REDACTED]	Yes Yes Yes	1.00
<b>Description:</b> TEGNA Webinar: Premion 2022 Sales Summit. The two-day webinar led by the TEGNA staff discussed the latest key factors when choosing an OTT partner for your business.						
<b>Scope of Participation:</b> TEGNA Webinar: Premion 2021 Sales Summit. The two-day webinar led by the TEGNA staff discussed the latest key factors when choosing an OTT partner for your business.						
14	04/16/2022	Establishment of training programs for station personnel	125	[REDACTED]	Yes	1.00
<b>Description:</b> Our diversity and inclusion committee hosted an employee all townhall . This zoom gathering allowed employees to have more time to reflect on the racial dynamics in our current political, social and cultural climate—and share how they feel affected or not.						
<b>Scope of Participation:</b> Our diversity and inclusion committee hosted an employee all townhall . This zoom gathering allowed employees to have more time to reflect on the racial dynamics in our current political, social and cultural climate—and share how they feel						



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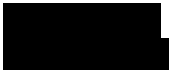
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Sl.No.	Date	Activity Type	No. Of Stations	Participant Name	Hiring Authority?	Points
		affected or not.				
15	05/14/2022	Establishment of training programs for station personnel	2		No No	1.00

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**Description:**

Week long Virtual IRE Conference via IRE website, starting 5/14/2022 thru 5/18/2022. included: Training sessions and classes on a variety of topics, from FOIA and public records requests to visual investigation tips, education reporting, police watchdog and accountability journalism.

**Scope of Participation:**

Training sessions and classes on a variety of topics, ranging from FOIA and public records requests to visual investigation tips, education reporting, police watchdog and accountability journalism.

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**Total Points:** 13.50

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[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, June 15, 2021 2:01 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Wednesday's Leadership Training

Team,

Just a reminder about tomorrow's leadership training from 10:30-11:30A. We'll be talking about how to navigate difficult conversations. These are always challenging, regardless of how much leadership experience you may have! I'm looking forward to seeing everyone on Zoom!

Best,

[REDACTED]

[REDACTED]

President & General Manager WVEC-TV



A **TEGNA** Company | 613 Woodis Avenue, Norfolk, VA 23510

[REDACTED] [@wvec.com](mailto:[REDACTED]@wvec.com) | P. 757-[REDACTED] 5 | Twitter: @ [REDACTED]

# Producer-in-Residence 2021 Training Schedule

All start times for Virtual Program Classroom are 10a Eastern except for 6/28 & 7/9 which will start at 8:45a Eastern

## Session 1: Welcome/Program Overview/Creating Ethical Content

	Learning Format	Agenda	Facilitator
Session 1 6/28 Early Start 8:45a Eastern	Virtual Program Classroom	<ul style="list-style-type: none"> <li>Welcome to TEGNA (██████--8:45-9:05a ET)               <ul style="list-style-type: none"> <li>TEGNA culture mission</li> <li>Brief :15 second intro for 36 PIRs</li> </ul> </li> <li>TEGNA sizzle reel</li> <li>██████/██████/██████/██████ intro themselves (9:05-9:10a)</li> <li>Creating a New Generation of Content Producers (9:10-9:40a)               <ul style="list-style-type: none"> <li>TEGNA Purpose/Values/Where We Are (Ellen)</li> <li>Diversity &amp; Inclusion (Grady)</li> <li>Why we started/expanded PIR/Promotion Rate (Patti)</li> <li>Content Transformation (Patti)</li> <li>Shareable Content (Joanie)</li> </ul> </li> <li>Program Team Introduces Themselves (████████████████████ 9:40-9:45a)</li> <li>What is TEGNA? Interactive Game (██████ 9:45-10:05a)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Explain Introduction Assignment beginning next session: Describe paired intro and slide template (██████ 10:20-10:25a)</li> <li>Program Overview/Schedule (██████ 10:25-10:35a)</li> <li>Review Self-paced learning, Learning Teams and Assignments (██████ 10:35-10:50a)</li> <li>PIR Expectations (████████████████████ 10:50-10:55a)</li> <li>Station Champion Expectations (██████ 10:55-11a)</li> <li>Producer Training Open (██████ 11-11:30a)               <ul style="list-style-type: none"> <li>What Audiences Want</li> <li>What is a Producer?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>████████████████████</li> </ul>

		<p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>• Creating Ethical Content (██████████ 12-1p) <ul style="list-style-type: none"> <li>○ Define Ethical Content</li> <li>○ Review TEGNA Principles of Ethical Journalism</li> <li>○ Social Media Policy (██████████)</li> </ul> </li> <li>• Rights (██████████ 1-1:20p)</li> <li>• VNRs (██████████ 1:20-1:40p)</li> </ul> <p>BREAK 20 MIN</p> <ul style="list-style-type: none"> <li>• Benefits explainer/Human Resources Q &amp; A (██████████ &amp; ██████████ 2-3p)</li> <li>• Review today's assignments and next steps (██████████)</li> <li>• Meet with station champion (3-3:30p)</li> </ul>	
	<p><b>Self-Paced Learning Assignment</b></p>	<ul style="list-style-type: none"> <li>• Assignment: Meet your partner and create Intro Slide to share with PIR class</li> <li>• Begin reading Work Happy</li> </ul>	

## Session 2: Assessing the Validity of Information as We Share Stories

	Learning Format	Agenda	Facilitator
Session 2  6/29	<b>Virtual Program Classroom</b>	<ul style="list-style-type: none"> <li>• Review Session Agenda ( [REDACTED] )</li> <li>• Paired Intros</li> <li>• Disinformation training ( [REDACTED] &amp; [REDACTED] 10:05a-12p ET)</li> <li>• Explain Assignment #1 ( [REDACTED] )</li> </ul> <p>BREAK 10 MIN</p> <ul style="list-style-type: none"> <li>• Complete Assignment #1 (12:10-12:30p)</li> <li>• Learning Groups (12:30-1:30p)</li> </ul> <p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>• Social Listening/Resources to Find Stories ( [REDACTED] 2-2:30p)               <ul style="list-style-type: none"> <li>○ Crowdtangle</li> <li>○ Boolean searches</li> <li>○ Facebook</li> </ul> </li> <li>• VERIFY (2:30-2:50p)                What makes a VERIFY ( [REDACTED] )                National VERIFY Team Explainer ( [REDACTED] )</li> </ul> <p>BREAK 10 MIN</p> <ul style="list-style-type: none"> <li>• How stations do local VERIFY ( [REDACTED] 3-3:20p)</li> <li>• Customer Response ( [REDACTED] 3:20-3:45p)</li> <li>• Explain Assignment #2 ( [REDACTED] )</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• Complete Assignment #2 (4-4:30p)</li> <li>• Learning Groups (4:30-5:15p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• TEGNA Jeopardy Contest ( [REDACTED] 5:30-6:30p)</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> </ul>

	<p><b>Self-Paced Learning Assignment</b></p>	<ul style="list-style-type: none"> <li>• Assignment #1: Find and share a recent example of disinformation attempted on local media</li> <li>• Assignment #2: Social listening to find/share a story idea/VERIFY</li> </ul>	
	<p><b>Learning Group Activities</b></p>	<ul style="list-style-type: none"> <li>• Learning Group Meeting #1: <ul style="list-style-type: none"> <li>▪ Discuss group's examples of recent disinformation attempts</li> <li>▪ Southeast/Texas w/ [REDACTED] 12:30-1:30p</li> <li>▪ Atlantic/West STL w/ [REDACTED] 12:30-1:30p</li> </ul> </li> <li>• Learning Group Meeting #2: <ul style="list-style-type: none"> <li>▪ Discuss group's examples of local story ideas from social listening and potential VERIFY stories</li> <li>▪ Southeast w/ [REDACTED] 4:30-5:15p</li> <li>▪ Atlantic w/ [REDACTED] 4:30-5:15p</li> <li>▪ Texas w/ [REDACTED] 4:30-5:15p</li> <li>▪ West STL w/ [REDACTED] 4:30-5:15p</li> </ul> </li> </ul>	<p>#1 [REDACTED]</p> <p>#2 Jennifer [REDACTED]</p>

## Session 3 – The Art of Writing/Storytelling

	Learning Format	Agenda	Facilitator
Session 3 6/30  College Day (Wear Your School Stuff!)	Virtual Program Classroom	<ul style="list-style-type: none"> <li>Review Agenda ( [REDACTED] )</li> <li>Paired Intros</li> <li>Content Pyramid ( [REDACTED] 10:05-10:10)</li> <li>Writing/Storytelling ( [REDACTED] — 10:10a- 12p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Panel Discussion: Great Storytellers/ Best Practices ( [REDACTED] —12:15-1:30p)</li> <li>Explain Today's Assignment ( [REDACTED] )</li> </ul> <p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>Complete Today's Assignment (2-2:30p)</li> <li>Learning Groups (1 hour each)</li> </ul>	[REDACTED]
	Self-Paced Learning Assignment	Rewrite lobster meth bust story, headline and tease	
	Learning Group Activities	<p>Share/critique lobster meth bust stories, headlines, teases</p> <ul style="list-style-type: none"> <li>o Atlantic: 2:30 - 3:30 PM EST – [REDACTED]</li> <li>o Southeast: 3:30 – 4:30 PM EST - [REDACTED]</li> <li>o Texas: 4:30 – 5:30 PM EST – [REDACTED]</li> <li>o West STL: 5:30 – 6:30 PM EST – [REDACTED]</li> </ul>	[REDACTED]

Session 4 – Understand Our Current and Desired Audience  
Introduction to Diversity & Inclusion

	Learning Format	Agenda	Facilitator
Session 4 7/1	Virtual Program Classroom	<ul style="list-style-type: none"> <li>Review Agenda ( [REDACTED] )</li> <li>Paired Intros</li> <li>Know Your Audience/Delivering Digital Results ( [REDACTED] ) 10:05-11:10a)</li> </ul> <p>BREAK 10 MIN</p> <ul style="list-style-type: none"> <li>Learning Groups discussing specific market findings in breakout rooms (11:20-11:50a) <ul style="list-style-type: none"> <li>Review reports/tools available to understand your audience</li> <li>Current Audience vs. Desired Audience</li> </ul> </li> <li>Final group Q&amp;A Know Your Market and Audience ( [REDACTED] ) 11:50a-12:15p)</li> </ul> <p>BREAK 10 MIN Meth Lobster Writing Critiques</p> <p>OR</p> <p>BREAK 75 MIN for those NOT in Meth Lobster Writing Critique</p> <ul style="list-style-type: none"> <li>Meth Lobster Writing Critiques--11 PIRs remaining from day prior (12:25-1:25p)</li> <li>Intro to Diversity and Inclusion ( [REDACTED] ) 1:30-2p)</li> <li></li> </ul> <p>LUNCH 40 MIN</p>	<ul style="list-style-type: none"> <li>[REDACTED]</li> </ul>



	<ul style="list-style-type: none"> <li>Inclusive Journalism Training Session #1 (██████████ 2:40-4:55p)</li> </ul> <p>BREAK 20 MIN</p> <ul style="list-style-type: none"> <li>PIR Family Feud Game (██████████ 5:15-6p)</li> </ul>	
<p><b>Self-Paced Learning Assignment</b></p>	<ul style="list-style-type: none"> <li>Assignment: Know Your Current and Desired Audience:</li> <li>Answer the following 6 Qs: <ul style="list-style-type: none"> <li>What is the ethnic make-up of your market?</li> <li>What is the geography of your market?</li> <li>Who makes up the morning or late news audience?</li> <li>Who makes up the station morning or late news audience?</li> <li>What % of your digital audience is under 55?</li> <li>What % of your visits come from social referrals?</li> </ul> </li> <li>Review your station audience targets, KPIs and how to use them</li> </ul>	
<p><b>Learning Group Activities</b></p>	<ul style="list-style-type: none"> <li>:Group Discussion on Your Audience: <ul style="list-style-type: none"> <li>What did you learn about your audience? Did anything surprise you?</li> <li>Content selection strategies to capture desired audience?</li> <li>Southeast w/██████████</li> <li>Atlantic w/██████████</li> <li>Texas &amp; West STL w/██████████</li> </ul> </li> </ul>	██████████

Session 5 – Engaging Our Audience by Creating Multi-Platform Content &  
Inclusive Journalism Training

	Learning Format	Agenda	Facilitator
Session 5  7/2	<b>Virtual Program Classroom</b>	<ul style="list-style-type: none"> <li>• Review agenda ( [REDACTED] )</li> <li>• Paired Intros</li> <li>• Inclusive Journalism Training #2 ( [REDACTED] / [REDACTED] / [REDACTED] / [REDACTED] 10:05-11:35a)</li> </ul> <p>BREAK 30 MIN</p> <ul style="list-style-type: none"> <li>• Inclusive Journalism Training #3 ( [REDACTED] / [REDACTED] / [REDACTED] / [REDACTED] 12:05-1:40p)</li> </ul> <p>LUNCH 20 MIN</p> <ul style="list-style-type: none"> <li>• Engaging the Audience by Creating a Multi-Platform Content Experience &amp; Review Different Platforms/Tools ( [REDACTED] 2p-2:45p)               <ul style="list-style-type: none"> <li>• Zip Whip</li> <li>• Tagboard</li> <li>• UGC</li> <li>• Push Alert</li> <li>• Near Me</li> </ul> </li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• Producing Social Conversation Stories/Segments ( [REDACTED] / [REDACTED] / [REDACTED] [REDACTED] 3p-4:15p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• Instagram ( [REDACTED] / [REDACTED] / [REDACTED] 4:30-5p)</li> <li>• TikTok ( [REDACTED] / [REDACTED] / [REDACTED] 5p-5:30p)</li> <li>• Explain Today's Assignment ( [REDACTED] )</li> </ul> <ul style="list-style-type: none"> <li>• Complete assignment (5:30-6p)</li> <li>• Learning groups (6p-6:45p)</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>

	<b>Self-Paced Learning Assignment</b>	<ul style="list-style-type: none"><li>• Create an overall social strategy for a news story today, including a social segment in a show</li></ul>	
	<b>Learning Group Activities</b>	<ul style="list-style-type: none"><li>• Share and critique social strategies and segment ideas</li><li>• Southeast w/ [REDACTED]</li><li>• Atlantic w/ [REDACTED]</li><li>• Texas w/ [REDACTED]</li><li>• West STL w/ [REDACTED]</li></ul>	[REDACTED]

## Session 6 – Engaging Our Audience Through Effective Showcasing

	Learning Format	Agenda	Facilitator
Session 6 7/6	Virtual Program Classroom	<ul style="list-style-type: none"> <li>Review agenda ( [REDACTED] )</li> <li>Paired Intros</li> <li>Content Showcasing ( [REDACTED] / [REDACTED] / [REDACTED] ) 10:05a-2p with breaks included) <ul style="list-style-type: none"> <li>Leverage conversational writing for broadcast</li> <li>Discuss how to write for a digital platform</li> </ul> </li> <li>Explain Today's Assignment ( [REDACTED] )</li> </ul> <p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>Complete Assignment (2:30-3p)</li> <li>Learning Groups (3p-4p)</li> <li>Panel Discussion: PIR Lessons Learned (2020 PIR Entry Class 4p-5:30p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Breakout Small Group Q&amp;A with 2020 PIRs (Group Assignments 5:45-6:30p)</li> </ul>	<ul style="list-style-type: none"> <li>[REDACTED]</li> </ul>
	Self-Paced Learning Assignment	<ul style="list-style-type: none"> <li>Pick one story from your market today and create a content showcasing strategy for digital and show</li> <li>Write the first 20-30 seconds of the story for show</li> </ul>	
	Learning Group Activities	<ul style="list-style-type: none"> <li>Review content showcase strategy and writing with peers and facilitator</li> <li>Southeast w/ [REDACTED]</li> <li>Atlantic w/ [REDACTED]</li> <li>West STL &amp; Texas w/ [REDACTED]</li> </ul>	[REDACTED]

## Session 7 – Engaging Our Audience Through Digital Writing &amp; Brand

	Learning Format	Agenda	Facilitator
Session 7 7/7	Virtual Program Classroom	<ul style="list-style-type: none"> <li>Review Agenda (████████)</li> <li>Paired Intros</li> <li>Digital Overview/TEGNA One/SEO (████████/████████/████████ 10:05a-1p with two 15 min breaks)</li> </ul> <p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>Engaging Community Through Brand Intro &amp; What is Brand (████████ 1:30-2:15p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Station Brand Examples/Creation (████████ 2:30-3p)</li> <li>How Stations Use Brand to Engage with Community Examples (████████/████████ 3p-3:30p)</li> <li>Explain Today's Assignment (████████)</li> <li>•</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Complete Assignment (3:45-4:15p)</li> <li>Learning Groups (4:15-5p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>Interactive TEGNA Game (5:15-5:30p)</li> <li>Finish Work Happy (5:30-6:30p)</li> </ul>	<ul style="list-style-type: none"> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> </ul>
	Self-Paced Learning Assignment	<ul style="list-style-type: none"> <li>Learn station brand/Prepare pitch for on brand community engagement around market specific event/issue/story</li> </ul>	
	Learning Group Activities	<ul style="list-style-type: none"> <li>Trainers &amp; peers discuss and critique brand engagement examples</li> <li>Atlantic w/ ██████████</li> <li>Southeast w/ ██████████</li> <li>Texas w/ ██████████</li> <li>West STL w/ ██████████</li> </ul>	<ul style="list-style-type: none"> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> <li>████████</li> </ul>

## Session 8 – Find the Good

	Learning Format	Agenda	Facilitator
Session 8  7/8	<b>Virtual Program Classroom</b>	<ul style="list-style-type: none"> <li>• Review agenda ( [REDACTED] )</li> <li>• Paired Intros</li> <li>• Work Happy ( [REDACTED] 10:05-11:15a)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• Introduce Topic: Our role as journalists and how we can find strategies to work happy and find the good ( [REDACTED] )</li> <li>• Panel discussion—How to Maintain Mental Health (11:30a-12:30p)</li> </ul> <p>LUNCH 30 MIN</p> <ul style="list-style-type: none"> <li>• ENPS/Shareable Content ( [REDACTED] 1p-2p)</li> </ul> <p>BREAK 15 MIN</p> <ul style="list-style-type: none"> <li>• Learning Groups (1 hour each)</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>
	<b>Learning Group Activities</b>	<ul style="list-style-type: none"> <li>• Discuss their experience in the program thus far:               <ul style="list-style-type: none"> <li>○ Give feedback on each training session</li> <li>○ What was the most/least valuable part so far?</li> <li>○ What other areas would they like development?</li> <li>○ AMA</li> <li>○ Southeast w/ [REDACTED] 2:15-3:15p</li> <li>○ Atlantic w/ [REDACTED] 3:30-4:30p</li> <li>○ Texas w/ [REDACTED] 4:30-5:30p</li> <li>○ West STL w/ [REDACTED] 5:30-6:30p</li> </ul> </li> </ul>	[REDACTED]

## Session 9 – Onboarding Training Graduation

	Learning Format	Agenda	Facilitator
Session 9  7/9 <b>Early Start 8:45a Eastern</b>	<b>Virtual Program Classroom</b>	<ul style="list-style-type: none"> <li>Welcome Lynn &amp; Program Sponsors (████████)</li> <li>Sizzle reel of PIR training (8:45-8:50a)</li> <li>████████ congratulates PIRs (Lynn 8:50-8:55a)</li> <li>Q &amp; A with ██████ (8:55-9:05a)</li> <li>PIR Graduation Blessing (9:05-9:10a)</li> <li>Upcoming Activities &amp; Next Steps (████████ 9:10-9:25a)</li> <li>Q&amp;A with PIR Design Team (9:25-9:45a)</li> <li>Q&amp;A with ██████ (9:45-10a)</li> </ul> BREAK 15 MIN <ul style="list-style-type: none"> <li>TEGNA Family Feud (10:15-11:15a)</li> </ul>	<ul style="list-style-type: none"> <li>████████</li> </ul>
	<b>Self-Paced Learning Assignment</b>	<ul style="list-style-type: none"> <li>Fill out the PIR training feedback survey</li> </ul>	
	<b>Station Development</b>	Meet with station champion to set up initial station training next week	

Tye, Meghan

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 24, 2021 8:01 AM  
**To:** [REDACTED]  
**Subject:** Reminder and Log-In Link - TEGNA Inside Out Managers Master Class 8.24-8.26

**CAUTION - EXTERNAL EMAIL** - Please use caution opening attachments and never share your password. Send suspicious email to [infosec@teгна.com](mailto:infosec@teгна.com).

MANAGERS //

# Master Class



Dear [REDACTED]

We are looking forward to seeing you this afternoon at 2:30pmET, for our TEGNA Inside Out Managers Master Class 8.24-8.26!

Please be sure to login to the Event Hub (via the button below) early to ensure you are ready to go for our prompt start at 2:30ET. Once you are logged in, you will be able to click the **Join Session** button for our first session live stream. Please note the button to join will only be available no more than 5 mins prior to each session.

Lastly, be sure you have updated your profile and ensure it's marked as visible for everyone to see!

[Access the Event Hub](#)

Dates: August 24-26, 2021

Times: 2:30-5:30pmET



Confirmation Number: [REDACTED]

If you have any questions or issues please contact [REDACTED] [REDACTED] via email or cell 520-[REDACTED].



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**TEGNA** INSIDEOUT

powered by  
**cvent**

**Tye, Meghan**

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**From:** TEGNA Information Technology [REDACTED]  
**Sent:** Monday, November 1, 2021 1:00 PM  
**To:** [REDACTED]  
**Subject:** Please Complete: Secure TEGNA Cybersecurity Training

The TEGNA logo is displayed in white, bold, uppercase letters on a solid blue rectangular background. Below the blue background is a decorative border consisting of a series of parallel, diagonal blue lines.

Dear Colleagues,

Thank you to everyone who has completed the Secure TEGNA Cybersecurity training. We hope it helped increase your understanding of cybersecurity threats and what you can do to protect your own digital life as well as that of the company.

If you have not already done so, please complete the [mandatory Secure TEGNA Cybersecurity Awareness](#)

[training](#) as soon as possible and no later than **Wednesday, November 3.**

As part of the new Secure TEGNA campaign, we've added a new "Phish Alert Report" button in Outlook so you can more easily report suspicious emails to the TEGNA Security team. When you need to report an email, simply click on the new "[Phish Alert Report](#)" button on your Outlook menu bar and confirm that you would like to report the email. The email will be sent to the cybersecurity team for review.

Also, the [Secure TEGNA Cybersecurity site](#) has important information on steps you can take to protect yourself and the company from cyber threats.

Thank you for helping to keep yourself—and the company—safe from cybercrime. If you have additional questions, please email [infosec@tegna.com](mailto:infosec@tegna.com) or your local head of technology.

Thank you,

TEGNA Information  
Technology



**TEGNA**

This message delivered by TEGNA's Channel 1.

Join the conversation by texting **tegna** to [REDACTED] to download the First Up app.

**Tye, Meghan**

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**From:** [REDACTED]  
**Sent:** Friday, December 3, 2021 12:11 PM  
**To:** [REDACTED]  
**Subject:** Your learner has completed TEGNA Inside Out.

**CAUTION - EXTERNAL EMAIL** - Please use caution opening attachments and never share your password. Send suspicious email to [REDACTED].

Dear [REDACTED],

Your learner, [REDACTED], has completed all of the courses in TEGNA Inside Out.

Congratulate them on their accomplishment and reinforce the Inside Out concepts with them in meetings and in the field.

**The Online Learning Team**

NOTE: Automatically-generated email message. Please do not reply.  
Help Desk Hours: M-F 8:30am-5:30pm Eastern. [REDACTED].

## Tye, Meghan

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**From:** [REDACTED]  
**Sent:** Thursday, April 11, 2024 2:58 PM  
**To:** [REDACTED]  
**Subject:** FW: Christmas, Dec 15th 6pm

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

[REDACTED]  
Anchor/Reporter



A **TEGNA** Company | [613 Woodis Ave. Norfolk, VA 23510](#) | [13NewsNow.com](#)

[REDACTED] [@13NewsNow.com](#) | P. 757 [REDACTED] | **Twitter:** [@](#)[REDACTED] | **Facebook:** [REDACTED]

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**From:** [REDACTED]@gmail.com>  
**Sent:** Thursday, April 11, 2024 2:56 PM  
**To:** [REDACTED]@13newsnow.com>  
**Subject:** Fwd: Christmas, Dec 15th 6pm

**CAUTION - EXTERNAL EMAIL** - Please use caution opening attachments and never share your password. Send suspicious email to [REDACTED]

----- Forwarded message -----

**From:** [REDACTED]@gmail.com>  
**Date:** Mon, Sep 20, 2021 at 8:44 PM  
**Subject:** Re: Christmas, Dec 15th 6pm  
**To:** [REDACTED]@gmail.com>

Great! We are beyond elated!!!

On Sat, Sep 18, 2021, 5:33 PM [REDACTED]@gmail.com> wrote:

Count me in! Thanks for thinking of me for this

> On Sep 18, 2021, at 9:47 AM, [REDACTED]@gmail.com> wrote:

>

>

> Would you like to read us the night before Christmas at our Christmas Special? It would be a live feed at The Hampton History Museum. Hope all is well.

> Thanks, [REDACTED]

# 13 News Now Racial Diversity and Inclusion Town Hall Agenda

January 13, 2021 11am

**Welcome and Purpose-** [REDACTED]

**Introduce 13 News Now's Diversity and Inclusion Group**

**Why is diversity important to TEGNA? What is TEGNA trying to accomplish?**

- [REDACTED], President and GM, WUSA-TV

**A video message from [REDACTED]:** Bill Plante Chair in Leadership & Media Integrity at Loyola U Chicago. Freedom Forum Fellow in Women's Leadership. Author: Work Happy: What Great Bosses Know; "You are Covering Racial Justice, Are You Heeding Diverse Voices?"

**What is Unconscious Bias? (video)**

**Personal Testimonials**

- [REDACTED]

- [REDACTED]

- [REDACTED]

**Activity-** "Put a Finger Down"

**Questions and Comments**

**The Path Forward, What's Next?**





**Tye, Meghan**

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**From:** [REDACTED]  
**Sent:** Thursday, April 11, 2024 5:45 PM  
**To:** [REDACTED]  
**Subject:** FW: Inclusive Hiring Training  
**Attachments:** Diversity Equity and Inclusion Interview Questions for Leadership Candidates.pdf; A Guide To Inclusive Hiring Practices.pdf; Example Score Card AE.pdf; OSTI Themes-Additional Questions.pdf; Fit Interview Questions.pdf; Franklin Covey - Manage Your Biases.pdf

This is the Provision of training management email for 2/28/2022.

[REDACTED]  
News Director



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**From:** [REDACTED]i@tegna.com>  
**Sent:** Monday, February 28, 2022 1:48 PM  
**To:** [REDACTED]@13newsnow.com>; [REDACTED]@13newsnow.com>; [REDACTED]@13newsnow.com>; [REDACTED]@13newsnow.com>; [REDACTED]@13newsnow.com>; [REDACTED]@13newsnow.com>; [REDACTED]@wvec.com>; [REDACTED]@13newsnow.com>  
**Cc:** [REDACTED]@13newsnow.com>; [REDACTED]  
**Subject:** Inclusive Hiring Training

Hi Everyone,

Thank you all for attending the Inclusive Hiring Training. As promised, I went ahead and attached the slide deck and additional supplemental material.

Please don't hesitate to reach out if you have any follow up questions.

WARM REGARDS,

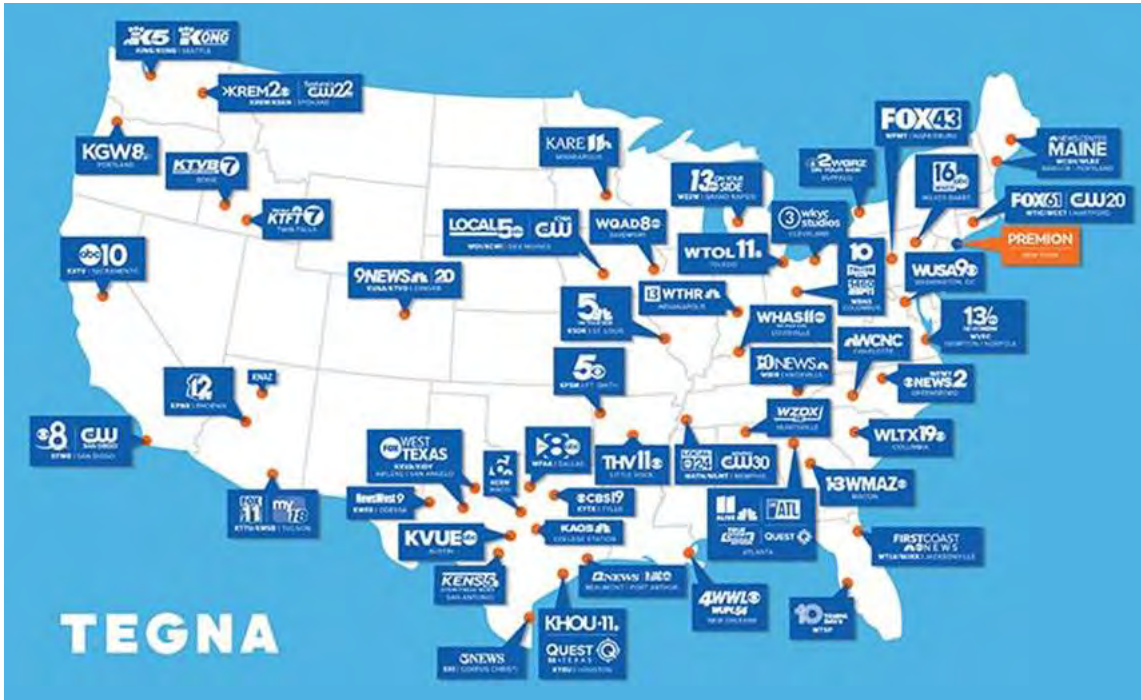
[REDACTED] (SHE | HER | HERS)  
DIVERSITY AND INCLUSION BUSINESS PARTNER

Join Our TEGNA Talent Network

Tegna Purpose Video

Tegna Career's Video

Tegna Brand Video



**From:** TEGNA Information Technology [REDACTED]  
**Sent:** Monday, February 7, 2022 11:11 AM

**Subject:** Complete Secure TEGNA Phishing Training by Feb. 25

The logo features the word "SECURE" in white, with a red checkmark integrated into the letter "U". To the right of "SECURE" is the word "TEGNA" in a larger, bold, white font. The entire logo is set against a solid blue background.

**SECURE TEGNA**

Keeping TEGNA's computer networks safe

Dear Colleagues,

Our ability to fulfill our mission to serve our customers and communities is reliant on the technology and systems we use every day.

Late last year, we launched our Secure TEGNA Cybersecurity campaign to increase our awareness of cybersecurity threats that can compromise our data and networks.

Today, we are launching the 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.

All employees are required to participate in this mandatory training. So, please make time to complete the training as soon as possible, but **no later than February 25**.

[Go to Training](#)

Human awareness and action are the best ways to prevent cybercrimes. Thank you for doing your part to safeguard yourself and our company.

Thank you,

TEGNA Information Technology



SECURE ✓ TEGNA

This message brought to you by TEGNA's Channel 1.

Join the conversation by texting **tegna** to [REDACTED] to download the First Up app.

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, April 11, 2024 3:14 PM  
**To:** [REDACTED]  
**Subject:** FW: PREMION SUMMIT - OFFICE HOURS ZOOM LINK (2)

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**From:** [REDACTED]@premion.com>  
**Sent:** Thursday, March 24, 2022 5:35 PM  
**To:** [REDACTED]@premion.com>; [REDACTED]@premion.com>  
**Subject:** PREMION SUMMIT - OFFICE HOURS ZOOM LINK (2)

Hi Everyone,

Thank you for attending our PREMION SALES SUMMIT.

As we mentioned, we will be holding an Office Hours session, **tomorrow, Friday, March 25<sup>th</sup> from 12:00pm – 1:00pm EST** for anyone who wishes to join and ask any questions that weren't addressed during our summit hours.

**Below is the Zoom link to join that call:**

**Meeting URL:** <https://tegna.zoom.us> [REDACTED]

**Meeting ID:** [REDACTED]

**Passcode:** [REDACTED]

[REDACTED]  
Marketing Manager

**PREMION**

T 929.5 [REDACTED]

[REDACTED]@premion.com | [premion.com](https://premion.com)

485 Lexington Avenue, 27<sup>th</sup> Floor, New York, NY 10017

[Redacted]

**Subject:** Diversity & Inclusion Town Hall

**Location:** <https://tegna.zoom.us> [Redacted]

**Start:** Fri 4/16/2021 10:30 AM

**End:** Fri 4/16/2021 11:30 AM

**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** [Redacted]

**Required Attendees:** WVEC-All-MailGroup

[Redacted] is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://tegna.zoom.us> [Redacted]

Meeting ID: [Redacted]

Passcode: [Redacted] 8

One tap mobile

[Redacted]  
[Redacted]

Dial by your location

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

Meeting ID: [Redacted]

Passcode: [Redacted]

Find your local number: <https://tegna.zoom.us> [Redacted]

Join by SIP

[Redacted]

Join by H.323

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]



[Redacted text]

Meeting ID: [Redacted]

Passcode: [Redacted]

Join by Skype for Business  
[https://tegna.zoom.us/j/\[Redacted\]](https://tegna.zoom.us/j/[Redacted])