

WHAS-TV
EEO PUBLIC FILE REPORT
March 21, 2022 - March 20, 2023

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-Skilled Journalist-10567	1-5, 8-10, 12-13, 15, 17-25	19
Multi-Skilled Journalist-10567	1-5, 8-10, 12-13, 15, 17-25	19
Photojournalist-11418	1-6, 8-13, 15, 17-25	19
Broadcast Director-11841	1-6, 8-10, 12-15, 17-25	19
Account Executive	1-5, 7-10, 12-15, 17-25	19
Account Executive	1-5, 7-10, 12-15, 17-25	19
Digital Content Producer	1-10, 12-15, 17-25	19
Digital Content Producer	1-10, 12-15, 17-25	6
Lifestyle Show MMJ - 012267	1-5, 8-10, 12, 14-15, 17-25	19
Anchor/MSJ -012326	1-5, 8-10, 12-25	19
Meteorologist - 012494	1-5, 8-12, 14-15, 17-25	19
Photojournalist-12541	1-5, 8-10, 12, 14-15, 17-25	19
Account Executive-12568	1-5, 8-12, 14-15, 17-25	19
Investigative MMJ-12616	1-5, 8-10, 12, 14-15, 17-25	19
Assistant News Director-12633	1-6, 8-12, 14-25	19
Director of Digital Content-12692	1-5, 8-10, 12, 14-25	19
News Producer-12722	1-5, 8-10, 12, 14-15, 17-25	19
News Producer-12722	1-5, 8-10, 12, 14-15, 17-25	19
News Producer-12722	1-5, 8-10, 12, 14-15, 17-25	19
Lifestyle Show MMJ-12777	1-10, 12, 14-15, 17-25	19
Meteorologist/Traffic Anchor-12799	1-6, 8-10, 12, 14-25	19
Video Editor-12859	1-6, 8-12, 14-15, 17-25	19
Video Editor-12859	1-6, 8-12, 14-15, 17-25	6
Transactional Sales Assistant-12931	1-6, 8-10, 12, 14-15, 17-25	6
Assignment Editor-13002	1-5, 8-12, 14-15, 17-25	19
Digital Sales Specialist-13048	1-5, 8-12, 14-15, 17-25	19
Multi-Skilled Journalist-13171	1-5, 8-12, 14-15, 17-25	19
Meteorologist-13357	1-5, 8-12, 14-15, 17-25	19
Photojournalist-13410	1-12, 14-15, 17-25	19
Copy Coordinator-13433	1-6, 8-10, 14-15, 17-25	6

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Advertising Federation 130 St. Matthews Avenue Suite 302 Louisville , Kentucky 40207 Phone : 5028952500 Url : http://aaflouisville.org/index.php Email : allison@aaflouisville.org Allison Deely	N	0
2	American Advertising Federation of Louisville 130 St. Matthews Avenue, Suite 302 Louisville, Kentucky 40207 Phone : 5028952500 Url : aaflouisville.org Email : info@aaflouisville.org Eric Gurevich	N	0
3	Bellarmino College 2001 Newberg Road Louisville, Kentucky 40205 Phone : 502-272-7242 Url : http://www.bellarmino.edu/ Email : mreal@bellarmine.edu Matt Real	N	0
4	Campbellsville University 1 University Drive Campbellsville, Kentucky 42718 Phone : 270-789-5000 Url : http://www.campbellsville.edu/ Email : tmelmore@campbellsville.edu Teresa Elmore	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	5
6	Indeed.com	N	13

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Jefferson Community College 109 East Broadway Louisville, Kentucky 40202 Phone : (502) 625-5671 Url : www.crew.cc Debbie Cotton Manual Posting	N	0
8	Kentucky Broadcasters Association 101 Enterprise Dr Frankfort, Kentucky 40601 Phone : 1-502-848-0426 Url : http://www.kba.org/ Email : kba@kba.org Kentucky Broadcast Association	N	0
9	Kentucky Career Center 2900 W Broadway Suite 100 Louisville, Kentucky 40211 Phone : 502-574-1173 Url : http://kentuckycareercenter.ky.gov/Home.aspx Email : natasha.cummings@kentuckianaworks.org Natasha Cummings	N	0
10	Kentucky State University 400 East Main St. Frankfort, Kentucky 40601 Phone : 502-597-5948 Url : http://kysu.edu/ Email : annette.bruce@kysu.edu Fax : 1-502-597-6699 Annette Bruce	N	0
11	Linked In	N	12
12	Louisville Urban League 1535 West Broadway Louisville, Kentucky 40203 Phone : 5025854622 Url : http://www.lul.org/home Email : chaley@lul.org Fax : 1-502-585-2335 Colin Haley	N	0

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13	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
14	NAACP Louisville Branch 1245 Catalpa Ct Louisville, Kentucky 40211 Phone : 502-363-5598 Url : http://lounaACP.org/ Email : Louisvillebranch@lounaACP.org Vador Warfield	N	0
15	Ohio Center for Broadcasting 5330 East Main Street Columbus, Ohio 43213 Phone : 614-655-5250 Email : amoore@beonair.com Alvis Moore	N	0
16	Self Referral	N	4
17	Spalding University 845 South Third St. Louisville, Kentucky 40203 Phone : 502-873-4162 Url : https://spalding.edu/ Email : careers@spalding.edu Nikki Shedlestsky	N	0
18	Sullivan University 3101 Bardstown Rd Louisville, Kentucky 40205 Phone : 502-413-8600 Url : http://sullivan.edu/ Email : smannino@sullivan.edu Fax : 1-502-458-7467 Sam Mannino	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
19	TEGNA Careers Website 8350 Broad St. McLean, Virginia 22102 Phone : 703-873-6600 Url : www.TEGNA.com Job Board Manual Posting	N	87
20	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
21	University of Louisville 2211 South Brook Street Louisville, Kentucky 40202 Phone : 502-852-7363 Url : http://louisville.edu/ Email : Caroline.houchins@louisville.edu Fax : 1-502-852-7007 Caroline Houchins	N	0
22	Western Kentucky University 1906 College Heights Blvd. #11051 Bowling Green, Kentucky 42101 Phone : 270-745-3095 Url : https://wku-csm.symplicity.com/employers/ Email : becky.tinker@wku.edu Fax : 1-270-745-5421 Becky Tinker	N	0
23	WorkOne New Albany 2125 State Street Ste. 16 New Albany, Indiana 47150 Phone : 812-941-6451 Url : http://www.lsi.org Email : jwebb@dwd.in.gov Jim Webb	N	0

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24	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
25	www.WHAS11.com , Kentucky Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			121

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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	3/28/2022	Provision of training to management	TEGNA Executive Leadership Program. A leadership development program designed to prepare senior leaders to be successful as they grow their careers within TEGNA. This program addresses TEGNA's Critical Leadership Skills to reinforce and strengthen the competencies needed to drive high performance and achieve TEGNA's goals in a dynamic and diverse environment.	1	President and General Manager
2	4/11/2022	Provision of training to management	TEGNA's Leadership in action program. Leadership In Action is one of TEGNA's premier Leadership Development Program offerings designed to prepare current and future Directors to be successful leaders.	2	Local Sales Manager News Director
3	6/23/2022	Provision of training to personnel of unaffiliated non-profit organizations	IRE's annual investigative journalism conference. The conference features panels and discussions as well as opportunities to network with fellow journalists.	3	Investigative Reporter Anchor/reporter Investigative producer
4	6/24/2022	Establishment of training programs for station personnel	TEGNA launches the second of their 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.	100	Executive Assistant News Director Director of Sales Head of Technology

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5	6/27/2022	Establishment of a mentoring program	<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. 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 in Residence
6	9/28/2022	Establishment of training programs for station personnel	<p>Greg Derkowski, a media coach who has trained over 150 media newsrooms in the US and Canada on audience engagement and retention, provided training for the WHAS11 Newsroom. The goal of the training is to improve audience retention through tighter writing, clearly focused stories, compelling teases/headlines, and dramatically improved consistency.</p>	50	News Director Assistant News Director Brand Manager Executive Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	10/3/2022	Participation in events sponsored by organizations representing the community	<p>WHAS11 Senior Photojournalist attended an Advanced Storytelling Workshop. This was a hands-on conference for anyone who works with video, where participants shot stories in amazing northern Colorado, and received instant feedback on their work. They helped participants craft video stories from pitch to final product. This workshop was designed for video journalists with some experience, and was perfect for both reporter/photographer teams, and solo video journalists as well.</p> <p>Beyond the hands-on stuff, participants attended sessions taught by their fantastic faculty. Some of the absolute best in the business were hands-on to teach participants what they know, and the feedback they receive from them will change their work and the way participants think about video storytelling.</p>	1	Senior Photojournalist
8	10/4/2022	Establishment of training programs for station personnel	<p>Greg Derkowski, a media coach who has trained over 150 media newsrooms in the US and Canada on audience engagement and retention, provided training for the WHAS11 Newsroom. The goal of the training is to improve audience retention through tighter writing, clearly focused stories, compelling teases/headlines, and dramatically improved consistency.</p>	50	News Director Assistant News Director Chief Photographer Anchor
9	10/5/2022	Establishment of training programs for station personnel	<p>Greg Derkowski, a media coach who has trained over 150 media newsrooms in the US and Canada on audience engagement and retention, provided training for the WHAS11 Newsroom. The goal of the training is to improve audience retention through tighter writing, clearly focused stories, compelling teases/headlines, and dramatically improved consistency.</p>	10	Chief Meteorologist Meteorologist

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10	10/6/2022	Establishment of training programs for station personnel	Greg Derkowski, a media coach who has trained over 150 media newsrooms in the US and Canada on audience engagement and retention, provided training for the WHAS11 Newsroom. The goal of the training is to improve audience retention through tighter writing, clearly focused stories, compelling teases/headlines, and dramatically improved consistency.	50	Assistant News Director Executive Producer Producer Senior Producer
11	12/12/2022	Establishment of training programs for station personnel	The Inclusive Journalism Program - Creating The Newsroom You (And Your Audience) Deserve. This training covered unconscious bias, identity traits, fault lines, types of power, empathy vs sympathy and allyship.	12	Assistant News Director Investigative Journalist Producer MMJ
12	12/13/2022	Establishment of training programs for station personnel	Training 2: How to Discuss & Monitor Issues of Race in Content. This training is about owning the power you have to create, reinforce or alter perceptions of reality, adding nuance to race when appropriate and diversifying sources and stories.	12	Assistant News Director Producer Investigative MMJ MMJ
13	12/16/2022	Establishment of training programs for station personnel	TEGNA launched their final Secure TEGNA quarterly training module for 2022, Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training helps employees recognize risks and increase your understanding of the ever-changing threat landscape. Keeping our systems safe requires constant vigilance.	103	President and General Manager Marketing Director Director of Sales News Director
14	1/25/2023	Establishment of training programs for station personnel	Workshop Wednesday - refresher on the correct use of lower thirds (how to format them, where they go, etc). An introduction to our new Breaking News graphics package.	15	Executive Producer MMJ Producer

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15	1/25/2023	Participation in events or programs sponsored by educational institutions	Participation in Career Day at Hite Elementary School. Brooke Hasch/Prater, anchor/MMJ, talked to several classes about her career in journalism and how she pursued a career track leading her to broadcast journalism. She also spoke to students about the other jobs that make up a news station.	1	Anchor/MMJ
16	1/26/2023	Participation in events or programs sponsored by educational institutions	School visit at Liberty Big Picture High School to speak with students about careers in Meteorology.	2	Meteorologist
17	1/27/2023	Establishment of training programs for station personnel	Code of Ethics Training: Our Shared Purpose, an online course that focuses on section three of the TEGNA Ethics Policy, addressing fair dealings and open competition, must be taken. It outlines the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations.	105	Community Engagement and Impact Manager General Manager News Director Marketing Director
18	1/31/2023	Participation in events or programs sponsored by educational institutions	MMJ spoke at the University of Kentucky Association of Black Journalists grad series about her career in journalism post graduation.	1	MMJ
19	2/15/2023	Participation in events or programs sponsored by educational institutions	St. Xavier high school student job shadow. Student spent time with account executive, news producers and meteorologists to learn about the different careers in broadcast.	6	Account Executive Meteorologist Producer
20	2/15/2023	Participation in events or programs sponsored by educational institutions	Job Shadow Day for Trinity High School Juniors. Student shadowed GDL Host for the work day to get an idea of what a career in broadcast journalism looks like on a day to day basis.	1	GDL Host