

WBIR
EEO PUBLIC FILE REPORT
March 21, 2017 - March 20, 2018

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
Local Sales Assistant	1-3, 5-7, 10-29, 32-34	6
Multi-Skilled Journalist	1-3, 5-7, 10-14, 16-30, 32-34	6
Multi-Skilled Journalist	1-3, 5-7, 10-14, 16-30, 32-34	20
Multi-Skilled Meteorologist	1-5, 7-8, 10-11, 13-14, 16-29, 32-34	8
Multi-Platform Producer	1-3, 5-7, 11, 13-14, 16-19, 21-22, 24-28, 31-33	1
Digital Executive Producer	1-5, 7, 11, 13-22, 24-28, 32-33	15
Multi Skilled Journalist	1-3, 5-7, 11, 13-14, 16-22, 24-28, 32-33, 35	26
Multi Skilled Journalist	1-3, 5-7, 11, 13-14, 16-22, 24-28, 32-33, 35	35
Multi Skilled Journalist	1-3, 5-7, 11, 13-14, 16-22, 24-28, 32-33, 35	26
Digital Sales Specialist	1-3, 5-7, 9, 11-14, 16-19, 21-22, 24-28, 32-33	1
Multi-Platform Producer	1-3, 7-8, 11, 13-14, 16-22, 24-26, 28, 32-33	8
Production Assistant	1-3, 7, 11, 13-14, 16-22, 24-26, 28, 32-33	20
Media Strategist	1-3, 7, 11, 13-14, 16-19, 21-22, 24-26, 28, 32-33, 36	21
Digital Sales Specialist - WBIR	1-3, 7, 11, 13-14, 16-19, 21-22, 24-26, 28, 32-33, 36	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	5
2	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : www.cn.edu Email : bmclmore@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	E-mail Inquiry	N	3
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	6
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	2
9	Former Employee Referral	N	1

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10	Glassdoor 100 Shoreline Highway Building A Mill City, California 94941 Url : www.glassdoor.com TEGNA Contact Through CB1 Account Manual Posting	N	0
11	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
12	Indeed.com	N	4
13	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Url : www.king.edu Email : dhfelty@king.edu Donna Felty	N	0
14	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
15	Linked In	N	2
16	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
17	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

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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 : gtaylor@southcollegetn.edu Gary Taylor	N	0
20	Station Website	N	17
21	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	4
22	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : www.tabtn.org Email : info@tabtn.org Fax : 1-615-365-1842 Brenda Heidt	N	0
23	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@tn.gov Ginger Armstrong	N	0
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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
26	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	5
27	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6372 Email : dale.warf@vba.va.gov Dale Warf	N	0
28	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
29	University of Tennessee, College of Communications – Broadcasting Dept 100 Dunford Hall Knoxville, Tennessee Phone : (865) 974-2149 Url : http://www.utk.edu/contact/ Email : avenable@utk.edu Fax : 1-865-974-6497 Allison Beck	N	0
30	Unknown (source not adequately identified upon inquiry by SEU)	N	2
31	Unknown Referral Source	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
33	Walters State Community College 500 S Davy Crockett Pkwy Morristown, Tennessee 37813-6899 Phone : 423.318.2709 Url : www.ws.edu Email : nancy.brown@ws.edu Nancy Brown	N	0
34	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0
35	Word of Mouth Referral	N	1
36	www.mediagignow.com 5000 Crossmill Road McLeansville, North Carolina 27301 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			53

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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	3/21/2017	Establishment of training programs for station personnel	TEGNA Labor Relations provides a series of monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best practices are discussed and HR Business Partners then share this topical information with their Executive Teams.	1	HRBP
2	3/21/2017	Establishment of training programs for station personnel	All TEGNA employees play a part in ensuring that our workplace is free of discrimination and harassment. Indeed, TEGNA is committed to providing all employees with the necessary tools and information for maintaining a workplace that is harassment free. Therefore all employees were required to participate in an on-line training course. Please allow approximately 30 to 45 minutes to complete the course. Everyone was given 60 days from January 19, 2017 to complete the course requirement.	140	All Employees
3	4/25/2017	Establishment of training programs for station personnel	TEGNA legal department conducted a performance management seminar for all station people managers which provided an overview for managing employee performance and conduct issues. A discussion about problems and ideas for resolution included an overview in the following areas: attendance and conduct issues, ethics violations, performance concerns, and safety violations. The progressive discipline process was covered. Performance improvement planning was also discussed.	20	all supervisors
4	4/25/2017	Establishment of training programs for station personnel	All TEGNA employees play a part in ensuring that the workplace is free of discrimination and harassment. An online video-based harassment prevention training course was delivered for all employees. Face-to-face training conducted by Labor Relations was delivered to all supervisor and manager level employees. The goal was to provide employees with the necessary tools and information to maintain a harassment free workplace.	140	all employees

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5	4/27/2017	Participation in events or programs sponsored by educational institutions	4th & 5th grade school news teams from Loudon Elementary School (20 students total) toured the newsroom. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
6	5/2/2017	Participation in events or programs sponsored by educational institutions	15 students from Kingston Academy, vocational class toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
7	5/9/2017	Participation in events or programs sponsored by educational institutions	17 students from Robertsville Middle School broadcasting class toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
8	5/11/2017	Participation in events or programs sponsored by educational institutions	On May 11th and 16th, two groups of 15 students from Powell Elementary School broadcasting classes toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
9	5/17/2017	Participation in events or programs sponsored by educational institutions	Twelve 5 and 6th graders from Calvary Baptist School toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
10	5/17/2017	Establishment of an intern program designed to assist members of the community	WBIR actively recruits students attending accredited colleges and universities. The program offers the intern/student active participation in a professional broadcast setting gaining hands on experience that can not be obtained in a classroom setting. Interns are paid and earn credit. They primarily work in news, but may rotate to other departments. The station hosted 5 Summer interns.	3	Digital Director News Director News Director
11	5/23/2017	Participation in events sponsored by community groups	10 middle school girl scouts toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
12	6/5/2017	Establishment of training programs for station personnel	Assistant News Director attended Hearst Producer Academy Advanced Leadership Development Program from 6/5-6/8 in Orlando, FL.	1	Assistant News Director

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13	6/8/2017	Participation in events sponsored by community groups	Twenty five campers from Oakdale Middle School summer camp toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
14	6/15/2017	Participation in events sponsored by community groups	25 students in grades 1-8 from the Emerald Youth Foundation toured the station. The Emerald Youth Foundation (EYF) has over 25 years of experience helping young people become leaders through a holistic ministry of faith, education, mentoring, and sports programs. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
15	6/16/2017	Participation in events sponsored by community groups	Newsroom hosted job shadowing on two days for tnAchieves. 7 students shadowed multiple Anchor/Reporters. tnAchieves is the partnering organization to the TN Promise Scholarship in 85 of 95 counties in Tennessee. The organization's mission is to increase higher education opportunities for Tennessee high school students by providing scholarships with mentor guidance. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coordinator
16	6/26/2017	Establishment of training programs for station personnel	News Director, Digital Director and Marketing Director attended a 2017 Content Summit in VA. Topics included: knowing your brand, knowing your audience, product innovation, and people Management. 6/26-6/29.	3	Assistant News Director Marketing Director Digital Director
17	6/27/2017	Establishment of training programs for station personnel	The Human Resources Business Partner attended the HR Summit in McLean, VA for two days with a focus on transformation. The summit was full of interactive sessions, breakout groups, entertaining presentations and more. A good amount of time was spent with HR peers working through various aspects of our transformation.	1	HRBP

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18	8/24/2017	Establishment of an intern program designed to assist members of the community	WBIR actively recruits students attending accredited colleges and universities. The program offers the intern/student active participation in a professional broadcast setting gaining hands on experience that can not be obtained in a classroom setting. Interns are paid and earn credit. They primarily work in news, but may rotate to other departments. The station hosted 5 Fall interns.	3	News Director Assistant News Director Digital Director
19	10/3/2017	Participation in events or programs sponsored by educational institutions	Twenty-five 8th grade students from Karns Middle School who have chosen communications as a career toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord
20	10/25/2017	Hosting of Job Fair	WBIR hosted a booth at the University of Tennessee College of Communications job fair on Oct. 25 The Digital Director, News Director, and a marketing employee spent 3 hours speaking to students about the media business and opportunities at WBIR and TEGNA. https://career.utk.edu/events/communication-job-and-internship-fair/	3	News Director Digital Director Marketing employee
21	11/1/2017	Participation in events or programs sponsored by educational institutions	WBIR General Manager has connected with Dr. Sam Swan, Professor of Journalism and Electronic Media and Director of Internationalization and Outreach, in the College of Communication and Information at the University of Tennessee to discuss modern day media career preparation. As part of this effort and to create an employment partnership, GM spoke with a group of 25 University of Tennessee Journalism Students about the Broadcasting Business. Discussed career tracks and opportunities within the television and broadcast industry.	1	General Manager
22	11/7/2017	Participation in events or programs sponsored by educational institutions	10 students from the University of TN AMA Student Chapter toured the station. Discussed career tracks and opportunities within the television and broadcast industry.	1	Information Center Coord

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23	12/12/2017	Establishment of training programs for station personnel	Corporate Digital Team conducted three screen (TV, Computer, Mobile) digital social training at the station. A one day session was held with all content producing employees including weather and sports.	40	Anchors MSJs Visual Journalists Digital team
24	1/8/2018	Establishment of an intern program designed to assist members of the community	WBIR actively recruits students attending accredited colleges and universities. The program offers the intern/student active participation in a professional broadcast setting gaining hands on experience that can not be obtained in a classroom setting. Interns are paid and earn credit. They primarily work in news, but may rotate to other departments. The station hosted 4 Spring interns.	3	News Director Assistant News Director Digital Director
25	1/26/2018	Establishment of training programs for station personnel	TEGNA rolled out the Byte Back Challenge training curriculum to educate all employees on the proper handling of sensitive data. Among other things, the training reminded employees that information that is private to you or to the company should never be stored on your computer or mobile phone and should not be shared through email. The training was rolled out electronically on January 26, 2018 with an expected completion date of February 2, 2018.	140	All Employees