

**WKYC**  
**EEO PUBLIC FILE REPORT**  
**May 22, 2015 - May 31, 2016**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital Marketing Producer - WKYC	2-10, 13-14, 16, 18-21, 23, 25-36, 39-40, 42-46	5
Financial Analyst	2-10, 13-14, 16-21, 23-36, 39-40, 42-46	17
Creative Services Topical MMJ - WKYC	2-10, 12-14, 16, 18-19, 21, 23, 25-36, 39-40, 42-46	12
Newscast/Digital Producer - WKYC	2-10, 13-14, 16, 18-19, 21, 23, 25-36, 38-40, 42-46	38
Overnight Assignment Editor/Digital Producer	2-10, 13-16, 18-20, 23, 25-37, 39-40, 42-46	15
Digital Projects Producer – WKYC	2-11, 13-14, 16, 18-19, 21-23, 25-37, 39, 41-46	22
Digital Producer - WKYC	2-10, 13-14, 16, 18-19, 21, 23, 25-33, 35-36, 39-46	41
Digital Account Executive - WKYC	15, 20, 24, 38	24
Digital Support Specialist	2-3, 5-10, 13-14, 16, 18-19, 21, 23-26, 28-36, 39-40, 42-46	24
Sales Assistant - WKYC	2-3, 5-10, 13-16, 18-19, 21, 23, 25-26, 28-36, 39-40, 42-46	15
Multi-Media Journalist	1-3, 5-10, 13-14, 16, 18-19, 21, 23, 25-26, 28-36, 39-40, 42-46	1
Weekend Meteorologist - WKYC	2-3, 5-10, 13-14, 16, 18-19, 21, 23, 25-26, 28-36, 39-46	41
IT Specialist	2-3, 5-10, 13-14, 16, 18-21, 23, 25-26, 28-36, 39-46	5
Executive Producer	2-3, 5-10, 13-16, 18-19, 21, 23, 25-26, 28-36, 39, 41-46	15
Regional Finance Director	2-3, 5-10, 13-19, 21, 23, 25-26, 28-36, 39-46	5

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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	Agency Referral	N	1
2	Baldwin Wallace College 275 Eastlake Road Berea, Ohio 44017 Phone : 440-826-2101 Email : career@bw.edu Career Center	N	0
3	Bluffton University 1 University Drive Bluffton, Ohio 45817 Phone : 419-358-3247 Url : www.bluffton.edu Email : eagerbeaver@bluffton.edu Fax : 1-419-358-3399 Katherine Dickson	N	0
4	Bryant & Stratton College 12955 Snow Road Parma, Ohio 44130 Phone : 216-265-3151 Email : jcrivera@bryantstratton.edu Fax : 1-216-265-2362 Jennifer Rivera	N	0
5	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	7
6	Career Center/Jewish Family 24075 Commerce Park #105 Beachwood, Ohio 44122 Phone : 216-378-3427 Email : ajohnson@JFSA-Cleveland.org Andrea Johnson	N	0
7	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Url : http://www.cwru.edu/ Email : employers@case.edu Tasha Fryfogle	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
8	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : <a href="http://www.centralstate.edu/index.php">http://www.centralstate.edu/index.php</a> Email : <a href="mailto:careerservices@centralstate.edu">careerservices@centralstate.edu</a> Career Services	N	0
9	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Url : <a href="http://csucareerline.erecruiting.com">http://csucareerline.erecruiting.com</a> Email : <a href="mailto:a.rufyoung@csuohio.edu">a.rufyoung@csuohio.edu</a> Anita Ruf-Young	N	0
10	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
11	Current Employee	N	1
12	Current Employee/Internal Promotion	N	1
13	Cuyahoga Community College 700 Carnegie Avenue Cleveland, Ohio 44115 Phone : 800-954-8742 Email : <a href="mailto:customerservice@tri-c.edu">customerservice@tri-c.edu</a> Customer Service	N	0
14	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : <a href="http://www.emmabowenfoundation.com/">http://www.emmabowenfoundation.com/</a> Email : <a href="mailto:Sandra.Rice@nbcuni.com">Sandra.Rice@nbcuni.com</a> Fax : 1-212-975-5884 Sandra Rice	N	0
15	Employee Referral	N	7

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16	gannett.com 7950 Jones Branch Drive McLean, Virginia Sue Reimer Manual Posting	N	4
17	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com N/A	N	6
18	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
19	Hiram College P.O. Box 67 Hiram, Ohio 44234 Phone : 330-569-5131 Email : careercenter@hiram.edu Career Center	N	0
20	Indeed.com	N	10
21	International College of Broadcasting 6 South Smithville Rd Dayton Dayton, Ohio 45431 Phone : 1-937-258-8251 Email : zenaicb@aol.com Fax : 1-937-258-8714 Gail Basine	N	0
22	Job Board	N	1
23	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Url : http://career.kent.edu/home/index.cfm Email : cscjobs@kent.edu Fax : 1-330-672-2057 Robin Pijor	N	0
24	Linked In	N	11

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25	Lorain County Community College 1005 N. Abbe Road Elyria, Ohio 44035 Phone : 800-995-LCCC Email : careers@lorainccc.edu College Recruiter	N	0
26	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : careerdevelopment@malone.edu Colleen Winney	N	0
27	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Url : http://www.marietta.edu/ Email : iadicicn@marietta.edu Natalie Ladicco	N	0
28	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
29	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
30	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.nataslgl.org Email : administrator@nataslgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0

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31	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0
32	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0
33	Office of Workforce Development 26301 Curtiss Wright Parkway Richmond Heights, Ohio 44143 Phone : 216-732-2823 Email : sheonkei.Givner@jfs.ohio.gov Fax : 1-216-732-2906 Mone' Givner	N	0
34	Ohio Association of Broadcasters (OAB) 17 S High St Ste 1010 Columbus, Ohio 43215 Phone : (614) 228-4052 Url : www.oab.org Email : cmerritt@oab.org Fax : 1-614-228-8133 C. Merritt	N	0
35	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : asccareer@osu.edu Career Services	N	0
36	Ohio University Scripps College of Communications RTVC Building 497 Athens, Ohio 45701 Phone : 740-593-2909 Url : www.ohio.edu Fax : 1-740-593-0459 Sarah Steenrod Manual Posting	N	0

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37	Other Source	N	2
38	Recruiter	N	2
39	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
40	Spanish American Committee 4407 Lorain Avenue Cleveland, Ohio Phone : (216) 961-2100 Fax : 1-216-961-3305 Jeff Rivera	N	0
41	Station Website	N	8
42	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	2
43	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Regina Parker	N	0
44	Vocational Guidance Services 2239 East 55th Street Cleveland, Ohio 44103 Phone : 216-881-6089 Email : kathypiotrowski@vgsjob.org Kathy Piotrowski	N	0
45	wkyc.com/opportunities Ohio Url : www.wkyc.com/opportunities Career Service Manual Posting	N	0

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46	Wooster College Career Services Wooster, Ohio 44691 Phone : 330-263-2496 Email : lkastor@wooster.edu Lisa Kasto	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>63</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	5/29/2015	Provision of training to management	Management at WKYC participated in the following training programs:  May 8, 2015: Management training conducted by Sr. Legal Counsel covering proper course of action for discipline and non-discrimination. 23 managers attended this four hour session.	23	President and General Manager
2	7/15/2015	Participation in events or programs sponsored by educational institutions	A representative from WKYC participated in Meet the Media Day hosted by Geauga County Public Information Work Group. This event was made up of representatives from county departments and agencies, the county health district, local schools, non-profits and social service agencies. Meet the Media Day is an effort to build a relationship with the news media and for our group to learn what the media needs from the Public Information Officers in an emergency or disaster. This event focused on television media only.	1	Assignment Editor
3	7/24/2015	Establishment of training programs for station personnel	WKYC held four Diversity & Respect in the Workplace training classes open to all of WKYC staff. This training covered the importance of understanding diversity and awareness. The group was also trained on the topic of discrimination.	69	President and General Manager HR Business Partner Director of Sales
4	8/1/2015	Establishment of an intern program designed to assist members of the community	WKYC Fall 2015 internship program offers college students to actively participate in a professional broadcast organization to gain work skills and ultimately obtain employment in the broadcast industry. Internships are available primarily in the News and production department. Interns are selected based on the application, relevant coursework, work experience and references.	1	Assistant News Director

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5	9/16/2015	Establishment of training programs for station personnel	Training was provided to our entire sales team from our Corporate Digital Trainer. The focus of this training was to inform our sales staff of all the digital business solutions that TEGNA has to offer.	3	Account Executive Director of Digital Digital Sales Support
6	10/1/2015	Establishment of training programs for station personnel	The entire sales team at WKYC received training on a new system implementation, Sales Force. The software implementation schedule consisted of various training session before going live . Dates of training listed below.	6	Director of Sales Local Sales Manager Local Sales Manager Digital Sales Manager
7	12/2/2015	Participation in events or programs sponsored by educational institutions	WKYC hosted a group of seventh graders from Ramah Jr. Academy. During their visit the students got an opportunity to tour the station, meet a news personality and also experiment with the teleprompter and green screen.	1	Dir/Advocacy & Comm Initiative
8	12/9/2015	Establishment of training programs for station personnel	WKYC's sales team received a two day training session, Digital Accelerate Training lead by TEGNA Corporate Trainers. The objective of the training was to learn about best practices on how to sell digital products.	6	Director of Sales Local Sales Manager Local Sales Manager Digital Sales Manager
9	1/4/2016	Participation in other activities designed by the station employment unit	A news leader from WKYC's management staff was an Adjunct Professor for the 2016 Spring Semester at Kent State University.	1	Executive Producer
10	1/7/2016	Provision of training to management	WKYC management staff received training on the new performance management system, Halogen. This session was specific for manager. Each were trained on the new common review cycle, management tools and goal setting.	8	President and General Manager Director of Sales Local Sales Manager Digital Sales Manager
11	1/14/2016	Participation in events sponsored by community groups	WKYC hosted a tour for the Boys Scouts. During the visit the students got an opportunity to tour the station, meet a news personality and also experiment with the teleprompter and green screen.	1	Dir/Advocacy & Comm Initiative
12	1/15/2016	Establishment of a mentoring program	All of WKYC's staff received training on Halogen, Performance Management program. This training was designed to show employees how to track their own performance and development plans.	100	President and General Manager

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13	1/27/2016	Hosting of Job Fair	BVU The Center for Nonprofit Excellence partnered with WKYC for a "Speed- dating" approach to nonprofit leadership. The mission of this event was to make personal and professional relationships between WKYC's staff and nonprofit organization within our community.	15	Director of Programming and Research Regional Account Executive National Sales Manager News Director
14	1/29/2016	Participation in events or programs sponsored by educational institutions	Columbus Intermediate School visited WKYC. During their visit the students got an opportunity to tour the station, meet a news personality and experiment with the teleprompter / green screen.	2	Dir/Advocacy & Comm Initiative Multimedia Journalist
15	2/3/2016	Participation in events sponsored by community groups	On February 3, 2016 WKYC hosted a group of fourth grade Girls Scouts. The girls scouts were working on their Entertainment Technology badge. During the visit the student got an opportunity to tour the station, meet a news personality and experiment with the teleprompter and green screen.	1	Dir/Advocacy & Comm Initiative
16	3/4/2016	Participation in events or programs sponsored by educational institutions	WKYC hosted a group of students visiting from Alliance High School Broadcast Arts. During their visit the student got an opportunity to tour the station, meet a news personality and experiment with the teleprompter and green screen.	1	Dir/Advocacy & Comm Initiative
17	3/4/2016	Participation in Job Fairs	WKYC participated in a Career Expo hosted by Kent States University College of Communication. The objective of the expo is to bring together a wide range of businesses and organizations in and near Northeast Ohio to provide a forum for upper division students, grad student and alumni to meet prospective employers.	2	Executive Producer Digital New Director
18	4/6/2016	Participation in events or programs sponsored by educational institutions	In April 2016, WKYC hosted the 6th grade class trip for the LeBron James Family Foundation. These student were able to tour the building and learn about each department. The students were able to sit though a Live on Lakeside segment. Additionally, all student were able to spend some time with two news anchors.	6	Director of Programming and Research Dir/ Advocacy & Community Initiative Marketing Producer Digital Marketing Producer

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19	4/11/2016	Establishment of a mentoring program	During the month of April a member of WKYC's news team hosted a visiting journalist from Germany for four days. This four day mentoring program was set up through Radio Television Digital News Association.	1	Multimedia Journalist
20	4/13/2016	Participation in events or programs sponsored by educational institutions	Students from the Language Arts program at Max Hayes High School were invited to visit our station. Students were able to tour the building and learn about the different departments at our station. In addition, the students were able to learn about career opportunities within the field of journalism. Finally, students were also able to experiment with the teleprompter and green screen and meet our new talent.	1	Dir/Advocacy & Comm Initiative
21	4/21/2016	Sponsorship of events in the community designed to increase public awareness	WKYC partnered with the Cleveland Indians on April 21, 2016 for a Weather Education Day. Over 3500 kids from across northeast Ohio attended the event.	2	CHIEF METEOROLOGIST METEOROLOGIST
22	4/25/2016	Participation in events sponsored by community groups	WKYC hosted a site visit for the Michael R. White School Boys & Girls Club. The tour was structured in a 2 hour format that included information on career options in journalism, a tour of the station. The kids were also introduced to our new team.	1	Dir/Advocacy & Comm Initiative
23	5/1/2016	Establishment of a mentoring program	WKYC Spring 2016 internship program offers college students to actively participate in a professional broadcast organization to gain work skills and ultimately obtain employment in the broadcast industry. Internships are available primarily in the News and Production department. Interns are selected based on the application, relevant coursework, work experience and references.	1	Assistant News Director

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24	5/5/2016	Participation in events or programs sponsored by educational institutions	On May 5, the station hosted a group of about 20 girls from MacArthur Girls Leadership Academy. The group toured the station, visited our news studio and learned about the teleprompter and weather map. The group was also able to interact with a panel of WKYC employees with different careers in broadcasting. The panel informed students of different career opportunities within the business.	4	Dir/Advocacy & Comm Initiative Multimedia Journalist Digital Marketing Producer Digital Producer
25	5/16/2016	Participation in Job Fairs	On May 16, 2016, WKYC participated in a job fair hosted by The Ohio Media School - Cleveland Campus. This career fair was targeted for OMS graduates with interest in entering in the broadcast/ media field and ready to begin his/her career.	1	HR Business Partner
26	5/25/2016	Participation in events or programs sponsored by educational institutions	WKYC hosted a station visit for a group of high school students from Walsh Jesuit High School.	7	Digital Content Producer Assignment Editor Engineering Supervisor Marketing Producer
27	5/26/2016	Participation in events sponsored by community groups	On May 26, 2016 a youth group from the Salvation Army ages 10-12 are visiting the station. The kids visited with each department and watched the 6P news live.	1	Director of Programming and Research