

WKYC
EEO PUBLIC FILE REPORT
May 23, 2018 - May 22, 2019

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
Sports Multi-Platform Journalist	1-15, 17-18, 20-24, 26-33	27
Visual Storyteller	2-7, 9-15, 17-18, 20-24, 26-29, 31-32	12
Visual Storyteller	2-7, 9-15, 17-18, 20-24, 26-29, 31-32	27
News Director	1-7, 9-15, 17-18, 20-24, 26, 28-33	12
Executive Assistant	1-7, 9-11, 13-15, 17-18, 20-24, 26-33	27
Multimedia Marketing Producer	1-7, 9-15, 17-18, 20-24, 26, 28-33	12
Producer/Discovery Desk Posting	2-7, 9-11, 13-15, 17-18, 20-24, 27-29, 31-32	27
Executive Producer	1-7, 9-11, 13-15, 17-18, 20-26, 28-33	25
Reporter	1-15, 17-24, 26, 28-33	12
Digital Sales Manager	1-11, 13-18, 20-24, 26, 28-33	16
Lead Generation Specialist	1-7, 9-15, 17-18, 20-24, 26, 28-33	12
Multi-Skilled News Producer	1-7, 9-11, 13-15, 17-18, 20-24, 26-33	27
Multi-Skilled News Producer	1-7, 9-11, 13-15, 17-18, 20-24, 26-33	27
Weekend Sports Anchor/MSJ	1-7, 9-11, 13-15, 17-18, 20-24, 26-33	27

WKYC
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May 23, 2018 - May 22, 2019

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	Baldwin Wallace College 275 Eastlake Road Berea, Ohio 44017 Phone : 440-826-2101 Email : career@bw.edu Career Center	N	0
2	Bryant & Stratton College 12955 Snow Road Parma, Ohio 44130 Phone : 800-787-5216 Email : Lmlauciello@bryantstratton.edu Fax : 1-216-265-2362 Lisa Eттіpio-lauciello	N	0
3	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	0
4	Career Center/Jewish Family 24075 Commerce Park #105 Beachwood, Ohio 44122 Phone : 216-378-3427 Email : ajohnson@JFSA-Cleveland.org Andrea Johnson	N	0
5	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
6	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : http://www.centralstate.edu/index.php Email : careerservices@centralstate.edu Career Services	N	0

WKYC
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May 23, 2018 - May 22, 2019

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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	Central State University-Central Career Services PO Box 1004 Wilberforce, Ohio 45384-1004 Phone : 937-376-6383 Email : Kharper@centralstate.edu Fax : 1-937-376-6638 Karla Harper	N	0
8	Cleveland Jobs NE Ohio Communications Job Bank Cleveland, Ohio Email : ClevelandJobBank@yahoogroups.com Kelly Blazek	N	0
9	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Url : http://csucareerline.erecruiting.com Email : a.rufyoung@csuohio.edu Anita Ruf-Young	N	0
10	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
11	Cuyahoga Community College 700 Carnegie Avenue Cleveland, Ohio 44115 Phone : 800-954-8742 Email : customerservice@tri-c.edu Customer Service	N	0
12	Employee Referral	N	7
13	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

WKYC
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May 23, 2018 - May 22, 2019

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14	Hiram College P.O. Box 67 Hiram, Ohio 44234 Phone : 330-569-5131 Email : careercenter@hiram.edu Career Center	N	0
15	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
16	Linked In	N	1
17	Lorain County Community College 1005 N. Abbe Road Elyria, Ohio 44035 Phone : 800-995-LCCC Email : careers@lorainccc.edu College Recruiter	N	0
18	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
19	NAACP – Cleveland 2131 Stokes Blvd Cleveland, Ohio Phone : (216) 231-6260 Email : dwilliams@clevelandnaacp.org Fax : 1-216-231-5659 Marlene Ball	N	0
20	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

WKYC
EEO PUBLIC FILE REPORT

May 23, 2018 - May 22, 2019

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	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
22	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
23	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
24	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
25	Recruiter	N	1
26	Spanish American Committee 4407 Lorain Avenue Cleveland, Ohio Phone : (216) 961-2100 Fax : 1-216-961-3305 Jeff Rivera	N	0
27	Station Website	N	7
28	The Ohio Media School Cleveland Campus 9885 Rockside Road Suite 160 Valley View, Ohio 44125 Phone : 216-539-7897 Email : jhardy@beonair.com Janice Hannah-Hardy	N	0

WKYC
EEO PUBLIC FILE REPORT
May 23, 2018 - May 22, 2019

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	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
30	Vocational Guidance Services 2239 East 55th Street Cleveland, Ohio 44103 Phone : 216-881-6089 Email : kathypiotrowski@vgsjob.org Kathy Piotrowski	N	0
31	wkyc.com/opportunities Ohio Url : www.wkyc.com/opportunities Career Service Manual Posting	N	0
32	Wooster College Career Services Wooster, Ohio 44691 Phone : 330-263-2496 Email : lkastor@wooster.edu Lisa Kasto	N	0
33	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			16

WKYC
EEO PUBLIC FILE REPORT
May 23, 2018 - May 22, 2019

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2018	Establishment of training programs for station personnel	TEGNA Labor Relations Training – Labor Relations provides 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	HR Business Partner
2	6/1/2018	Establishment of training programs for station personnel	WKYC provided news employees the opportunity to learn how to operate the stations drone and related equipment. Two sessions were offered to staff members.	9	Assignment Editor Photographer MSJ MSJ
3	6/6/2018	Establishment of training programs for station personnel	TEGNA provided Kronos Mobile training for all employees and managers. The classes covered instructions on how to install and use the mobile application. Two webinars were offered on June 6, 2018 and June 7, 2018	169	All Employees
4	6/14/2018	Establishment of training programs for station personnel	Investigative Reporters & Editors Conference - Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops.	3	Investigative Producer Investigative Producer MSJ
5	7/19/2018	Establishment of training programs for station personnel	WKYC's Broadcast Directors received training in the graphic creation software; After Effects. This training curriculum consisted of 6 total sessions.	3	Broadcast Director Broadcast Director Production Manager

WKYC
EEO PUBLIC FILE REPORT
May 23, 2018 - May 22, 2019

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6	8/8/2018	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	2	President & General Manager Marketing Director
7	8/13/2018	Establishment of training programs for station personnel	Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	169	All Employees
8	8/14/2018	Establishment of training programs for station personnel	Investigative Reporters & Editors Conference - Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of Investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops.	3	MSJ Digital Content Producer Digital Marketing Producer
9	8/23/2018	Establishment of training programs for station personnel	The Akron Police Dept conducted onsite Active Shooter Training at the station. Two sessions were provided to ensure that all WKYC employees attended.	169	All Employees

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10	10/11/2018	Establishment of training programs for station personnel	Ethics and Conflict of Interest training. TEGNA will always follow the law, behave ethically and avoid conflicts of interest. Correct ethical and legal conduct is particularly at the heart of the operation of a company engaged in communications with and on behalf of the public. This is especially important as TEGNA pursues a mission of providing trusted news and information and actively supporting the people and business in the communities we serve.	169	All Employees
11	10/19/2018	Participation in events or programs sponsored by educational institutions	Participated in the annual Career Conference hosted by Clarion University of Pennsylvania. Alumni return to share how their time at CU helped shaped their career. The event also helps students network with alumni in their field.	1	News Producer
12	10/26/2018	Participation in events sponsored by community groups	Sr. Medical Correspondent participated as a panelist at an event hosted by the Cleveland Social Workers Conference. Discussed the broadcasting industry and best practices on how to get stories pitched to the media.	1	Sr. Health Correspondent
13	11/26/2018	Establishment of training programs for station personnel	All non-content employees were asked to complete TEGNA's Anti-Trust Training, a component of TEGNA's Ethics Policy. This training provided employees with the knowledge and resources they need to ensure employees follow existing law, conduct business with the highest ethical standards and remain committed to the concept of fair dealings and free, fair and open competition.	169	All Employees
14	12/6/2018	Establishment of training programs for station personnel	Station trained the news room on the new TEGNA One platform. TEGNA One is the new Content Management System that will be used in newsroom. All news employees were trained over the course of two days.	70	All News Staff

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15	1/1/2019	Establishment of training programs for station personnel	HR Business Partner is enrolled in an ongoing monthly diversity training class administered through The Diversity Center of NE Ohio. The course objectives is to create a greater awareness of personal identity and train on how to incorporate and improve inclusion in the work space. This is a 6 month monthly training course.	1	HR Business Partner
16	1/10/2019	Participation in events or programs sponsored by educational institutions	Participated in the job and internship fair hosted by College Now. This event is designed to connect employers to gifted and diverse talent pipeline of interns and employees. Discussed career tracks toward a career in the broadcast and journalism industry.	1	HR Business Partner
17	2/25/2019	Establishment of training programs for station personnel	February 25-28, 2019: TEGNA Sales and GM Summit - Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	2	President & General Manager Director of Sales
18	2/27/2019	Participation in events or programs sponsored by educational institutions	Sr. Health Correspondent hosted students from Cleveland State University for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Sr. Health Correspondent
19	3/22/2019	Participation in events or programs sponsored by educational institutions	Production Manager emceed The World of Puppets: From Stage to Screen an exhibit hosted by the Cleveland Public Library. Manager discussed own professional experience of directing and floor directing the show over the years.	1	Production Manager
20	3/25/2019	Establishment of training programs for station personnel	Station manager trained and assisted the newly acquired TEGNA station in Toledo, OH with the new station graphic launch and application training. Training took place over the course of 4 days.	1	Assistant News Director

WKYC
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21	3/30/2019	Establishment of training programs for station personnel	News staff members were provided training opportunity on Adobe Premier on the following date: March 30, 2019 April 6, 2019 April 13, 2019 April 20, 2019 April 27, 2019	26	Photographer MSJ MSJ MSJ
22	4/18/2019	Participation in events sponsored by community groups	Two of WKYC's news leaders participated at the Meet the Media event hosted by The Press Club of Cleveland. Recent and relevant media issues were discussed.	2	Digital New Director Assistant News Director
23	4/19/2019	Participation in events or programs sponsored by educational institutions	Hosted students taking journalism courses at Tri-C West for a station tour. Students received a tour of the station and learned about each departments function and career opportunities.	1	News Producer
24	5/1/2019	Participation in other activities designed by the station employment unit	Hosted a student from Holy Name High School to job shadow our IT dept. Student received a station tour and spent a little time in each dept learning about the different functions/jobs available in that dept. Additionally, went over the basic technology that is used at the Station.	1	IT Specialist