

KCWI, WOI
EEO PUBLIC FILE REPORT
September 19, 2019 - September 20, 2020

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
Weekend Anchor/Reporter	1-4, 6-8, 11-12, 14-15, 18-22, 25-28, 30-33, 35, 37-44	32
Executive Producer	1-4, 6-8, 11, 14-15, 18-22, 24-28, 30-33, 35-44	24
Director of Sales - 008191	1-7, 11, 15, 19, 25-28, 30-31, 33-36, 38-44	36
Account Executive - 008304	1-7, 11, 15, 19, 25-28, 30-31, 33, 35-36, 38-44	36
IT Engineer	1-7, 11, 13, 15, 19, 24, 26-28, 30-31, 33, 35, 38-44	24
President & General Manager-8434	17	17
News Director - 8543	5, 23, 36	36
Sales Assistant	1-7, 11, 15, 19, 24, 26-28, 30-31, 33, 35-36, 38-44	5
News Photographer #8832	1-7, 11, 15, 19, 24, 26-31, 33, 35-36, 38-44	36
Traffic Coordinator	36	36
Broadcast Director - 9099	5, 23, 36	36
Broadcast Director - 9099	5, 23, 36	36
Account Executive	1-7, 9-11, 15-16, 19, 23-24, 26-31, 33, 35-36, 38-44	36
FT Production Assistant - 009229	1-7, 11, 15, 19, 24, 26-31, 33, 35-36, 38-44	36
Sales Assistant 009294	1-7, 11, 15, 19, 26-31, 33, 35-36, 38-44	36

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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	Bradley University 1501 W. Bradley Ave Peoria, Illinois 61625 Phone : 309-677-2510 Url : http://www.bradley.edu/scc Email : jlberry@bradley.edu Jean Berry Prong 2 Ended Date: 8/27/2020	N	0
2	Briar Cliff University 3303 Rebecca St Sioux City, Iowa 51104 Phone : 712-279-1633 Url : http://www.collegecentral.com/briarcliff Email : beau.sudtelgte@briarcliff.edu Beau Sudtelgte Prong 2 Ended Date: 8/24/2020	N	0
3	Broadcast Center 2360 Hampton Ave St. Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Placement Department Prong 2 Ended Date: 9/18/2020	N	0
4	Buena Vista University 610 West 4th St Storm Lake, Iowa 50588 Phone : 712-749-2447 Url : http://www.myinterfase.com/bvu/employer/ Email : career@bv.u.edu Mandi Mollring Prong 2 Ended Date: 7/30/2020	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	4

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6	Central College 812 University Pella, Iowa 50219 Phone : 641-628-5856 Url : http://www.central-csm.symphlicity.com/employers/ Charnell Sanders Manual Posting Prong 2 Ended Date: 7/30/2020	N	0
7	Clarke University 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Becky Herrig	Y	0
8	Collective Talent 1721 Richardson Pl Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
9	Corporate Office	N	2
10	Current Employee	N	1
11	Des Moines Area Community College 2006 S. Ankeny Blvd Building 5 Student Center Ankeny, Iowa 50023 Phone : 515-964-6200 Url : http://www.collegecentralnetwork.com/dmacc Email : careers@dmacc.edu Sara Clayton	N	0
12	Des Moines Rights 602 Robert Ray Dr Des Moines, Iowa 50309 Phone : 515--283-4284 Email : rusimms@dmgov.org Ruby Simms	N	0
13	Diversity Jobs 3980 North Broadway Ste 103-147 Boulder, Colorado 80304 Phone : 0954-727-3844 Career Page Manual Posting	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
14	Dordt College 498 4th Ave NE Office of Career Services Sioux Center, Iowa 51250 Phone : 712-722-6011 Url : http://www.collegecentral.com/dordt Email : kathy.harmelink@dordt.edu Kathy Harmelink	N	0
15	Drake University 118 Meredith Hall Des Moines, Iowa 50311 Phone : 515-271-4715 Url : http://www.drake-csm.symplicity.com/employers/ Annette Watson Manual Posting Prong 2 Ended Date: 7/30/2020	N	0
16	Employee Referral	N	1
17	Exigent Circumstances	N	8
18	Graceland University 1 University Place Lamoni, Iowa 50140 Phone : 641-784-5460 Email : personnel@graceland.edu Jan Gray	N	0
19	Grinnell College 1103 Park Street Center for Careers, Life, and Service Grinnell, Iowa 50112 Phone : 641-269-4895 Url : http://www.grinnell-csm.symplicity.com/employers/ Email : christes@grinnell.edu Fax : 1-641-269-4828 Stephanie Christel	Y	0
20	ICSAA 321 E 12th St Des Moines, Iowa 50319 Phone : 515-281-3274 Email : kim.cheeks@iowa.gov Kim Cheeks	N	0

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21	Illinois Center for Broadcasting 455 Eisenhower Lane S Ste 200 Lombard, Illinois 60148 Phone : 630-916-1700x3114 Email : dclark@beonair.com Don Clark	N	0
22	Illinois New Broadcasters Assoc. 124 3rd St The Job File Wilmette, Illinois 60091 Phone : 847-920-5590 Email : borowmaq@aol.com Bob Roberts	N	0
23	Indeed.com Indeed.com Austin , Texas Internet Board Internet Board Manual Posting	N	0
24	Indeed.com	N	10
25	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Url : http://www.iowabroadcasters.com Email : iowaiba@dwx.com Sue Toma	Y	0
26	Iowa College Recruiting Network 10 Merrill Park Circle Ste B Grinnell, Iowa 50112 Phone : 515-867-6890 Url : http://www.recruitiowagrads.com Email : valorie.larsson@recruitiowagrads.com Valorie Larsson	N	0
27	Iowa Lakes Community College 330 S 18th St Estherville, Iowa 51334 Phone : 712-362-0409 Email : kcromwell@iowalakes.edu Kathy Cromwell	Y	0

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28	Kaplan University 4655 121st St Urbandale, Iowa 50323 Phone : 515-727-6844 Email : workstudyku@gmail.com Jenna Scott	Y	0
29	Linked In	N	8
30	Medialine 1209 Wood Valley Road Augusta, Georgia 30909 Phone : 706-364-7564 Email : medialine@medialine.com Career Services	Y	0
31	Morningside College 1501 Morningside Ave Student Services Sioux City, Iowa 51106 Phone : 712-274-5032 Stacie Hays Manual Posting	Y	0
32	Nexstar Media Group, Inc. 545 E. John Carpenter Freeway Suite 700 Irving, Texas 75062 Phone : 972-764-6715 Terri Bush Manual Posting	N	5
33	Northwestern College Iowa 101 7th St Orange City, Iowa 51041 Phone : 712-707-7225 Url : nwc Iowa.edu Nancy Landhuis Manual Posting	N	0
34	Recruiter	N	1
35	Simpson College 701 N C St Indianola, Iowa 50125 Phone : 515-961-1372 Url : http://www.simpson-csm.symplicity.com/employers/ Email : careers@simpson.edu Bobbi Sullivan	Y	0

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36	Tegna, Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Career Page Manual Posting	N	30
37	Tvjobs.com PO Box 4116 Broadcast Employment Services Oceanside, California 92052 Phone : 760-754-2115 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	0
38	University of Iowa 100 Pomerantz Center Ste C310 Iowa City, Iowa 52242 Phone : 319-335-1023 Url : http://www.uiowa-csm.symplicity.com Sara Burden Manual Posting	N	0
39	University of Northern Iowa 102 Gilchrist Hall Cedar Falls, Iowa 50614 Phone : 319-273-6857 Url : http://www.uni-csm.symplicity.com/employers/ Anna NA Manual Posting	N	0
40	Upper Iowa University 605 Washington Street Fayette, Iowa 52142 Phone : 563-425-5229 Email : puffetta@uiu.edu Anne Puffett	N	0
41	Urban Dreams 601 Forest Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : wford14275@aol.com Wayne Ford	Y	0

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42	William Penn University 201 Trueblood Avenue Oskaloosa, Iowa 52577 Phone : 641-673-2173 Email : stevensde@wmpenn.edu Debbie Stevens	Y	0
43	WOI5 3903 Westown Parkway West Des Moines, Iowa 50266 Phone : 515-457-9645 Url : http://www.weareiowa.com Candace Freeman Manual Posting	N	0
44	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			71

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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	9/19/2019	Establishment of training programs for station personnel	Slack Training – Trained news employees on how to use the messaging app Slack. Slack is an instant messaging and collaboration app that TEGNA utilizes for stations to communicate with one another in real time. 9.19.19 3pm & 9.20.19 7:30am	20	News Director Executive Digital Producer Chief Photog Anchor
2	9/24/2019	Establishment of training programs for station personnel	Kronos Training – Trained employees on how to use Kronos. Kronos an electric timekeeping system that allows employees to manage their time and track their time off. Training window from 9.24 through 9.26.19	75	VP/General Manager Executive Admin Promotion Maganer Chief Engineer
3	9/25/2019	Establishment of training programs for station personnel	Basware – Trained employees on how to use Basware. Basware is electronic software that TEGNA utilizes to transact and exchange documents electronically such as purchase orders and invoices. The system allows stations to manage their vendor data as well as connect and pay partners.	2	VP/General Manager Executive Admin
4	10/1/2019	Establishment of training programs for station personnel	Human Resources Business Partner trained all hiring managers on recruiting, interviewing, hiring and onboarding. She also reviewed with the team on how to access TEGNA's employee portal, My TEGNA to request offer letters and how to enter interview information into Career Builder.	8	News Director Chief Engineer Local Sales Manager Director of Broadcast Operations
5	1/9/2020	Establishment of training programs for station personnel	CrowdTangle Training. During this training we'll talk about how TEGNA stations and others use CrowdTangle to inform their editorial decisions. We'll cover using CrowdTangle for social listening, the lists we'd suggest you create and live displays. There also will be plenty of time for questions.	5	Producer News Director Meteorologist Producer
6	1/23/2020	Establishment of training programs for station personnel	Newsroom CMS Training. Attendees learned how to go through how to create and save a story with images, embeds, etc.	6	Reporter/ Anchor Producer Chief Political Correspondent News Director

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7	3/5/2020	Establishment of training programs for station personnel	<p>Intro to Zipwhip, session 3. Zipwhip is a text messaging tool TEGNA stations can use to connect directly with their audience. Since launching Zipwhip Jan. 29, TEGNA stations have received nearly 93,000 messages from their communities. There will be three sessions, each with identical agendas.</p> <p>During this training we'll introduce you to the tool, highlight outstanding uses of Zipwhip by TEGNA stations and others, and share some assets that can help you start using Zipwhip now.</p> <p>This training is required for new stations; it is an optional refresher for other stations.</p>	1	Executive Digital Producer
8	4/17/2020	Establishment of training programs for station personnel	<p>Headline Testing via Chartbeat. 1: Log in to Charbeat and install the Heads Up Display</p> <p>2: Run a headline test (tutorial video below) -- this doesn't *have* to be on the top-curated story on the homepage. Do it on a sidebar story, or a featured carousel story.</p> <p>3: Send me the test results once completed (usually takes 20-30 minutes). These can be found by clicking "Test Results" on the HUD (see screenshot).</p>	3	Digital Executive Producer Producer MMJ
9	5/13/2020	Establishment of training programs for station personnel	<p>SEO Desk & Recording. SEO Refresher training. The Digital Executive Producer watched a training presented by the TEGNA Digital team on SEO. SEO Stands for "Search Engine Optimization. It's the practice of optimizing your web pages to make them reach a high position in the search results of Google or other search engines.</p>	1	Executive Digital Producer
10	5/18/2020	Establishment of training programs for station personnel	<p>Campaign Monitor Overview. This is a quick, optional walkthrough for those interested in seeing metrics and performance reports for your email newsletters in Campaign Monitor, which is the platform we use to send automated and curated newsletters.</p>	2	Promotion/ Public Service Manager Executive Digital Producer

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11	6/18/2020	Establishment of training programs for station personnel	Digital Writing Training. KARE's Digital Managing Editor, KARE's Executive Producer of Digital Content and the Regional Digital Director/KTVB's Digital Director provided a digital writing course on important and simple things that news and digital employees can do to strengthen web articles.	1	Digital Executive Producer
12	6/29/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, held an educational forum, via Zoom, to educate the station personnel on the issues facing certain groups. In the 6/29/20, we discussed the issues surrounding the Black Lives Matter movement. Our guest speaker is an Iowa resident. He is the host of Sunday Supper, an online podcast that discusses issues in the Black community.	14	General Manager/ President News Director Anchor Anchor/ Sports Director
13	7/6/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, held an educational forum, via Zoom, to educate the station personnel on the issues facing certain groups. In the 7/6/20 meeting, our guest speaker was a Black, Iowa resident with a bachelor's degree in Child and Family Services from Iowa State University, and a masters degree in Elementary Education and Literacy from Drake University. As well as a specialist degree in Administration. She is currently the Executive Director of the Des Moines Urban Experience ,which presents the Iowa Juneteenth events, where she serves as General Chairperson. She is the owner of Iowa Urban Media, a community-focused publishing company; which publishes the Urban Experience Magazine. She also represents District 3 on the Board of Directors for Des Moines Public Schools.	17	Local Sales Manager Meterologist Account Executive, Sales Producer

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14	7/8/2020	Establishment of training programs for station personnel	Optional ScoreStream Training. ScoreStream is a tool used by all TEGNA stations to automatically collect and report sports scores — no calls to coaches required! While the fate of fall high school sports remains unclear, we want to make sure your station is ready to use ScoreStream when the games kick off.	1	Digital Executive Producer
15	7/13/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On 7/13/20, our guest speakers were Emily Westergaard and Purnell Cezar. Emily is the CEO of the By Degrees Foundation. The By Degrees Foundation works to ensure more kids, graduating from high school, pursue some sort of education. They also shine light on systematic injustices that so often harm our Black students, and students of color. She has been with the organization for 10 years. Purnell is the owner of BLK & Bold coffee. He is a graduate of UNI. He discussed his experiences growing up, dealing with certain injustices.	12	General Manager/ President Anchor Meterologist Local Sales Manager
16	7/20/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On 7/20/20, our guest speaker was Diedre DeJear. Diedre recently ran for Secretary of State in the last election. She is on the board for the Department of Housing in the city of Des Moines. She began Paleo Enterprises, providing entrepreneurs affordable marketing tools and business strategies. She is also behind One Economy- Building Opportunity for All	9	General Manager/ President Director of Sales Anchor Meterologist

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17	7/24/2020	Establishment of training programs for station personnel	<p>YouTube Best Practices Training.</p> <p>—What special events do we have that stand out? Instead of a planned event, can we stream a newscast or two a week? Which would work best?</p> <p>—Owning content outside of our DMA: This has been a big boost for us, because we upload VERIFY segments on an almost-daily basis ... but can we assign someone to be our "trending video" producer (or whatever title you want to give it) to be on the lookout for TEGNA station stories that we can upload to our channel?</p> <p>—Look to Slide #41 titled "So you're a smaller station ... what do you do?" ... having a non-digital person be aware of trending videos would be a great help</p>	1	Executive Digital Producer
18	8/3/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. Today, our guest speaker was an Iowa resident, and an African-American father and convicted felon, living in Iowa City. He discussed what it is like being a felon in Iowa, and why he wants his right to vote back.	23	News Director Local Sales Manager Digital Producer Anchor
19	8/17/2020	Establishment of training programs for station personnel	The Diversity and Inclusion Team, at the station, has designed learning forums, via Zoom, to educate ourselves on the issues facing different groups. This is allowing us to innovate ways to be more diverse in our station, as well how we cover/ report stories. On 8/17/2020, our guest speakers were Iowa residents. Both mothers of biracial children, and activists with the Black Lives Matter movement. Both spoke on the challenges they face in their families with the current events that have happened with Black people and how they are navigating such events with their respective families.	23	Director of Sales Anchor General Manager and President Iowa Live Talent

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20	9/2/2020	Establishment of training programs for station personnel	Election Training: How to combat disinformation. TEGNA teamed up with First Draft and they provided training to prepare TEGNA journalists for cover and combat election misinformation. This training was just for TEGNA and included Election Crisis Simulation that placed journalists in the heart of a disinformation campaign and challenged them to make editorial decisions about how to report in real-time.	4	News Director Production Supervisor Executive Producer Producer
21	9/10/2020	Establishment of training programs for station personnel	Election Training: How to combat disinformation. TEGNA teamed up with First Draft and they provided training to prepare TEGNA journalists for cover and combat election misinformation. This training was just for TEGNA and included Election Crisis Simulation that placed journalists in the heart of a disinformation campaign and challenged them to make editorial decisions about how to report in real-time.	1	Executive Digital Producer