

KSDK
EEO PUBLIC FILE REPORT
September 21, 2014 - September 20, 2015

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
Business Development Manager	2-4, 6, 8, 10, 12-14, 16-17, 21-22, 24-31, 33-36, 38-44, 46-50	10
Reporter	1-4, 6, 8, 12-14, 16-17, 21-27, 29-31, 33-36, 38-45, 47-50	1
Multimedia Journalist	1-4, 6, 8, 12-14, 16-17, 21-22, 24-31, 33-36, 38-44, 46-50	1
Promotion Producer	2-4, 6, 8, 12-14, 16-17, 21-22, 24-31, 33-40, 42-44, 46-50	37
Campaign/Sales Producer	2-4, 6, 8-9, 12-14, 16-17, 19, 21-22, 24-31, 33, 35-36, 38-43, 46-50	9
Assignment Editor	2, 4, 7-8, 12-14, 16, 21-22, 24-25, 27-30, 32-33, 35-37, 39, 42, 46-47, 50	32
Assignment Editor	2, 4, 7-8, 12-14, 16, 21-22, 24-25, 27-30, 32-33, 35-37, 39, 42, 46-47, 50	37
Chief Engineer	2-4, 6, 8, 12-14, 16-18, 21-22, 24-31, 33, 35-36, 38-43, 46-50	18
News Director	2-6, 8, 12-16, 21-22, 24-31, 33, 35-36, 38-42, 46-50	5
News Producer	2-4, 6, 8, 12-14, 16, 21-22, 24-31, 33, 35-36, 38-42, 46-48, 50	39
Digital Content Producer	2-4, 6, 8, 11-14, 16-17, 20-22, 24-31, 33, 35-36, 38-41, 46-50	30
Morning Producer	2-4, 6, 8-9, 12-14, 16, 21-22, 24-31, 33, 35-36, 38-42, 46-50	50
Morning Producer	2-4, 6, 8-9, 12-14, 16, 21-22, 24-31, 33, 35-36, 38-42, 46-50	9
Key Account Executive - KSDK	2, 4, 8, 12, 14, 16, 19, 21-22, 24-25, 27-30, 33, 35-36, 39, 42, 46-47, 50	19
Business Development Account Executive - KSDK	2, 4, 8-9, 12-14, 16, 21-22, 24-25, 27-30, 33, 35-36, 39, 42, 50	9

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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	Agency Referral	N	2
2	American Federation of Television and Radio Artists 1310 Papin #103 St Louis, Missouri Fax : 1-314-231-8412 Career Service	N	0
3	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	0
4	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
5	Corporate Office	N	1
6	Culver- Stockton College One Chicago Hill Canton, Missouri 63435 Phone : 573-288-6000 Url : www.culver.edu Email : advancement@culver.edu Career Placement	N	0
7	Current Employee	N	1
8	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
9	Employee Referral	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	External Referral 1000 Market St. St. Louis, Missouri Phone : 314-444-5284 Monica Hurford	N	1
11	Gannett 7950 Jones Branch Drive McLean, Virginia 22107 Phone : 703-854-6089 N/A N/A Manual Posting	N	0
12	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
13	Harris-Stowe State University 3026 Laclede Ave St Louis, Missouri Phone : 314-340-3366 Url : www.hssu.edu, www.erecruitingnetwork.com Email : careerservices@hssu.edu Wanda McNeil	N	0
14	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : charlie@hispaniclink.org Carlos Ericksen-Mendoza	N	0
15	Internal Candidate	N	3
16	International Brotherhood of Electrical Workers Local 4 1610 S. Kingshighway St Louis, Missouri Fax : 1-314-664-5252 Career Service	N	0
17	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-789-3951 Email : bgross@jeffco.edu Bob Gross	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
18	Job Board	N	1
19	Linked In	N	2
20	LinkedIn Missouri N/A N/A Manual Posting	N	0
21	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
22	Media-Match 714 North La Brea Los Angeles, California Phone : 323-284-5589 Url : www.media-match.com Email : info@media-match.com Tammy Romaniuk	N	0
23	Missouri School of Journalism Univ. of Missouri-Columbia - 120 Neff Hall Columbia, Missouri 65211 Phone : (573) 882-0373 Url : www.journalism.missouri.edu/careers Email : willisb@missouri.edu Barbara Willis	N	0
24	Missouri School of Journalism in Columbia 76 Gannett Hall Columbia, Missouri Phone : 573-882-0373 Email : mujourcareerservices@missouri.edu Career Services	N	0
25	Missouri State University 901 S. National Avenue Springfield, Missouri 65804 Phone : 417-836-6861 Url : http://careercenter.missouristate.edu Email : careercenter@missouristate.edu Fax : 1-417-836-5656 Chalanda Johnson	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
26	N.E. Missouri State University Business Placement Center Violette Hall 112 Kirksville, Missouri 63501 Phone : 660-785-4353 Url : truman.edu Fax : 1-660-785-4366 Jonna Miller	N	0
27	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
28	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint	N	0
29	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlgja.org Email : info@nlgja.org Career Service	N	0
30	National Television Academy, Mid-America Chapter 1001 Highlands Plaza Dr. W #320 St Louis, Missouri Phone : 314-647-3669 Url : www.emmymid-america.org Email : Maggie@emmymid-america.org Fax : 1-314-512-9653 Maggie Eubanks	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
31	Northwest Missouri State University no listing Maryville, Missouri 64468 Phone : 816-562-1212 Email : career@nwmissouri.edu Northwest Missouri State University Northwest Missouri State University	N	0
32	Other Source	N	1
33	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
34	Southeast Missouri State University One University Plaza Cape Girardeau, Missouri 63701 Phone : 573-651-2583 Url : https://semo.experience.com/experience/login Email : careerlinkages@semo.edu Fax : 1-573-651-2532 Amy Aldridge	N	0
35	St Louis Community College Meramec 11333 Big Bend Blvde. Kirkwood, Missouri 63122 Phone : 314-539-5000 Email : cdismuke@stlcc.edu C. Dismuke	N	0
36	St. Louis University 3840 Lindell Blvd #110 St Louis, Missouri Phone : 314-997-2828 Url : http://careers.slu.edu/employers.html Email : careers@slu.edu Career Service	N	0
37	Station Website	N	2

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38	Truman State University Career Center Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Polly Matteson	N	0
39	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	1
40	University of Missouri 100 Corporate Lake Dr. Columbia, Missouri 65211 Phone : 573-882-6898 Url : missouri.edu Email : recruiting@missouri.edu Fax : 1-573-884-1198 Sonda Rippetto	N	0
41	University of Missouri - St Louis One University Blvd St Louis, Missouri 63121 Phone : 314-516-5000 Fax : 1-314-516-6535 Career Services	N	0
42	University of Missouri-Rolla 1870 Miner Circle/303 Norwood Hall Rolla, Missouri 65409 Phone : 573-341-4254 Email : mba@mbaweb.org Fax : 1-573-341-4253 LeAnn Morton	N	0
43	Urban League 3701 Grandel Square St Louis, Missouri Phone : (314) 615-3624 Url : http://www.ulstl.org/ Email : klove@urbanleague-stl.org Fax : 1-314-531-4822 Kim Love	N	0

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44	Vatterott College 3131 Frederick St. Joseph, Missouri 64506 Phone : 816-364-5399 Email : britney.richardson@vatterott.edu Fax : 1-816-364-1593 Britney Richardson	N	0
45	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-5930 Email : mba@mbaweb.org Fax : 1-314-935-5905 Mark Smith	N	0
46	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-5930 Email : burkot@WUSTL.EDU Fax : 1-314-935-5905 Molly Burkot	N	0
47	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Email : gorlokjobs@webster.edu Rebecca Spear	N	0
48	Westminster College 501 Westminster Ave. Fulton, Missouri 65251 Phone : 573-592-5381 Email : careersrv@westminster-mo.edu Fax : 1-573-592-5383 Christy Chitwood	N	0
49	William Jewel College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : mba@mbaweb.org Fax : 1-816-415-5027 Judy Rychlewski	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
50	www.ksdk.com Missouri Career Service Manual Posting	N	3
TOTAL INTERVIEWS OVER REPORTING PERIOD:			22

KSDK**EEO PUBLIC FILE REPORT****September 21, 2014 - September 20, 2015****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/23/2014	Establishment of an intern program designed to assist members of the community	<p>KSDK offers an Internship Program to help college students acquire skills necessary to obtain employment in the broadcast industry. Students earn academic credit for their participation. Internships are available year-round and generally last one semester. During this reporting period, KSDK had 12 interns. As of 2015, internships are now paid.</p> <p>During the reporting period, the students in the program were from the following schools: Lindenwood University (3), Webster University (2), Brigham Young University(1), Syracuse University (1), Mizzou (2), University of Arkansas (1), Luther College (1), and University of Missouri St. Louis (1)</p>	4	Assistant News Director President & General Manager Senior Executive Content Producer Executive Producer
2	10/1/2014	Provision of training to personnel of unaffiliated non-profit organizations	Taught an Intro to Broadcasting course to 5 students at Washington University to help continue their growth with a career path in broadcasting.	1	Executive Content Producer
3	12/1/2014	Participation in other activities designed by the station employment unit	<p>Supported by KSDK during the reporting period through a grant from the Gannett Foundation.</p> <p>Lift for Life Gym: A college preparedness for low-income teens. Provides classes, college visits and study courses for 40-50 teens.</p>	1	Community Relations Gannett Foundation
4	1/10/2015	Participation in events or programs sponsored by educational institutions	Presented at a Northwestern Alumni function to approximately 100 students about careers in the Broadcasting field.	1	Executive Content Producer
5	2/2/2015	Participation in events or programs sponsored by educational institutions	Participated in talking to a group of 80 students regarding weather and about being a meteorologist. Arrowpoint Elementary	1	Meteorologist
6	2/18/2015	Participation in events or programs sponsored by educational institutions	Participated on a Panel to discuss Media for the Missouri School Pubic Relations Association Eastern Region. 35 Participants	1	Reporter/Anchor

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	3/2/2015	Participation in events or programs sponsored by educational institutions	KSDK staff spoke to students and gave station tours that included information about jobs in the broadcast industry. They shared their career paths with the students. They explained the process of creating news programs, discussed digital journalism, social platforms and careers in meteorology and broadcasting.	1	Anchor/Reporter
8	3/9/2015	Establishment of training programs for station personnel	Talent Dynamics came into the station for training and coaching for all of our Talent. Dates were March 9, 10 and 11th. All on-air personnel was invited to attend a one on one session.	25	New Room Personnel
9	3/16/2015	Participation in events or programs sponsored by educational institutions	Worked with 25 students from Gateway and Ladue High Schools. Talked with them about careers in both marketing and news and then helped them create a PSA. A real life experience.	3	Executive Producer Return Path Producer Promotion Producer
10	4/20/2015	Establishment of training programs for station personnel	Participated in Training Workshop held by Center for Sales Strategy on Foundations. This was a two day workshop enhancing insights for Sales.	2	Business Development Sales Manager Local Sales Manager
11	5/6/2015	Participation in events or programs sponsored by educational institutions	Participated in a Media Arts Class at Vila Duchesne in St. Louis.	1	Anchor
12	5/14/2015	Participation in events or programs sponsored by educational institutions	KSDK staff spoke to students and gave station tours that included information about jobs in the broadcast industry. They shared their career paths with the students. They explained the process of creating news programs, discussed digital journalism, social platforms and careers in meteorology and broadcasting.	3	Business Office Assistant Engineering Tech Meteorologist

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13	6/3/2015	Establishment of training programs for station personnel	IRE Conference - participated in 2015 Investigative Reporters and Editors conference. Attended several seminars over a three day period. Purpose was to learn the skills necessary to build an investigative culture in our newsroom. Seminars covered how to use data as the foundation for your investigative stories, using data to provide content, the legal consideration of investigative reporting, how to bring an investigative culture to the newsroom, and do other related topics.	3	Executive Producer Investigative Anchor/Reporter Reporter/Anchor
14	6/8/2015	Participation in events or programs sponsored by educational institutions	KSDK staff spoke to students and gave station tours that included information about jobs in the broadcast industry. They shared career paths with the students. They explained the process of creating news programs, discussed digital journalism, social platforms and careers in meteorology and broadcasting.	1	Anchor/Reporter
15	6/10/2015	Establishment of training programs for station personnel	Participated in a Facilitator Certification Workshop for 2 days held by Center for Sales Strategy.	1	Business Development Sales Manager Consumer Insight Strategist
16	6/17/2015	Establishment of training programs for station personnel	Legal training from our Attorney regarding Social Media, and use of photos - copy right issues. We held three sessions to provide multiple time frames due to shifts. This was for all News Rooms employees.	50	News Room Personnel
17	6/22/2015	Provision of training to management	Four day training session in McLean for all TEGNA General Managers. Various training tools and technical training for Management team.	1	President & General Manager
18	8/3/2015	Participation in events or programs sponsored by educational institutions	KSDK staff spoke to students and gave station tours that included information about jobs in the broadcast industry. They shared their career paths with the students. They explained the process of creating news programs, discussed digital journalism, social platforms and careers in meteorology and broadcasting.	1	Anchor/Reporter

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19	8/31/2015	Establishment of training programs for station personnel	Leveraging the Power of Traditional and Digital Media - Sales Force Training for the Sales staff.	15	Sales Managers
20	9/9/2015	Participation in events or programs sponsored by educational institutions	Speaking to an Under Graduate Class at Lindenwood University on the typical life of a TV Sales Executive including Day in the Life of a Sales Person, Managing salespeople, Real World, Key Performance Indicators, Integrated Sales, TV + Digital, Local vs. National, Agency Business, Direct, New Business, Broadcast, Digital, Political 2016 Outlook, Supply and Demand, Salary 1st year, 2nd year, client lists and targeting prospects. Class size of approximately 20 students.	1	Director of Sales