

KSDK
EEO PUBLIC FILE REPORT
September 21, 2017 - September 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
Director of Sales	1-3, 5-7, 9-12, 15-18, 20-39, 42-46, 48-56	11
Marketing Director	2-3, 5, 7, 10, 12, 15-19, 21-24, 26-37, 39-42, 44-45, 48-56	41
Anchor/MSJ	1-3, 5-7, 15-18, 21-24, 26-37, 39, 42, 44-45, 48-56	56
Mutli-Skilled Journalist	1-3, 5, 7, 10-11, 15-18, 21-24, 26-37, 39, 42, 44-45, 48-56	1
Mutli-Skilled Journalist	1-3, 5, 7, 10-11, 15-18, 21-24, 26-37, 39, 42, 44-45, 48-56	1
Mutli-Skilled Journalist	1-3, 5, 7, 10-11, 15-18, 21-24, 26-37, 39, 42, 44-45, 48-56	56
Business Development Account Executive	2-3, 5-7, 10, 15-19, 21-32, 34-37, 39, 42, 44-45, 47-56	6
Business Development Account Executive	2-3, 5-7, 10, 15-19, 21-32, 34-37, 39, 42, 44-45, 47-56	6
Business Development Account Executive	2-3, 5-7, 10, 15-19, 21-32, 34-37, 39, 42, 44-45, 47-56	47
Digital Content Producer	2-3, 7, 10, 15-19, 21-32, 34-37, 39, 42, 44-45, 48-56	19
Digital Content Producer	2-3, 7, 10, 15-19, 21-32, 34-37, 39, 42, 44-45, 48-56	56
Assignment Desk Editor	2-3, 7-8, 11, 15-18, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-56	47
News Producer	2-3, 7, 15-19, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-56	47
News Producer	2-3, 7, 15-19, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-56	47
News Producer	2-3, 7, 15-19, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-56	19
News Director	13	13
Senior Executive Producer	3, 7, 14-18, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-57	47
Senior Executive Producer	3, 7, 14-18, 21-24, 26-32, 34-37, 39, 42, 44-45, 47-57	14
Mutli-Skilled Journalist	1, 3, 7, 11, 15-18, 21-24, 26-32, 34-37, 39, 42, 44-46, 48-57	1
10pm Producer	2-3, 7, 15-18, 21-24, 26-32, 34-37, 39, 42, 44-45, 48-51, 53-57	56
Investigative Multi-Skilled Journalist	2-3, 7, 10, 14-18, 21-24, 26-37, 39, 42, 44-45, 48-51, 53-57	14

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Account Manager - KSDK	2-3, 7, 10, 15-18, 21-24, 26-37, 39, 42, 44-45, 47-51, 53-57	47
Commercial Producer	2-3, 7, 10-11, 15-17, 21-24, 26-37, 39, 42, 44-45, 47-51, 53-57	47
Commercial Producer	2-3, 7, 10-11, 15-17, 21-24, 26-37, 39, 42, 44-45, 47-51, 53-57	11
Sales Assistant	11, 47, 56	11
Social Marketing Content Producer	2-3, 7, 10-11, 15-17, 21-24, 26-37, 39, 42, 44-46, 48-51, 54-57	11
Account Executive	2-4, 7, 10-11, 15-17, 19, 21-37, 39, 42, 44-45, 47-51, 54-57	47
Account Executive	2-4, 7, 10-11, 15-17, 19, 21-37, 39, 42, 44-45, 47-51, 54-57	19
Account Executive	2-4, 7, 10-11, 15-17, 19, 21-37, 39, 42, 44-45, 47-51, 54-57	25
Community Engagement Coordinator	2-3, 7, 10, 15-17, 21-37, 39, 42, 44-45, 48-51, 54-57	25

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	7
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	Career Builder 10801 Mastin Blvd. Kansas City, Kansas 66210 Phone : (913) 562-0068 Url : www.careerbuilder.com N/A N/A	N	1
5	Collective Talent 1721 Richardson Place Tampa , Florida 33606 Email : bille@michaelsmedia.com Michael Bille	N	0
6	Corporate Recruiter	N	6
7	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
8	Current Employee	N	1
9	Current Employee - Transfer/Promotion	N	4

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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	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
11	Employee Referral	N	12
12	Employment Agency	N	5
13	Exigent Circumstances	N	1
14	Former Employee	N	2
15	Glassdoor.com 100 Shoreline Highway Mill Valley , California Phone : Unknown Unknown Unknown Manual Posting	N	0
16	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
17	Harris-Stowe State University 3026 Laclede Ave St Louis, Missouri 63103 Phone : 314-340-3366 Url : www.hssu.edu Email : careerengagement@hssu.edu LaTonia Collins Smith	N	0
18	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
19	Indeed.com	N	8
20	Internal Candidate	N	1

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21	International Brotherhood of Electrical Workers Local 4 1610 S. Kingshighway St Louis, Missouri Email : broadcast@ibewlocal4.com Elaine IBEW Local 4	N	0
22	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-789-3951 Email : bgross@jeffco.edu Bob Gross	N	0
23	juju.com New York New York , New York Phone : Unknown Unknown Unknown Manual Posting	N	0
24	Lindenwood University 209 S. Kingshighway St Charles, Missouri Phone : 636.627.4307 Email : swright@lindenwood.edu Shannon Wright	N	0
25	Linked In	N	8
26	LinkedIn Missouri N/A N/A Manual Posting	N	6
27	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
28	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

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29	Missouri Broadcaster's Association 1025 Northeast Drive Jefferson City , Missouri 65109 Phone : :573 636-6692 Url : mbaweb.org Email : tharper@mbaweb.org Terry Harper	N	0
30	Missouri School of Journalism in Columbia 201 Student Success Center Columbia, Missouri 65201 Phone : 573-882-6801 Email : career@missouri.edu Fax : 1-573-882-5440 Connor Flood	N	0
31	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
32	MO University of Science and Technology 303A Norwood Hall 320 W 12th Street Rolla , Missouri 65409 Phone : 573-341-4230 Url : http://career.mst.edu/index.html Email : mayfieldju@mst.edu Sara Earl	N	0
33	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	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
35	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
36	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
37	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	0
38	Non-Employee Referral	N	1
39	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
40	Other Source	N	1
41	Recruiter	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
42	Simply Hired 525 Almanor Ave #100 Sunnyvale, California 94085 Phone : Unknown Unknown Unknown Manual Posting	N	0
43	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
44	St Louis Community College Meramec 11333 Big Bend Road Room AD249 Kirkwood, Missouri 63122 Phone : 314-984-7611 Email : ces@stlcc.edu Career and Employment Services	N	0
45	St. Louis University 3840 Lindell Blvd #110 St Louis, Missouri Phone : 314-997-2828 Url : http://careers.slu.edu/employers.html Email : koskolosbj@slu.edu Barb Koskolos	N	0
46	Station Website	N	5
47	TEGNA 7950 Jones Branch Dr McLean , Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting	N	10
48	Truman State University Career Center Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Polly Matteson	N	0

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49	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holoway	N	3
50	University of Missouri 100 Corporate Lake Dr. Columbia, Missouri 65211 Phone : (573) 882-6898 Email : reiskem@missouri.edu Mathew Reiske	N	0
51	University of Missouri - St Louis 278 Millennium Student Center One University Blvd St Louis, Missouri 63121 Phone : 314-516-5113 Email : careerservices@umsl.edu Fax : 1-314-516-6535 Tegan Klevorn	N	0
52	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-9005 Email : careers@wustl.edu Fax : 1-314-935-5905 Kelly Cannon	N	0
53	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Email : gorlokjobs@webster.edu Rebecca Spear	N	0
54	Westminster College 501 Westminster Ave. Fulton, Missouri 65251 Phone : 573-592-5381 Email : careersrv@westminster-mo.edu Fax : 1-573-592-5383 Cindy Quick	N	0

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55	William Jewel College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : careerdevelopment@william.jewell.edu Fax : 1-816-415-5027 Melissa Bland	N	0
56	www.ksdk.com Missouri Career Service Manual Posting	N	10
57	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:			95

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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	9/27/2017	Participation in events or programs sponsored by educational institutions	Main Anchor hosted 5th graders from Mason Ridge Elementary who took in-studio and behind the scenes tours during a live broadcast. The group watched a shooting of marketing promos and completed their visit with a tour of the station and Q&A. These students participate in the broadcast department of their school in charge of all AV equipment and closed circuit video broadcasting.	1	Anchor
2	9/27/2017	Participation in events or programs sponsored by educational institutions	Sales Account Executive taught a 1 hour undergraduate class on Wednesday, Sept 27th at the Maryville University Rawlings School of Sports Management; The Topic: "The Business of Ratings and Revenue"	1	Account Executive
3	10/10/2017	Establishment of training programs for station personnel	Sales team participated in 2 day G/O digital ExSELLence sales training. Included training in creating and delivering top notch G/O Digital proposals, targeted email campaign management, social media management, social advertising, and client brand building.	20	Sales Managers Account Executives Account Managers
4	10/12/2017	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.	50	MSJ Digital Director General Manager News Director
5	10/18/2017	Participation in other activities designed by the station employment unit	Hosted a Jordanian Journalist. She is the digital director of AIMamlaka TV in Jordan. She was sponsored by CNN. She was here for 5 hours and discussed journalism and strategies.	1	Digital Director
6	11/8/2017	Establishment of training programs for station personnel	Business Development Sales Manager attended TEGNA Inside Out Training for TEGNA Sales Managers. Workshop was focused on ensuring managers are well equipped to implement Inside Out philosophy and processes within their sales department. Key content was organized around corporate purpose, people and process goals.	1	Business Development Sales Manager

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7	11/14/2017	Establishment of training programs for station personnel	VP of Premion, visited KSDK on 11/14 and 11/15 to provide training to all Account Executives and Account Managers in the following areas: overview of Premion 2.0 products; 30 minute one-on-ones with every seller of Premion products, and overview of sales call process.	13	Account Executive Account Manager
8	1/1/2018	Establishment of an intern program designed to assist members of the community	Internships - KSDK-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing. During the reporting period, KSDK hired and trained 3 interns for three month assignments.	3	HRBP Executive Producer Marketing Director
9	1/2/2018	Participation in events or programs sponsored by educational institutions	Three students from Clayton High School's student newspaper, "the Globe", visited the station to learn about broadcast journalism and digital media.	1	Anhcor
10	1/15/2018	Establishment of training programs for station personnel	2 day training provided to Newsroom staff on storytelling.	50	News Director
11	1/20/2018	Participation in events or programs sponsored by educational institutions	EP participated in an event sponsored by Northwestern Alumni Admissions Council. Presented to high school students interested in talking about careers that focused on journalism. 60 students from around the region participated.	1	Executive Producers
12	1/24/2018	Participation in events or programs sponsored by educational institutions	Taught 26 students at Lindenwood University how to sell TV spots and negotiate rates, including ratings and Olympics. This was a senior level class.	1	Account Executive

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13	1/26/2018	Establishment of training programs for station personnel	Byte Back Challenge - TEGNA rolled curriculum to educate employees on the proper handling of sensitive data. Among other things, the training reminded employees that information that is personally private or private to the company should never be stored on a computer or mobile phone and should not be shared through email. The training was rolled out 1/26/18 and completed on 2/2/18.	150	President & General Manager
14	2/13/2018	Participation in events or programs sponsored by educational institutions	Maryville University's Rawlings Sport Business Management Program hosted a speed networking event which provided an opportunity for employers to participate to interview students for full-time roles and internships. One of the Sales Executives has been supporting this program and participated.	2	Sales Account Executive
15	2/13/2018	Participation in events or programs sponsored by educational institutions	Sales Executive participated in Rawlings Sport Business Management Speed Networking event. This was for college students at Maryville University.	1	Sales Executive
16	3/7/2018	Participation in events or programs sponsored by educational institutions	Whiteside Middle School Journalism Club toured KSDK and were given advice to get into the field of Journalism, also discussed opportunities in the broadcast industry.	1	MSJ
17	3/13/2018	Establishment of training programs for station personnel	4 Account Executives attended a Regional Digital Workshop in Atlanta, Georgia. Conference covered pre-sales tools available to digital team. Also identified how to capitalize on prospecting opportunities, how to utilize Salesforce, develop client solutions and handling objections, and covering our digital product suite.	4	Digital Sales Manager Account Executive Digital Operations Specialist Digital Sales Specialist

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18	3/16/2018	Participation in other activities designed by the station employment unit	KSDK hosted annual student Public Service Announcement Workshop. 20 students from Gateway STEM and Ladue High Schools (grades 9-12) from Broadcast, Business/Marketing, and Analytics classes participated. Station personnel provided the topic of fake news v real news and the students split into multi-school groups of 4 to create a PSA. They received guidance and were judged by News Director, Marketing Director, Creative Director, Community Service Manager, Anchor, Promotions Producer. On 3/16/2018, groups of 4 presented final work at the station with a winner whose work was to be broadcast on the air.	4	Director of Marketing Community Services Manager Photographer Digital Marketing Specialist
19	4/6/2018	Participation in events or programs sponsored by educational institutions	Hosted 25 kids from Youth and Government, a YMCA program. They asked questions about the field of journalism.	1	Executive Producer
20	4/12/2018	Establishment of training programs for station personnel	Tease training for newsroom staff including MSJ's, Producers, Marketing Department and Editors.	50	News Director
21	4/17/2018	Establishment of a mentoring program	TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	3	President & General Manager News Director Marketing Director
22	4/24/2018	Participation in events or programs sponsored by educational institutions	Photographer went to Affton High School to talk to high school students in Journalism. They were interested in camera technology and the field.	1	Photographer

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23	5/8/2018	Establishment of a mentoring program	TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that it is the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
24	5/11/2018	Participation in events or programs sponsored by educational institutions	Meteorologist attend a Career Day at St. Charles Monroe Elementary school from 9:00 - 11:30. Discussed opportunities in the broadcast industry.	1	Meteorologist
25	5/17/2018	Participation in events or programs sponsored by educational institutions	Executive Producer was on a panel at Washington University School of Medicine. 60 doctors, faculty members and public relations staff were there.	1	Executive Producer
26	6/3/2018	Establishment of training programs for station personnel	TEGNA Labor Relations Training - Monthly webinar provides 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
27	6/16/2018	Provision of training to personnel of unaffiliated non-profit organizations	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	2	Executive Producer MSJ
28	7/6/2018	Establishment of a mentoring program	Mentored and gave a station tour to Mason McCormack, a senior Parkway West High School student.	1	Anchor
29	7/12/2018	Establishment of training programs for station personnel	2 day anchor leadership training opportunity through RTDNA for our main 10p anchor.	1	Anchor
30	7/19/2018	Participation in other activities designed by the station employment unit	A student from University of Central Missouri came in and shadowed our Anchor. The student is a journalism student. Discusses career in broadcast industry.	1	Anchor

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31	8/8/2018	Establishment of a mentoring program	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.	3	President & General Manager Marketing Director News Director
32	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.	100	
33	8/21/2018	Participation in events or programs sponsored by educational institutions	Spoke with 60 Fifth Grade Journalism students at Captain Elementary school. Discussion also included opportunities in the broadcast industry.	1	Anchor
34	9/12/2018	Establishment of training programs for station personnel	Attended Salesforce Basecamp for Sales at the Four Seasons in St. Louis. It was 1/2 day training on Salesforce software	1	Account Executive
35	9/14/2018	Establishment of training programs for station personnel	An intro to video editing using Adobe Premiere was taught to the whole web team. This was held by one of our own employees, Bob Hoehn who teaches the course at St. Charles Community College.	6	Digital Director Digital Content Producer Digital Content Producer Social Media Team Leader

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36	9/17/2018	Establishment of training programs for station personnel	Sales Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	10	Director of Sales