

KSDK
EEO PUBLIC FILE REPORT
September 21, 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
Account Executive-6787	3, 9, 18, 35	35
Account Executive-6787	3, 9, 18, 35	35
Assignment Desk Editor - 007389	2-8, 11, 13, 15-41, 43-44	11
Sports Influencer / Journalist - 007490	2-8, 12-13, 15-16, 18-41, 43-44	35
Meteorologist - 007605	1-8, 13-16, 18-41, 43-44	1
Head of Technology & Operations - 007702	2-8, 13, 15-16, 18-30, 32-41, 43-44	35
Investigative Reporter/ MSJ	2-8, 13, 15-16, 18-30, 32-44	35
Traffic Reporter	2-8, 13, 15-16, 18-41, 43-44	35
IT Service Desk Analyst - 008415	2-8, 10, 13, 15-16, 18-30, 32-41, 43-44	35
Broadcast Content Producer	3-7, 13, 15-16, 18-30, 32-41, 43-44	35
Promo Producer	3, 9, 35	35

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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	1
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	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
5	Glassdoor.com 100 Shoreline Highway Mill Valley , California Phone : Unknown Unknown Unknown Manual Posting	N	0
6	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
7	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

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8	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
9	Indeed Indeed.com Austin , Texas Internet Board Internet Board Manual Posting	N	1
10	Indeed.com Nebraska Url : www.indeed.com N/A N/A	N	1
11	Indeed.com	N	1
12	Internal Hire	N	1
13	International Brotherhood of Electrical Workers Local 4 1610 S. Kingshighway St Louis, Missouri Email : broadcast@ibewlocal4.com Elaine IBEW Local 4	N	0
14	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-481-3223 Email : bgross@jeffco.edu Lora Warner	N	0
15	juju.com New York New York , New York Phone : Unknown Unknown Unknown Manual Posting	N	0
16	Lindenwood University 209 S. Kingshighway St Charles, Missouri Phone : 636.627.4307 Email : swright@lindenwood.edu Shannon Wright	N	0
17	Linked In	N	1

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18	LinkedIn Missouri N/A N/A Manual Posting	N	1
19	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
20	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
21	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
22	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
23	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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24	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
25	N.E. Missouri State University Business Placement Center Violette Hall 112 Kirksville, Missouri 63501 Phone : 6605621250 Url : truman.edu Email : lorik@nwmissouri.edu Fax : 1-660-785-4366 Lori Haws	N	0
26	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
27	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
28	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

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29	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
30	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
31	Other Source	N	5
32	Simply Hired 525 Almanor Ave #100 Sunnyvale, California 94085 Phone : Unknown Unknown Unknown Manual Posting	N	0
33	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
34	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
35	TEGNA 7950 Jones Branch Dr McLean , Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting	N	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
36	Truman State University Career Center Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Polly Matteson	N	0
37	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holoway	N	0
38	University of Missouri 100 Corporate Lake Dr. Columbia, Missouri 65211 Phone : (573) 882-6898 Email : reiskem@missouri.edu Mathew Reiske	N	0
39	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
40	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Url : https://www.webster.edu/career-services/about-career-services/meet-staff.html#employserv Email : kerrylee70@webster.edu Rebecca Spear	N	0
41	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
42	Word of Mouth Referral	N	1

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43	www.ksdk.com Missouri Career Service 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:			38

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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	9/26/2019	Participation in job banks, internet programs and other programs designed to promote outreach	Participated in Lindenwood Career & Internship Fair.	4	Account Executive Promotions Producer Community Relations Manager Anchor/MSJ
2	10/1/2019	Establishment of training programs for station personnel	Sales Inside Out Training - National Sales Manager attended this training in Dallas. This is part of TEGNA on-boarding training for all Sales professionals. Over the course of three days, topics covered included product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	National Sales Manager
3	10/19/2019	Participation in events or programs sponsored by educational institutions	10 students from SEMO college of Mass Media toured 5 On Your Side and were given advice and discussed the broadcast industry.	1	MSJ/Anchor
4	11/12/2019	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.	1	Account Executive
5	11/14/2019	Participation in events or programs sponsored by educational institutions	Spoke with 214 students from 8th grade from Oakville Middle School regarding journalism during a career fair. Spoke to them regarding education, job duties, values in my career in the broadcast industry.	1	On-Air Talent
6	12/1/2019	Establishment of training programs for station personnel	Director of Marketing attending MLT retreat in Dallas. This 3 day workshop was for Training and setting strategic direction. We had a trainer from the Creative Leadership group and did assessments on management style and how to work more effectively as a leader.	1	Director Of Marketing

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	1/15/2020	Establishment of training programs for station personnel	Disinformation Training - Our Audiences tell us they want transparency, and they want help deciphering what is real and what isn't on their social media feed. TEGNA is training their journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers.	3	Director of Digital Content Editor Content Editor
8	1/16/2020	Establishment of training programs for station personnel	When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. To help, TENGNA launched in annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into their daily work routine. Every employee was required to take the Byte Back Challenge to test their knowledge on how they can prevent cyberattacks. The challenge is a seven-question online simulation based on the topics featured throughout the campaign.	150	Variety
9	1/22/2020	Participation in other activities designed by the station employment unit	20 students from Clayton High School Journalism Class came to visit the KSDK Newsroom for a station tour as well as talk to a variety of employees to provide them a path in their future careers in broadcasting.	6	News Director Director of Digital News Manager MSJ/Anchor

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10	1/31/2020	Establishment of an intern program designed to assist members of the community	Internships - KSDK-TV actively recruits 2 students attending accredited colleges and universities. Our program offers the students/interns active participation in the professional broadcast setting. The intern experiences the live work environment 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.	2	News Business and Staff Development Manager Director of Marketing
11	2/7/2020	Participation in events or programs sponsored by educational institutions	Director of Digital Operations meet with High School Students at Hillsboro, Missouri High School to talk about careers in news, especially covering news in the Digital world.	1	Director, Digital Operations
12	2/11/2020	Establishment of training programs for station personnel	Local Sales Manager attended training for Premion in Dallas. Overview of Premion products, one on ones with every seller and overview of sales call process.	1	Local Sales Manager
13	2/18/2020	Establishment of training programs for station personnel	Sales Inside Out Training - New Account Executives attend Inside Out Training. This training is part of TEGNA's 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.	1	Account Executive
14	2/24/2020	Establishment of a mentoring program	New hire MSJ, traveled to sister station KUSA in Denver to train and mentored with Investigative Reporter who like KSDK's new MSJ transitioned from print to TV.	1	Multi-Skilled Journalist

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15	3/5/2020	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.	1	Investigative Producer
16	6/18/2020	Establishment of training programs for station personnel	TEGNA's Vice President of Digital content provided a digital writing course on important and simple things that digital employees can do to strengthen web articles.	5	Digital Content Director Content Editor Content Editor Digital Content Editor
17	8/5/2020	Provision of training to personnel of unaffiliated non-profit organizations	NABJ Annual Convention & Career Fair is the premier venue for journalism education, career development and networking opportunity that draws leaders in journalism, media, technology, business, arts and entertainment. News Director participated in the career fair as well as attended workshops.	1	Director of Content
18	8/14/2020	Establishment of training programs for station personnel	St. Louis Community College Workforce Solutions conducted a training for our second level managers and some of our high potential leaders on the topic of Difficult Conversations. The training focused on teaching practical tools and constructive approaches to difficult conversations with an emphasis on maintaining a spirit of openness and mutual respect.	20	Executive Producer National Sales Manager Local Sales Manager Executive Producer
19	9/2/2020	Establishment of training programs for station personnel	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	MSJ MSJ Planning Editor Broadcast Content Producer