

WFMY
EEO PUBLIC FILE REPORT
July 21, 2019 - July 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
Producer	1-5, 7, 9-13, 15-22, 24-37, 39	26
Weekend Sports Anchor/MSJ	1-5, 7, 10-12, 14, 16-22, 24, 26-28, 30-37, 39	26
MAJOR ACCOUNTS SALES MANAGER	1-8, 10-12, 14, 16-22, 24, 26-37, 39	8
MAJOR ACCOUNTS SALES MANAGER	1-8, 10-12, 14, 16-22, 24, 26-37, 39	26
Digital Content Producer	1-5, 7, 10-12, 16-17, 19-22, 24, 26-37, 39	26
MultiSkilled Journalist	1-5, 7, 10-12, 14, 16-17, 19-24, 26-39	26
MultiSkilled Journalist	1-5, 7, 10-12, 14, 16-17, 19-24, 26-39	26

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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	Bennett College 900 E Washington Street Greensboro, North Carolina Phone : 336-370-8677 Email : yjohnson@bennett.edu Yolande Johnson	N	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	0
3	City of Greensboro Drawer W-2 Greensboro, North Carolina Fax : 1-336-373-2511 Connie Hammond	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	Connecticut School of Broadcasting 9144 Arrow Point Blvd Charlotte, North Carolina 28273 Phone : 704-502-1979 Email : jcasson.corporate@gmail.com John Casson	N	0
6	Current Employee	N	1
7	Elon University Box 2850 Elon, North Carolina Email : ntonkins@elon.edu Nagatha Tonkins	N	0
8	Employee Referral	N	1
9	Former Employee Referral	N	1

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10	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	0
11	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
12	Guilford Technical Community College P. O. Box 309 Jamestown, North Carolina Email : careers@gtcc.edu Guilford Technical Community College	N	0
13	Indeed.com	N	2
14	Internal Candidate	N	3
15	Internal Hire	N	1
16	JuJu 151 First Avenue New York, New York Url : www.juju.com Casi Young Manual Posting	N	0
17	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
18	Mt Zion Baptist Church 1301 Alamance Church Greensboro, North Carolina Phone : 336-373-4211 Fax : 1-336-373-4224 Demetria Wade	N	0

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19	N. C. Association of Broadcasters P. O. Box 627 Raleigh, North Carolina Phone : 919-21-7300 Email : info@ncbroadcast.com N. C. Association of Broadcasters	N	0
20	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
21	North Carolina A&T State University 103 Price Hall Greensboro, North Carolina Fax : 1-336-334-7018 Dr. Elazer J. Barnette	N	0
22	North Carolina A&T State University N.C. University N.C., North Carolina Phone : 336 Email : gwiggin@ncat.edu Gail Wiggins	N	0
23	Other Source	N	1
24	Simply Hired 525 Almanor Ave Sunnyvale, California Url : www.simplyhired.com Casi Young Manual Posting	N	0
25	Station Website	N	1
26	TEGNA, Inc 7950 Jones Branch Drive McLean, Virginia 22107 Phone : 704-329-3642 Url : www.tegna.com Casi Young Manual Posting	N	13

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27	The Broadbean Network 610 Newport Center Dr #1400 Newport Beach, California 92660 Url : www.broadbean.com Casi Young Manual Posting	N	0
28	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
29	Univ of South Carolina School of Journalism and Mass Communications 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.sc.edu/cic Email : KBULLARD@mailbox.sc.edu Katie Bullard	N	0
30	University of Kansas Journalism School 2066 Dole Center School of Journalism Lawrence, Kansas 66045 Email : utsler@ku.edu Dr Max Utsler	N	0
31	University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, North Carolina Fax : 1-919-962-2197 John C. Conway	N	0
32	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-2197 Email : ucs@unc.edu Fax : 1-919-962-2197 Wendy P. and Dean E.	N	0

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33	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Fax : 1-336-334-5039 Mr. Frank Donaldson	N	0
34	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
35	Weaver Education Center 300 S. Spring Street Greensboro, North Carolina Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw	N	0
36	WFMY Website North Carolina Phone : 404-873-9113 Joyce Ray Manual Posting	N	0
37	Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, North Carolina Phone : 336-750-2320 Email : blountb@wssu.edu Brian C. Blount ED. D	N	0
38	Word of Mouth Referral	N	1
39	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:			25

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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	7/24/2019	Establishment of a mentoring program	WFMY Broadcast Talent training and review program. Mentored and trained multiple rising staffers, reviewing and critiquing their work, advising how to advance at WFMY and in parent company TEGNA.	3	General Manager News Director Assistant News Director
2	7/26/2019	Establishment of a mentoring program	WFMY Broadcast Talent training and review program. Mentored and trained multiple rising staffers, reviewing and critiquing their work, advising how to advance at WFMY and in parent company TEGNA.	3	General Manager News Director Assistant News Director
3	8/7/2019	Establishment of training programs for station personnel	Executive Producer and Associate General Counsel organized a Copyright and Usage training for entire WFMY News team.	2	Executive Producer Associate General Counsel
4	8/23/2019	Participation in events sponsored by community groups	MSJs attend the Sound of Life Storytelling Workshop. Storytellers gather to discuss craft – and ways to improve.	3	Multiskilled Journalist Multiskilled Journalist Digital MSJ
5	10/7/2019	Participation in events or programs sponsored by educational institutions	Talked to 5th graders at Kernersville Elementary about weather & television broadcasting. Discussed: Weather, Math, Science and Broadcasting. Also answered questions about how to become a broadcast meteorologist.	1	Meteorologist
6	11/11/2019	Participation in events sponsored by community groups	Local Girl Scouts visited WFMY News 2 for a tour and information session about broadcast news. Two of our news anchors spent time showing the Girl Scouts the news room, and talking about various jobs in the news gathering field. They discussed their roles in the day-to-day operation of the department. The girls had the opportunity to visit the studio control room to learn about different jobs in studio production. They observed the 12 N newscast and learned about the studio cameras and teleprompter. At the end of the newscast they had the opportunity for Q & A.	2	Multiskilled Journalist Anchor

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7	11/12/2019	Establishment of a mentoring program	TEGNA Inside Out Training in McLean/Tysons, VA at TEGNA HQ. Seller 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 Account Executive
8	11/15/2019	Establishment of a mentoring program	WFMY Broadcast Talent training and review program. Mentored and trained multiple rising staffers, reviewing and critiquing their work, advising how to advance at WFMY and in parent company TEGNA.	3	General Manager News Director Assistant News Director
9	11/20/2019	Establishment of training programs for station personnel	Producer workshop organized by Assistant News Director and Executive Producer. All producers attended. Topic: How to lead, be a better writer, Be a One Content Producer	9	Assistant News Director Executive Producer
10	1/8/2020	Establishment of training programs for station personnel	Executive Producer and Associate General Council organized a Copyright and Usage training for entire WFMY News team.	2	Executive Producer Associate General Council
11	1/15/2020	Participation in events or programs sponsored by educational institutions	DARE Graduation at Clover Garden Charter School in Alamance County. Spoke to a group of fifth grade students at their DARE Graduation. I talked to them about making good decisions, and shared information about my job as a meteorologist at WFMY News 2.	1	Multiskilled Journalist

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12	2/12/2020	Establishment of training programs for station personnel	Byte Back Challenge - 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. TEGNA launched an 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 the daily work routine.	98	All Staff
13	2/14/2020	Participation in events or programs sponsored by educational institutions	Visit to Guilford Preparatory School. The teacher is looking into starting a YouTube channel for the school and the students in her technology class. I drove the Satellite truck to the school, deployed the dish, set up a camera and deployed the mast. Allowed the students to see and ask questions about the truck. I also showed the students our drone, Red Bird 2. Talked to three classes of middle school students. We talked about news gathering; Covering hurricanes; How the satellite truck works; What it takes to fly the drone; How to get into television; Photography; And the difference between Microwave, Satellite and TVU signals and how to use each.	1	Executive Producer
14	3/3/2020	Participation in events or programs sponsored by educational institutions	School visit to Donna Lee Loflin Elementary School. Spoke to a group of students at Donna Lee Loflin Elementary School about weather. I discussed my job as a meteorologist at WFMY News 2. Topics included forecasting the weather and the tools we have to help with daily weather predictions. I talked to them about what types of classes I studied in college to prepare to becoming a meteorologist.	1	Multiskilled Journalist

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15	3/10/2020	Participation in events or programs sponsored by educational institutions	Triad Baptist Home School students visited WFMY News 2. We toured a group of students through WFMY News 2 studios and operations center. The group had the opportunity to watch the 12N newscast during their tour. We explained career options in broadcasting, community service and media expectations and obligations.	2	General Manager Community Relations Special Projects Manager
16	3/11/2020	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 feeds. 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.	44	Executive Producer
17	7/1/2020	Establishment of a mentoring program	WFMY Broadcast Talent training and review program. General Manager, News Director and Assistant News Director mentored and trained multiple rising staffers, reviewing and critiquing their work, advising how to advance at WFMY and in parent company TEGNA.	3	General Manager News Director Assistant News Director