

WZZM
EEO PUBLIC FILE REPORT
May 21, 2019 - May 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	1-11, 14-18, 20, 22-25, 30-34, 36, 38	20
Multi-Skilled Producer	1-6, 8-11, 14-17, 22-25, 31-34, 36-38	11
Multi-Skilled Producer	1-6, 8-11, 14-17, 22-25, 31-34, 36-38	38
Multi-Skilled Journalist /Anchor	1-6, 8-10, 14-19, 22-27, 29-34, 36-38	29
Multi-Skilled Journalist /Anchor	1-6, 8-10, 14-19, 22-27, 29-34, 36-38	29
Multi-Skilled Journalist /Anchor	1-6, 8-10, 14-19, 22-27, 29-34, 36-38	31
Morning Content Manager	1-6, 8-10, 14-17, 22-25, 27, 30-34, 36-38	31
Marketing Producer - 008380	1, 3-6, 8-10, 13-17, 21-25, 28, 30-38	30
Multiplatform Producer - 008503	1, 3-6, 8-11, 14-17, 19, 22-25, 31-34, 36-38	31
Digital Content Producer	3-6, 8-10, 14-18, 22-26, 31-34, 36-38	26
Anchor	12	12

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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	Asian American Journalist Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : www.aaaja.org Email : national@aaaja.org Fax : 1-415-346-6343 Kathy Chow	N	0
2	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Url : www.Baker.edu Fax : 1-231-777-6501 Margie Broton	N	0
3	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : www.Calvin.edu Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
4	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
5	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : http://www.careers.cmich.edu/ Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0

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6	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
7	Corporate Recruiter	N	12
8	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : http://www.davenport.edu/career-services Email : grandrapids.cs@davenport.edu Director of Placement	N	0
9	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Url : http://career.emich.edu/ Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	N	0
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 : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
11	Employee Referral	N	3
12	Exigent Circumstances	N	1
13	Ferris State University 805 Campus Drive, Rankin Center 108 Big Rapids, Michigan Phone : 231-591-2685 Url : http://ferris.recruiting.com , www.experience.com Email : careerservices@ferris.edu Barbara S. Renne	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
14	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	1
15	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
16	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Url : http://www.gvsu.edu/careerresources/ Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	0
17	Hope College 100 E. 8th Street Suite 210 Holland, Michigan 49423 Phone : 616-395-7811 Email : davis@hope.edu Fax : 1-616-395-7169 Carla Davis	N	0
18	Indeed.com	N	4
19	Internal Candidate	N	2
20	Job posting on internet	N	1
21	Linked In	N	4
22	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

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23	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Url : www.michworks.org Fax : 1-517-371-1140 Career Service	N	0
24	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Url : www.michmab.com Email : jobbank@michmab.com Career Service	N	0
25	Michigan Dept. of Career Dev., MDCD/Project MOVE 201 N. Washington Square 5th Floor Lansing , Michigan Phone : 517-241-1189 Email : mckayr1@michigan.gov Fax : 1-517-241-8217 Ralph McKay	N	0
26	On-Air Announcement (One or More SEU Stations)	N	2
27	Other Source	N	6
28	Promax BDA 5700 Wilshire Blvd, Suite 275 Los Angeles, California Phone : 310-788-7600 Url : www.promax.tv.com Email : carla@promaxbda.org Fax : 1-310-788-7616 Carla Calavitta	N	0
29	Self Referral	N	2
30	Station Website	N	10
31	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	24

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32	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
33	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Url : www.careercenter.umich.edu Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	N	0
34	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
35	Walk In/Self-Referral	N	1
36	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Url : http://www.grwrc.org/ Email : info@grwrc.org Fax : 1-616-458-9933 Dantzler Brunswick	N	0
37	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	WZZM13.com 645 – 3 Mile Rd. NW Grand Rapids, Michigan Url : www.WZZM13.com Career Service Manual Posting	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			74

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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	5/22/2019	Establishment of a mentoring program	Mentored a student attending Cornerstone University studying journalist. The student learned about the news operation and received a job preview of what a day in the life of a news director looks like.	1	News Director
2	6/11/2019	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
3	6/14/2019	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA onboarding training for all new sales leaders. Over the course of two days, topics covered include the art of teaching product intelligence and awareness, prospecting, presentations, building a proposal, and closing the deal. Participants role-play real scenarios for maximum learning.	1	Regional Sales Manager
4	6/18/2019	Establishment of training programs for station personnel	News, Digital, Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformation journeys and best practices across all platforms, trained on ethics and social media policies, and capitalized on networking and recruitment opportunities.	4	President & General Manager News Director Marketing Director Digital News Director

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5	7/15/2019	Establishment of training programs for station personnel	<p>Integrity is a core value at TEGNA. As a media company, we must comply with all laws and take the necessary safeguards to prevent any action or association that may adversely impact our business and the trusted information and services we provide to our communities.</p> <p>Knowing, understanding, and abiding by our TEGNA Ethics Policy is fundamental to our ability to serve our communities with the highest of standards.</p> <p>Because it is critical that we hold ourselves to the highest levels of ethics and professionalism, we require all employees to complete "Conflicts of Interest: Protecting Company Interests" training as well as a brief survey on ethics.</p>	102	All Employees
6	8/2/2019	Participation in other activities designed by the station employment unit	Hosted community members from the Pilgrim Manor for a station tour. Members visited with every department to learn about the operation and about the careers that are available within the broadcasting industry.	1	Meteorologist
7	8/7/2019	Participation in other activities designed by the station employment unit	Hosted community members from Rainbow Childcare for a station tour. Members visited with every department to learn about the operation and about the careers that are available within the broadcasting industry.	1	Receptionist
8	8/28/2019	Participation in other activities designed by the station employment unit	Hosted community members from the Hope Network for a station tour. Members visited with every department to learn about the operation and about the careers that are available within the broadcasting industry.	1	Receptionist
9	9/1/2019	Establishment of training programs for station personnel	Station representative traveled to our sister station in Cleveland for training hosted by TEGNA. the TEGNA Producer Academy covered topics to include conversational writing, teases, and tips on how to showcase big stories.	1	News Director

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10	9/2/2019	Establishment of an intern program designed to assist members of the community	WZZM Fall 2019 Internship Program offers college students the ability to actively participate in a professional broadcast organization and developed business skills that will ultimately help obtain employment. Internships are available primarily in the news and production departments. Interns are selected based on the application, relevant course work, work experience, and references.	1	Intern
11	9/10/2019	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.	2	Digital Sales Manager Sr. Digital Strategist
12	9/11/2019	Participation in other activities designed by the station employment unit	Hosted community members from the Hope Network for a station tour. Members visited with every department to learn about the operation and about the careers that are available within the broadcasting industry.	1	Receptionist
13	11/7/2019	Participation in events or programs sponsored by educational institutions	Participated in Career Day at Grandville Middle School. Presented to students on the day to day activities of a new room, discussed different careers available within the broadcast industry and the qualifications needed.	1	Digital News Director
14	11/8/2019	Participation in events sponsored by community groups	Guest speaker to an event hosted by the Michigan Association of Broadcasters, the event was geared for high school and college students. Career advice was given as well as thought students how to approach content marketing	1	Marketing Director

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15	1/2/2020	Establishment of training programs for station personnel	News Director visited another TEGNA station to learn more about operating a newsroom and best practices. The two-day training was spent observing the operation, attend editorial meetings, and view the news production. These concepts were then brought back to the station with an effort to implement a more efficient newsroom.	1	News Director
16	1/13/2020	Participation in events or programs sponsored by educational institutions	Anchor invited as a guest speaker at Muskegon Heights Academy. Visited high school students and discussed available career paths within the broadcasting industry and qualifications needed.	1	Anchor
17	1/14/2020	Participation in events or programs sponsored by educational institutions	Content Producers invited as guest speakers at Muskegon Heights Academy. Visited high school students and discussed available career paths within the broadcasting industry and qualifications needed.	2	Digital Content Producer Digital Content Producer
18	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, TEGNA 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.	102	All Employees

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19	1/20/2020	Establishment of an intern program designed to assist members of the community	WZZM Spring 2020 Internship Program offers college students the ability to actively participate in a professional broadcast organization and developed business skills that will ultimately help obtain employment. Internships are available primarily in the news and production departments. Interns are selected based on the application, relevant course work, work experience, and references.	2	Intern Intern
20	1/22/2020	Participation in other activities designed by the station employment unit	Hosted community members from the Zeeland Church Group for a station tour. Tour was given by the weather dept. the community members learned about the station operation and about careers available within the broadcasting industry.	1	Receptionist
21	1/22/2020	Participation in events or programs sponsored by educational institutions	Station representatives were invited as guest speakers at Muskegon Heights Academy. Visited high school students and discussed available career paths within the broadcasting industry and qualifications needed.	4	President & General Manager Account Executive Managing Editor Multi-skilled Journalist
22	3/5/2020	Establishment of training programs for station personnel	Attended the annual Great Lakes Media Show hosted by the Michigan Association of Broadcasters. This two-day seminar included information on best practices, guest speakers, and interactive breakout groups. Equipping news leaders with new tools and concepts needed to run a modern-day news operation.	1	News Director
23	3/11/2020	Participation in other activities designed by the station employment unit	Hosted students from Muskegon Community College for a Station tour. Tour was given by the weather dept. Students learned about the station operation and about careers available within the broadcasting industry.	1	Multiskilled Journalist
24	5/9/2020	Participation in events or programs sponsored by educational institutions	Station representatives were invited as guest speakers at Muskegon Heights Academy. Visited high school students and discussed available career paths within the broadcasting industry and qualifications needed.	2	Broadcast Manager Digital Sales Manager

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25	5/14/2020	Establishment of training programs for station personnel	A representative from the station attended a webinar hosted by From Day One on Keeping Diversity at the Forefront During Crisis Times. Training included tips on how to progress with D&I efforts when the bottom line is under pressure.	1	HR Business Partner
26	5/20/2020	Establishment of training programs for station personnel	Station representative attended a webinar hosted by LifeWorks, Building Resilience in Uncertain Times. This training covered topics to help employees become more resilient during challenging times.	1	HR Business Partner