

**KVUE-TV**  
**EEO PUBLIC FILE REPORT**  
**March 22, 2020 - March 21, 2021**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Account Executive - 8794	1-7, 9-14, 16-39	23
Weekend Meteorologist - 9334	1-14, 16-39	23
Major Account Manager	7, 15, 23	23

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Alliance For Women in Media P.O. Box 2684 Austin, Texas 78768 Phone : 703-506-3290 Url : <a href="http://www.awmaustin.org/careers">http://www.awmaustin.org/careers</a> Job Listing Manual Posting	N	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	1
3	Cars.com 175 W. Jackson Blvd 8th Floor Chicago,, Illinois 60604 Phone : 312.601.5000 Url : <a href="http://www.cars.com">www.cars.com</a> Michael Kraut Manual Posting	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
5	Employee Referral 3201 Steck Avenue Austin, Texas 78757 Phone : 214.977.6474 Url : <a href="http://www.kvue.com">www.kvue.com</a> Deidre Davis Manual Posting	N	0
6	Huston-Tillotson College 900 Chicon Street Austin, Texas 78702 Phone : 512-505-3015 Url : <a href="http://htu.edu">http://htu.edu</a> Joy King Manual Posting	N	0

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7	Indeed.com 7501 N. Capital of Texas Hwy, Building B Austin, Texas 78731 Url : www.indeed.com Indeed Sales Manual Posting	N	0
8	Indeed.com	N	1
9	Kvue Human Resources 3201 Steck Avenue Austin, Texas 78757 Phone : 214.748.9631 Email : ddavis@wfaa.com Fax : 1-214-977-6393 Deidre Davis	N	0
10	Kvue.com 3201 Steck Avenue Austin, Texas 78757 Url : kvue.com Deidre Davis Manual Posting	N	0
11	Media Line.com P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
12	Monster.com 622 Third Avenue 39th Floor New York, New York 10017 Phone : 212-351-7000 Url : http://www.monster.com Job Listing Manual Posting	N	0
13	News Blues 8895 NW 187th Lane Reddick, Florida 32686 Url : http://www.newsblues.com Job Listing Manual Posting	N	0

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14	Non-employee Referral Other Austin, Texas 78757 Url : <a href="http://www.kvue.com">www.kvue.com</a> Deidre Davis Manual Posting	N	0
15	Other Source	N	1
16	Sam Houston State University 1921 Avenue J, Suite 210 SHSU Box 2238 Huntsville, Texas 77341-2238 Phone : 936-294-3732 Url : <a href="http://www.shsu.edu">http://www.shsu.edu</a> Fax : 1-936-294-3616 Patsy Grona	N	0
17	San Angelo State University 2601 W. Avenue N San Angelo, Texas 76909 Phone : 352-942-2255 Url : <a href="http://www.angelo.edu/services/career">http://www.angelo.edu/services/career</a> Job Listing Manual Posting	N	0
18	Southern Methodist University P.O. Box 750256 Dallas, Texas 75201 Phone : 214-768-2266 Url : <a href="http://www.myinterfase.com/smu/employer">http://www.myinterfase.com/smu/employer</a> Latrice White Manual Posting	N	0
19	Southwestern University 1001 E. University Avenue Georgetown, Texas 78626 Phone : 512-863-1346 Url : <a href="http://www.southwestern.edu/careers">http://www.southwestern.edu/careers</a> Email : <a href="mailto:lunad@southwestern.edu">lunad@southwestern.edu</a> Dana Luna	N	0
20	Spots and Dots 167 Oakdale Road Johnson City, New York 13790 Phone : 888.884.2630 Url : <a href="http://www.spotsndots.com">www.spotsndots.com</a> Patrick Kelley Manual Posting	N	0

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21	StatesmanJobs P.O. Box 670 Austin, Texas 78767 Phone : 512-445-4039 Url : <a href="http://www.statesman.com/s/jobs">http://www.statesman.com/s/jobs</a> Job Listing Manual Posting	N	0
22	Stephen F. Austin State University 1936 North Street Nacogdoches, Texas 75961 Phone : 936-468-3305 Url : <a href="http://www.jobs4jacks.sfasu.edu">http://www.jobs4jacks.sfasu.edu</a> Ralph Busby Manual Posting	N	0
23	TEGNA 7950 Jones Branch Drive McLean, Virginia 22107-0150 Phone : 7038736600 Url : <a href="http://www.tegna.com">www.tegna.com</a> Corporate Talent Development Manual Posting	N	9
24	Texas A&M University-Corpus Christi 6300 Ocean Drive Corpus Christi, Texas 78412 Phone : 979-845-5139 Url : <a href="http://www.career.services@tamucc.edu">http://www.career.services@tamucc.edu</a> Email : <a href="mailto:Sharon.herrera@tamucc.edu">Sharon.herrera@tamucc.edu</a> Sharon Herrera	N	0
25	Texas Association of Broadcasters 502 E. 11th Street Austin, Texas 78701 Phone : 512-322-9944 Url : <a href="http://www.tab.org">http://www.tab.org</a> Craig Bean Manual Posting	N	0
26	Texas Christian University TCU Box 298200 Ft. Worth, Texas 76129 Phone : 817-257-7790 Url : <a href="http://www.careers.tcu.edu/employers">http://www.careers.tcu.edu/employers</a> Joanne Fralia Manual Posting	N	0

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27	Texas Lutheran University 1000 W. Court Street Seguin, Texas 78115 Phone : 830-372-8017 Url : <a href="http://www.tlu.edu">http://www.tlu.edu</a> LaVerne Roskydal Manual Posting	N	0
28	Texas State University 601 Univesity Drive San Marcos, Texas 78666 Phone : 512-245-2645 Url : <a href="http://www.careerservice.txstate.edu">http://www.careerservice.txstate.edu</a> Karen Julian Manual Posting	N	0
29	Texas Workforce Career Center 6505 airport Blvd, Suite 101 Texas Internship Challenge Austin, Texas 78778 Phone : 512.454.9675 Url : <a href="https://www.txinternshipchallenge.com/vosnet/Conta">https://www.txinternshipchallenge.com/vosnet/Conta</a> Workforce Solutions Career Center Manual Posting	N	0
30	The Austin Chronicle P.O. Box 49066 austin, Texas 78765 Phone : 512-302-2706 Brian Carr Manual Posting	N	0
31	The David Crane Agency 124 Ammons Drive Raleigh, North Carolina 27615 Phone : 919.870.9120 Url : <a href="http://dcatalent.com">http://dcatalent.com</a> Steve Swienckowski Manual Posting	N	0
32	TVJobs.com P.O. Box 4116 Oceanside, California 92050 Phone : 800-374-0119 Url : <a href="http://tvjobs.com">http://tvjobs.com</a> Mark Holloway Manual Posting	N	0

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33	University of Florida PO Box 118507 Gainesville, Florida 32611 Phone : 352-273-2300 Url : <a href="http://www.ufl.edu">http://www.ufl.edu</a> Fax : 1-352-392-3810 Phyllis Pena	N	0
34	University of Houston 4800 Calhoun Road Houston, Texas 77004 Phone : 713-743-5703 Url : <a href="http://www.uh.edu">http://www.uh.edu</a> Connie Kemp Manual Posting	N	0
35	University of Mary Hardin-Baylor 900 College Street Belton, Texas 76513 Phone : 254-295-4691 Don Owens Manual Posting	N	0
36	University of Missouri 201 Student Success Center MU Career Center, 201 Student Success Center Columbia,, Missouri Phone : 578-882-6801 Url : <a href="http://www.hiremizzoutigers.com">http://www.hiremizzoutigers.com</a> Stacey Woelfel Manual Posting	N	0
37	University of North Texas 1155 Unicon Circle 311010 Denton, Texas Phone : 940-565-2281 Url : <a href="http://www.myinterfase.com/unt/employer">http://www.myinterfase.com/unt/employer</a> Dan Naegeli Manual Posting	N	0
38	University of Texas Alumni Association 2110 San Jacinto Blvd. Austin, Texas 78712 Phone : 512-471-8839 Url : <a href="http://www.texasexes.org">http://www.texasexes.org</a> Jennifer Duncan Manual Posting	N	0

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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
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>12</b>



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**III. RECRUITMENT INITIATIVES**

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1	Ongoing Event	Provision of training to management	National Association of Broadcast-Broadcast Leadership Training, MBA Program	1	GM, President
2	3/23/2020	Sponsorship of events in the community designed to increase public awareness	<p>Albert Ramon's Weather Classroom March 23-April 3, 2020</p> <p>KVUE's Albert Ramon is taking kids into "Albert's Weather Classroom" live on Facebook every weekday</p> <p>Day 1: All Things Weather</p> <p>Day 2: The Atmosphere, Clouds, Rainbows, Halos</p> <p>Day 3: Reading Wednesday</p> <p>Day 4: Thunder Thursday</p> <p>Day 5: Forecast Friday: Let's Forecast Together</p> <p>Day 6: Career Day</p> <p>Day 7: Space, Planets, the Moon, the Sun, the Stars</p> <p>Day 8: Reading Wednesday</p> <p>Day 9: Tropical Thursday</p> <p>Day 10: Forecast Friday</p> <p>Watch Albert's Weather Classroom, a free way to keep your students' learning. Follow Albert Ramon on FB for updated curriculum.</p>	1	Chief Metereologist
3	6/24/2020	Participation in events sponsored by community groups	GM attended The Kindness Campaign, The Power of Mentoring, podcast event. Spoke about the power of mentoring and careers in broadcast news to participants.	1	GM & President
4	7/22/2020	Establishment of training programs for station personnel	KVUE Internal Forum on Race. This workshop helps participants better understand how unconscious bias influences hiring practices, evaluation, service implementation, and leadership styles. Cultural competency training generally focuses on an array of topics such as diversity, communication, conflict resolution, inclusion, and social justice with the intent to increase productivity, encourage innovation, and improve services for increasingly more diverse clients or customers. diminish unconscious bias, and reduce micro-inequalities.	115	All Employees

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5	8/11/2020	Establishment of training programs for station personnel	The entire sales department and station leadership participated in Alphonso TEGNA Training. Alphonso, Premion Training Included: dashboard, mapping client locations, client set up and reporting.	16	AEs, Sales Support, Sales Managers Director Director GM, President Director of Sales
6	8/12/2020	Participation in events sponsored by community groups	GM participated in United Way Austin, Lunch with Leaders, virtual event. Interactive Q&A around mentoring, career growth, philanthropy and working in media. There were approximately 100 participants.	1	GM & President
7	Ongoing Event	Participation in events or programs sponsored by educational institutions	MSJ was a mentor to journalist student at Arizona State University. KVUE employee was paired with student through the Cronkite Mentor program began which began September 2020 and ends May 2021.  Cronkite Professional Mentorship Program: <a href="https://cronkite.asu.edu/real-world-experiences/mentorship-program">https://cronkite.asu.edu/real-world-experiences/mentorship-program</a>  Everything for this professional mentor program has been done virtually over Zoom or Facetime.	1	MSJ
8	Ongoing Event	Participation in events or programs sponsored by educational institutions	MSJ was a mentor to journalist student at Arizona State University throughout academic year. Matched with student via Walter Cronkite School of Journalism.  <a href="https://cronkite.asu.edu/real-world-experiences/mentorship-program">https://cronkite.asu.edu/real-world-experiences/mentorship-program</a>  MSJ met with student via Zoom throughout the academic year.	1	MSJ

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9	9/7/2020	Sponsorship of events in the community designed to increase public awareness	<p>MSJ participated in Westlake High School career mentoring program. This was a virtual mentoring program for HS students interested in media journalism for fall semester, Sept-December 2020. Students work in non-paid internships with a mentor in a career field of interest two hours per week. Internships exist in a variety of fields including engineering, law, medicine, communications, education, advertising, accounting, graphic design, veterinary, film, music, fashion, firefighting, architecture, aerospace, physical therapy, radio broadcast, law enforcement, lobbying, science lab studies, interior design, hotel management, marketing &amp; PR, ministry, photography, real estate, and more.</p> <p>Students engage in meaningful workplace conversations, attend meetings, conduct research, interview professionals, perform work tasks, and create a variety of products. Mentorship curriculum includes elements of employment professionalism, time management, effective oral and written communication, interpersonal skills, interviewing, and goal setting to help prepare students for success in future college and career life</p> <p><a href="https://www.eanesisd.net/academics/innovation/mentorship">https://www.eanesisd.net/academics/innovation/mentorship</a></p>	1	Sports Anchor, MSJ

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10	9/21/2020	Establishment of training programs for station personnel	<p>IRE 2020: Watchdog from Home (September 21-25, 2020)</p> <p>Due to the ongoing coronavirus pandemic, the 2020 IRE Conference was a virtual event rather than an in-person gathering. For the first time, attendees across the United States and around the world were be able to participate in the signature investigative reporting event via a secure, interactive digital platform, topics covered Investigative Reporting.  <a href="https://schedules.ire.org/ire-2020/">https://schedules.ire.org/ire-2020/</a></p>	4	Anchor & Investigative Reporter Investigative Reporter Investigative Producer Investigative Reporter, Journalist
11	10/2/2020	Participation in events sponsored by community groups	<p>Main Anchor was emcee for the event at Austin Regional Manufacturers Association. Anchor talked about her job at KVUE and also served as moderator for Q&amp;A session. This was a Zoom event.</p> <p>Manufacturing Day is a nationwide event to promote professions in industry. Austin is home to some of the most advanced manufacturers in the world and this is a chance for young people to learn about what's in their backyard.</p>	1	Anchor, MSJ

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12	10/8/2020	Establishment of training programs for station personnel	<p>As part of a culture of professionalism and integrity, each employee has a personal responsibility to treat our colleagues with respect and uphold our high ethical standards.</p> <p>This responsibility includes completing annual training in:</p> <ol style="list-style-type: none"> <li>1. Sexual Harassment: "A Matter of Respect" training that reviews our long-standing policies and values surrounding harassment and discrimination.</li> <li>2. Responsible Use of Social Media training that covers using social media respectfully and protecting sensitive or private company information.</li> <li>3. All employees completed an annual Conflicts of Interest survey to disclose any issues that may conflict with TEGNA's interests. The training modules and Conflicts of Interest survey were completed by 10/8/2020.</li> </ol>	115	MSJ, Management, support staff, engineers
13	10/8/2020	Participation in events sponsored by community groups	<p>GM participated in United Way for Greater Austin as a panelist for Empowered Women event. GM spoke to other attendees about a career in broadcast news.</p> <p><a href="https://give.unitedwayaustin.org/event/women-united-presents-empowered-women-empower-women/e268142Empower Women">https://give.unitedwayaustin.org/event/women-united-presents-empowered-women-empower-women/e268142Empower Women</a></p>	1	GM, President
14	10/19/2020	Participation in events or programs sponsored by educational institutions	GM attended the University of Texas-Austin, Moody College of Media Communications event. She mentored and had career discussions with students.	1	GM, President

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15	1/20/2021	Establishment of training programs for station personnel	All sales employees participated (AE, sellers, managers) in ROI-2021 facilitated by ESA & Company. This included a concrete plan for sales leadership and top performers, a faster path to high-conversion, high-retention clients and insights from a dozen+ market-leading entrepreneurs. January 20, 27, February 3, 10	20	Director of Sales Account Executive Sales Manager Sales Manager
16	1/27/2021	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	MSJ was Emcee for virtual conference, Food Resilience. Topics included: Understanding Local Food Systems, Food Insecurity, and Equity during Emergency and Disaster Recovery. The COVID-19 pandemic has shone a light on the fragility of our local food ecosystems, supply chain, distribution practices and has left thousands of people in our community not knowing where their next meal would come from.	1	MSJ
17	1/27/2021	Participation in events sponsored by community groups	GM was a guest speaker at the Women Communicators of Austin, Leaders Lunch. WCA is a resource for communicators across all disciplines. As a guest speaker the GM discussed mentoring, leadership, professional development and working with nonprofits.	1	GM, President

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18	2/1/2021	Establishment of training programs for station personnel	<p>Annual Byte Back Security Awareness Campaign to help employees understand TEGNA's IT standards and procedures, the employee's role in keeping our company safe from attacks, and how to incorporate security practices into our employee's daily work routine. The challenge will help employees increase their cybersecurity awareness on a variety of topics including social media accounts, email security, safe browsing and sensitive data protection.</p> <p>Every employee is required to take the Byte Back Challenge to test their knowledge on how employees can prevent cyberattacks. The challenge is an eight-question online simulation based on the topics featured throughout the campaign.</p>	115	EA President, GM News Director
19	2/5/2021	Establishment of training programs for station personnel	<p>TEGNA Inside Out Workouts for Account Executives.</p> <p>Training focused on the long-term health of sales organization. Improve sales fitness and helping brands and businesses grow.</p> <p>How to spark sales leadership in 2021 TEGNA Sales Fitness.</p>	8	Account Executives Sales Managers
20	3/5/2021	Establishment of training programs for station personnel	<p>TEGNA Inside Out Workouts for Sales Team. This training focuses on sales manager's role in prospecting. Participated in biweekly workouts focusing on the long term health of sales organizations.</p>	8	Sales Managers Account Executives

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21	3/10/2021	Establishment of training programs for station personnel	<p>Premion 2021 Sales Summit, March 10-11, 2021. Education/training in industry -leading premium CTV/OTT advertising platform for regional and local advertisers.</p> <p>CSS Training and Premion Sales Summit, which the entire sales staff is participating in.</p> <p>Premion delivers measurable outcomes and ensures highest quality content, transparency and brand safety for advertisers. Premion makes it easy to reach engaged audiences at scale</p>	18	<p>Account Executives</p> <p>Sales Managers</p> <p>Director Sales</p> <p>All sellers</p>
22	Ongoing Event	Establishment of training programs for station personnel	<p>Digital Director and Executive Producer attended TEGNA News Leadership Forum, January 12, 2021-June 23, 2021</p> <p>This is a News leadership forum designed to provide you greater exposure to content leadership roles and responsibilities.</p> <p>This training includes sessions on the following topics:</p> <p>Transitioning to a Strategic leader</p> <p>Legal &amp; Ethical Questions</p> <p>Recruiting using a Disciplined Process</p> <p>Providing Feedback that Gets Results</p> <p>How to Write Smart Performance Goals</p> <p>Ways to Grow &amp; Develop Employees</p> <p>Partnering with Research</p> <p>Partnering with Digital/News</p> <p>Partnering with Marketing</p> <p>Partnering with Corporate Communications</p> <p>Working with your GM &amp; How News Budgets Work</p> <p>How to Transform Our Content</p> <p>KPIs &amp; Making Data Driven Decisions</p> <p>Work Happy</p>	2	<p>Executive Producer</p> <p>Digital Director</p>



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23	3/12/2021	Establishment of training programs for station personnel	TEGNA Inside Out Workouts for Sales Account Managers. Account list management and strategy, prioritizing account lists. TEGNA workouts focusing on the long term health of the sales organization.	5	Account Managers
24	3/18/2021	Participation in events or programs sponsored by educational institutions	GM participated in a career event at the University of North Texas-Mayborn School of Journalists. The discussion centered around career advice and giving insight into the media industry both now and in the future - Dream Bigger Panel, virtual event for students.	1	GM, President