

KREM, KSKN
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
Digital Account Manager	1-3, 6-7, 10-13, 17-21, 23, 25	18
Sales Operations Manager	1-3, 6-7, 10-13, 17-21, 23, 25	18
National Account Manager	1-3, 6-7, 9-13, 17, 19-21, 23-25	9
Producer	1-3, 5-7, 10-14, 17-21, 23-25	18
Producer	1-3, 5-7, 10-14, 17-21, 23-25	14
Producer	1-3, 5-7, 10-14, 17-21, 23-25	5
MSJ	1-4, 6-13, 17, 19-25	8
MSJ	1-4, 6-13, 17, 19-25	9
Account Executive	1-3, 6-7, 10-13, 17, 19-21, 23-25	3
Creative Services Producer	1-3, 6-8, 10-13, 17-21, 23-25	18
Account Manager	1-3, 6-7, 9-13, 17-21, 23-25	9
Account Manager	1-3, 6-7, 9-13, 17-21, 23-25	18
Weekend Sports Anchor/MSJ	1-3, 6-7, 10-13, 16, 19-21, 23-25	19
Multi-Skilled Journalist	1-3, 6-7, 10-13, 15, 18-21, 23-25	18

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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	AARP Foundation -Work Search 222 W. Mission Ave Suite 118 Spokane, Washington 99201 Phone : 509-325-7712 Email : scsreiter@aol.com Fax : 1-509-325-7729 Annie Shaw	N	0
2	American Indian Community Center 801 E. 2nd Ave Suite 10 Spokane, Washington 99202 Phone : 509-535-0880 Url : http://www.aiccinc.ning.com Fax : 1-509-534-7210 Community Organization	N	0
3	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Online Job Listings Manual Posting	N	6
4	Corporate Recruiter	N	1
5	Did not indicate (Source Unknown)	N	2
6	Eastern Washington University - Career Services 114 Showalter Hall Cheney, Washington Phone : 509-359-6365 Url : https://ewu-scm.symplicity.com/employers Email : careers@ewu.edu Career Office	N	0
7	Gonzaga University 502 E. Boone Ave MSC2462 Spokane, Washington 99258 Phone : 509-313-4231 Email : careercenter@gonzaga.edu Mary Ritter Heitkemper	N	0
8	Indeed.com	N	3
9	Indeed.com - Not Directly Contacted by SEU	N	3
10	Juju juju.com New York, New York 10003 Online Job Listings Manual Posting	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
11	LDS Employment Resource Services 200 N. Mullan Suite 220 Spokane, Washington 99206 Phone : 509-928-2534 Email : wel-ec-spokane@ldschurch.org Fax : 1-509-922-3556 Bret Clifton	N	0
12	Martin Luther King Jr Family Outreach Center 845 Sherman Street Spokane, Washington 99202 Phone : 509-455-8722 Url : http://www.mlkspokane.org Email : fes@mlkspokane.org Fax : 1-509-455-3643 Community Organization	N	0
13	Northeast Community Center 4001 N. Cook Street Spokane, Washington 99207 Phone : 509-487-1603 Email : aburnett.necca@gmail.com Fax : 1-509-489-3849 Amber Burnett	N	0
14	Not Available	N	1
15	Other Source	N	1
16	Previous Applicant	N	1
17	Spokesman Review 999 West Riverside Avenue Spokane, Washington 99210 Phone : 509-459-5125 Email : commercialclass@spokesman.com Jean Robinson	N	0
18	Station Website	N	9
19	TVJobs.com PO Box 4116 Oceanside, California Phone : 800-374-0119 Url : http://www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark Halloway	N	2

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20	University of Montana - School of Journalism 32 Campus Drive Don Anderson Hall Missoula, Montana 59812 Phone : 406-243-4001 Url : http://www.jour.umt.edu Email : denise.dowling@mso.umt.edu Denise Dowling	N	0
21	Whitworth University 300 West Hawthorne Road Spokane, Washington 99251 Phone : 509-777-3272 Url : http://www.whitwork.edu/careerservices Email : careerservices@whitworth.edu Andrew Pyrc	N	0
22	Word of Mouth Referral	N	1
23	WorkSource Spokane Business Solutions 130 S. Arthur Street Spokane, Washington 99202 Phone : 509-532-3136 Url : http://www.go2worksource.com Email : jemiller@esd.wa.gov Fax : 1-509-532-3186 Jeff Miller	N	0
24	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
25	YMCA Women's Resource Center 930 Monroe Street Spokane, Washington 99201 Phone : 509-326-1190 Fax : 1-509-326-1597 Community Organization	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			30

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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	9/21/2017	Establishment of an intern program designed to assist members of the community	Internships - KREM-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, but can touch other departments as well. During the reporting period, the News Director hired and trained 1 intern(s) for three month assignments.	1	News Director
2	9/26/2017	Participation in other activities designed by the station employment unit	News Director taught a broadcast journalism class at Gonzaga University each Tuesday night from September 26, 2017 through April of 2018 related to challenges, trends and opportunities in the broadcast and media industry. Three students were recruited and hired by the station out of this class and program.	1	News Director
3	10/3/2017	Establishment of training programs for station personnel	TEGNA Labor Relations Training – Labor Relations provides monthly webinar 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	Group HR Director
4	10/17/2017	Participation in events or programs sponsored by educational institutions	News Director spoke at a junior and senior level newscast class at WSU Murrow College about current trends, challenges and career opportunities with the broadcast and media industry. This particular event resulted in the hiring of a part time producer, who was a student at the college.	1	News Director

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5	10/25/2017	Participation in events or programs sponsored by educational institutions	Creative Services Director spoke with students from different high schools around the region about the operations of a Broadcast and Media Marketing Department. Also discussed were the educational requirements and opportunities student should consider if interested in a career in Marketing within the broadcast and media Industry.	1	Creative Services Director
6	10/31/2017	Participation in events or programs sponsored by educational institutions	The Director of Operations sits on the Skills Center advisory board which focuses on improving the media programs that are available in high schools throughout Spokane. The Director of Operations spoke to and advocated for the possibility of making some of these classes available for college credit in an effort incentive students to continue to explore jobs in the broadcast and media industry.	1	Director of Operations
7	12/6/2017	Establishment of training programs for station personnel	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.	1	Digital Director
8	1/14/2018	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA on-boarding 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.	2	LSM DSM

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9	1/16/2018	Participation in events or programs sponsored by educational institutions	Creative Services Director spoke with two classes at Central Valley High School, in Spokane, and discussed careers available, specifically in Marketing, within the broadcast and media industry.	2	Creative Services Director Director of Operations
10	1/16/2018	Participation in events or programs sponsored by educational institutions	Director of Operations and Creative Services Director spoke at University High School, to both AVID and Media students, about trends in the media industry, including best practices in production (lighting, audio and shot composition). This was in an effort to further educate and expose students to opportunities in media and broadcast industry.	2	Creative Services Director Director of Operations
11	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.	86	All Station Staff
12	2/21/2018	Establishment of training programs for station personnel	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.	1	Political MSJ
13	3/22/2018	Participation in events or programs sponsored by educational institutions	News Director spoke at a junior and senior level newscast class at WSU Murrow College about current trends, challenges and career opportunities with the broadcast and media industry.	1	News Director

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14	5/4/2018	Participation in other activities designed by the station employment unit	A Broadcast Director hosted a student, as a job shadow participant from Gonzaga University for the afternoon. The student watched and learned, first hand, the process of preparing for a newscasts. The Broadcast Director answered questions related to the process and discussed opportunities within the broadcast and media industry.	1	Broadcast Director
15	5/7/2018	Participation in events or programs sponsored by educational institutions	News Director spoke at a senior level Current Issues class at Gonzaga Preparatory High School about current trends, challenges and career opportunities with the broadcast and media industry.	1	News Director
16	5/8/2018	Establishment of training programs for station personnel	TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it 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
17	6/17/2018	Establishment of training programs for station personnel	Content Summit June 18-21 News, Digital and 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 transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	3	News Director General Manager Digital Director

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18	8/8/2018	Establishment of training programs for station personnel	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.	1	Creative Services Director
19	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.	50	All News Staff
20	9/7/2018	Participation in other activities designed by the station employment unit	News Director hosted 12 college students from WSU Murrow college, for three hours, to discuss challenges, trends and career opportunities within the broadcast and media industry.	1	News Director
21	9/19/2018	Participation in events or programs sponsored by educational institutions	News Director spoke at a senior level Current Issues class at Gonzaga Preparatory High School about current trends, challenges and career opportunities with the broadcast and media industry.	1	News Director