

KARE
EEO PUBLIC FILE REPORT
November 21, 2019 - November 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
Multi Media Journalist	5, 26, 52	52
Sports Multi-Media Photojournalist	1-14, 16-20, 22, 24-27, 29-42, 44, 47-59, 61-64	52
Sports Multi-Media Photojournalist	1-14, 16-20, 22, 24-27, 29-42, 44, 47-59, 61-64	52
Maintenance Technician	1-14, 16-20, 22, 24-37, 39-42, 44, 47-59, 61-64	28
Sports Multi-Skilled Journalist	1-14, 16-20, 22, 24-27, 29-37, 39-42, 44-45, 47-59, 61-64	52
Account Executive	1-20, 22, 24-26, 28-37, 39-42, 44, 46-59, 61-64	52
Account Executive	1-20, 22, 24-26, 28-37, 39-42, 44, 46-59, 61-64	52
Local Sales Manager	1-14, 16-20, 22, 24-28, 30-37, 39-44, 46-59, 61-64	28
Multimedia Marketing Producer	1-14, 16-20, 22, 24-27, 29-37, 39-42, 44, 46-59, 61-64	52
Multimedia Marketing Producer	1-14, 16-20, 22, 24-27, 29-37, 39-42, 44, 46-59, 61-64	52
Account Manager	1-11, 13-14, 16, 18-22, 24-26, 29-37, 39-42, 44, 46-49, 51-59, 61-64	52
Sales Coordinator	1-11, 13-16, 18-20, 22, 24-26, 29-37, 39-42, 44, 46-49, 51-64	52
Associate Producer	1-11, 13-14, 18-26, 29-37, 39-42, 44-49, 51-59, 61-64	52
Associate Producer	1-11, 13-14, 18-26, 29-37, 39-42, 44-49, 51-59, 61-64	52
Video Editor	1-11, 13-14, 18-20, 22, 24-37, 39-42, 44-49, 51-59, 61-64	28
Meteorologist	1-2, 4-11, 13-14, 18-20, 22, 24-26, 29-37, 39-42, 44-49, 51-59, 61-64	52
Reporter/MSJ	1-2, 4-11, 13-14, 18-19, 22-26, 29-37, 39-42, 44-49, 51-59, 61-64	52

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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	American Indian LRC/UofM 106 Pleasant St. SE 125 Minneapolis, Minnesota 55407 Email : aminstud@umn.edu Career Services	N	0
2	American Indian OIC, Inc 1845 East Franklin Ave Minneapolis, Minnesota 55404 Phone : 612-341-3358 Url : www.aioic.org Email : donc@aioic.org Fax : 1-612-341-3766 Don Clark	N	0
3	American Women in Radio & TV A Lotz 3415 University Ave Minneapolis, Minnesota Email : alotz@awrt.org - -	N	0
4	Asian American Journalists Minnesota 425 Portland Ave. S. Minneapolis, Minnesota 55488 Email : aajamn@gmail.com Career Services	N	0
5	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	1
6	Carver County Workforce Center 602 East Fourth Street Chaska, Minnesota 55318 Phone : 952-361-1711 Email : mrudloff@co.carver.mn.us Fax : 1-952-361-1636 Mary Rudloff	N	0

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7	Cedar Valley Services 2111 4th Street NW Austin, Minnesota 55912 Phone : 507-433-2303 Url : www.cedarvalleyservices.org Fax : 1-507-433-8880 Jim Mueller	N	0
8	Central MN Jobs & Training Services 106 Pine Street Monticello, Minnesota 55362 Phone : 763-271-3715 Url : www.mnworkforcecenter.org Email : bchaffee@ngwmail.mn.state.us Fax : 1-763-271-3701 Barb Chaffee	N	0
9	Centro Cultural Chicano 1915 Chicago Avenue Minneapolis, Minnesota 55404 Email : infocenter@centromn.org --	N	0
10	Chicanos Latinos University 220 South Robert Street #103 St. Paul , Minnesota 55101 Email : armij001@umn.edu Cindy -	N	0
11	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
12	Concordia College 275 N. Syndicate Street St. Paul, Minnesota 55404 Email : careerservices@csp.edu Career Services	N	0
13	Council on Black Minnesotans 2233 University Ave. #426 St. Paul, Minnesota 55114 Email : cobm@state.mn.us Career Services	N	0

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14	Dakota County Technical College 1300 145th St. E Rosemount, Minnesota 55068 Email : cel@dctc.edu Career Services	N	0
15	Employee Referral	N	2
16	Equality - Pathways to Potential 5535 Lake Sarah Heights Drive Loretto, Minnesota 55357 Phone : 763-479-3014 Url : Coming Soon Email : greghani@juno.com Greg Hani	N	0
17	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
18	Hamline University 1536 Hewitt Ave. MS-B1802 St. Paul, Minnesota 55104 Email : tmiddendorf@hamline.edu Career Services	N	0
19	Hennepin Technical College 9200 Flying Cloud Drive Eden Prairie, Minnesota 55347 Email : jobs@hennepintech.edu Career Services	N	0
20	HIRED 1200 Plymouth Ave N Minneapolis, Minnesota 55411 Phone : 612.529.3342 Email : job@HIRED.org Fax : 1-612-529-7131 Lori Anderson	N	0
21	Indeed.com - Not Directly Contacted by SEU	N	3

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22	Inroads Minneapolis/St. Paul 1600 University Ave West St. Paul, Minnesota 55104-3839 Phone : 951-644-4406 Email : info@inroads.org Collin Melvin	N	0
23	Internal Candidate	N	2
24	Inver Hills Community College 2500 Es. 80th Inver Grove Heights, Minnesota 55076 Email : infogeneral@inverhills.edu Career Postings	N	0
25	JuJu.com juju.com New York, New York juju.com Job Search Engine Manual Posting	N	0
26	KARE 11 Internal Candidates Minnesota Career Service Manual Posting	N	0
27	Life-Work Planning Center 201 North Broad Street, Suite 100 Union Square Business Center Mankato, Minnesota 56001 Phone : 507-345-1577 Url : www.lwpc.org Fax : 1-507-345-1469 Susan McNamara	N	0
28	Linked In	N	6
29	Media Line P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	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
30	Minneapolis Urban League 2100 Plymouth Ave Minneapolis, Minnesota Phone : 612-302-3157 Email : rpargo@mul.org Fax : 1-612-521-8513 Roosevelt Pargo	N	0
31	Minnesota Broadcasters Association 3033 Excelsior Blvd #301 Mpls, Minnesota 55416 Phone : 612-926-8123 Url : www.minnesotabroadcasters.com/careers Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda Lasere	N	0
32	Minnesota Women's Consortium 550 Rice Street St. Paul, Minnesota 55103 Email : info@mnwomen.org Career Services	N	0
33	Minnesota WorkForce Center 205 2nd Ave NW, Suite B Roseau, Minnesota 56751 Phone : 218-463-2233 Email : Bonny.Stechmann@state.mn.us Fax : 1-218-463-1316 Bonny Stechman	N	0
34	Minnesota Workforce Center 1606 W. Third St. Red Wing, Minnesota 55066 Phone : 651-385-6480 Url : www.mnwfc.org Email : Vicky.Koehn@state.mn.us Fax : 1-651-385-6484 Vicky Koehn	N	0
35	Minnesota Works 300 11th Ave. NW Rochester, Minnesota 66901 Phone : 507-285-7318 Url : www.minnesotaworks.net Email : victoria.tiff@state.mn.us Victoria Tiff	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
36	MN Indian Resource Center 2300 15th Ave. S. Minneapolis, Minnesota 55404 Email : skincade@miwrc.org Career Services	N	0
37	MN Workforce Center- St. Cloud 3333 West Division St. Midtown Square Mall, Suite 212 St. Cloud, Minnesota 56303 Phone : 320-202-6435 Email : michael.eisenstadt@state.mn.us Fax : 1-320-654-5173 Mike Eisenstadt	N	0
38	NAACP Sabathani Community Center 310 E 38th Street, Room 138 Minneapolis, Minnesota 55409 Email : naacp@apollo3.com Roger Clark	N	0
39	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
40	National Hispanic Media Coalition 55 S. Grand Ave. Pasadena, California 91105 Email : info@nhmc.org Career Services	N	0
41	Normandale Community College 9700 France Ave. South Bloomington, Minnesota 55431 Email : nccjoblist@normandale.edu Career Services	N	0
42	Occupational Development Center, Inc. Highway 32 South Box 730 Thief River Falls, Minnesota 56701 Phone : 218-681-4949 Email : plavalier@odcmn.com Fax : 1-218-681-7635 Peter Lavalier	N	0
43	Other Source	N	1

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44	Rasmussen College 3500 Federal Drive Eagan, Minnesota 55016 Email : tinat@rasmussen.edu Career Services	N	0
45	Society of Professional Journalists 3909 N. Meridian St. Indianapolis, Indiana 46208 Email : tcarlier@spj.org Career Services	N	0
46	Southwest MN Workforce Center 129 W. Nicols Montevideo, Minnesota 56265 Phone : 320-269-5561 Url : www.mnwfc.org Fax : 1-320-269-5696 Juanita Lauritsen	N	0
47	St. Cloud Technical College 1500 Cooper Ave. S. St. Cloud, Minnesota 56303 Email : jbauer@sctcc.edu Career Services	N	0
48	St. John's University Career Services Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Email : jclarkson@csbsju.edu Heidi Harlander	N	0
49	St. Olaf 1520 St. Olaf Ave. Northfield, Minnesota 55057 Email : cahoon@stolaf.edu Career Services	N	0
50	State Services for the Blind 2200 University Ave. W. #240 St. Paul, Minnesota 55114 Phone : 651.642.0363 Url : http://www.mnssb.org Email : pam.gowan@state.mn.us Fax : 1-651-649-5927 Pam Gowan Job Placement Specialist	N	0

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51	Summit Academy OIC 935 Olson Memorial Highway Minneapolis, Minnesota 55405 Email : info@saoic.org Career Services	N	0
52	TEGNA.com 7590 Jones Branch Drive McLean, Virginia HR HR Manual Posting	N	45
53	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
54	University of Minnesota 200 Donhowe Buliding 319 15th Ave. SE Minneapolis, Minnesota 55455 Email : mlkdesk@umn.edu Career Services	N	0
55	University of Minnesota Department of Chicano & Latino Studies 19 Scott Hall 72 Pleasant Street SE Minneapolis, Minnesota 55455 Email : chicstud@umn.edu Career Services	N	0
56	University of Minnesota, School of Journalism 111 Murphy Hall, 206 Church St SE Mpls, Minnesota 55455-0418 Phone : 612-625-0120 Email : sjmcugs@umn.edu Career Service	N	0
57	University of St. Thomas 2115 Summit Ave St. Paul, Minnesota 55105 Email : webmaster@stthomas.edu Career Services	N	0

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58	University of St. Thomas, Counseling & Career Services 2115 Summit Avenue #5020 St Paul, Minnesota 55105-1096 Phone : 651-962-6767 Email : pnlee@stthomas.edu Pa Nhia Lee	N	0
59	University of Wisconsin - La Crosse 1725 State Street La Crosse, Wisconsin 54601 Email : kbald@uwlax.edu Career Services	N	0
60	Upper Midwest American Indian Center 1035 W. Broadway Minneapolis, Minnesota 55411 Email : user@umaicmn.org Career Services	N	0
61	US Department of Veterans Affairs VA Regional Office BHW Federal Bldg 1 Federal Drive Fort Snelling, Minnesota 55111-4050 Phone : 612.970.5452 Fax : 1-612-970-5455 Candy Kriska	N	0
62	Wayne State University - Journalism Institute for Media Diversity 42 W. Warren Ave. Detroit, Michigan 48202 Email : anails@wayne.edu Career Services	N	0
63	www.kare11.com Minnesota Url : www.kare11.com Career Service Manual Posting	N	0
64	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:			60

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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	11/21/2019	Participation in events or programs sponsored by educational institutions	Cause Marketing Coordinator led a station tour for 32 high school students from Minnetonka High School's Vantage Digital Journalist club. Discussed the production of a newscast and careers in journalism.	1	Cause Marketing Coordinator
2	12/1/2019	Establishment of an intern program designed to assist members of the community	Anchor mentored three students throughout 2020 allowing career discussions as well as job shadowing. There were two high school students and one college student.	1	Anchor
3	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	Marketing Director
4	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.	1	Digital Director

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5	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, TENGGA launched in the 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.	185	All Employees
6	1/16/2020	Participation in events or programs sponsored by educational institutions	Worked with the University of Minnesota Twin Cities including the U of M's top faculty and researchers as well as some graduate students. Multiskilled journalist listened to story pitches and provided feedback on delivery and communication. This was the U's third Speaking Science conference and the breakout session was called Interacting with Media.	1	Multiskilled Journalist
7	2/4/2020	Participation in events or programs sponsored by educational institutions	Anchor spoke to journalist students at the University of Minnesota about a career in journalism. He spoke about his career track, the inner workings of a TV station, and the evolution of the broadcast industry during his 20-year career.	1	Anchor

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8	2/18/2020	Establishment of training programs for station personnel	Sales Inside Out Training - This is part of TEGNA onboarding 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	Account Executive
9	2/20/2020	Participation in events or programs sponsored by educational institutions	Cause Marketing Coordinator led a station tour for 12 students from Little Falls Community High School Broadcast Media class discussing the production of a newscast and careers in journalism.	1	Cause Marketing Coordinator
10	3/10/2020	Participation in events or programs sponsored by educational institutions	Cause Marketing Coordinator led a station tour for 31 students from Becker High School Student Technology Advisory Council discussing the production of a newscast and careers in journalism.	1	Cause Marketing Coordinator
11	4/16/2020	Participation in events or programs sponsored by educational institutions	Multiskilled Journalist spoke with students from the University of Minnesota who were enrolled in "Intro to Multimedia Storytelling and Production" about my career and offered tips on writing scripts to match video. This class was led by Regina McCombs, senior fellow for visual communication/photojournalism.	1	Multiskilled Journalist
12	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.	1	Digital Director
13	7/28/2020	Establishment of training programs for station personnel	Meteorologist attended a three-day virtual training conference on the new bells and whistles for our weather graphics. He learned how to operate new features as well as what's coming in the future for the company. The event was run by the company that supplies our weather graphics, The Weather Company.	1	Meteorologists

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
14	8/5/2020	Establishment of training programs for station personnel	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	Multiskilled Journalist
15	8/7/2020	Participation in events sponsored by community groups	Anchor spoke at the NPPA Advanced storytelling workshop about being a multi-media journalist.	1	Anchor
16	8/15/2020	Participation in events sponsored by community groups	Anchor participated in Canvass Health Stamp Out Suicide event as a keynote speaker. During the event, discussed opportunities within the broadcast industry.	1	Anchor
17	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.	1	Digital Director
18	9/19/2020	Participation in events sponsored by community groups	Anchor spoke at the NPPA Women in Visual Journalism (virtual) conference about being a multi-media journalist.	1	Anchor
19	9/21/2020	Establishment of training programs for station personnel	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	Digital Managing Editor

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20	10/1/2020	Establishment of a mentoring program	Multiskilled Journalist is mentoring a student through the Youth Performance Company. The student is in high school and is being mentored on how to structure a news report for a local theater that is transitioning to film. Assisting this student to better understand the broadcast and media industry.	1	Multiskilled Journalist
21	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 on these very important topics:</p> <ul style="list-style-type: none"> • “Sexual Harassment: A Matter of Respect” training that reviews our long-standing policies and values surrounding harassment and discrimination. • “Responsible Use of Social Media” training that covers using social media respectfully and protecting sensitive or private company information. <p>In addition, all employees completed a brief 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 Thursday, October 8.</p>	185	All Employees
22	10/8/2020	Participation in events or programs sponsored by educational institutions	Multiskilled journalist spoke to a journalist class at the University of Minnesota about being a journalist. Discussed opportunities in the broadcast industry.	1	Multiskilled Journalist
23	10/9/2020	Participation in events sponsored by community groups	Anchor participated in Minneapolis Crisis Nursery annual fundraising event. Discussed career opportunities in the broadcast industry.	1	Anchor

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24	10/18/2020	Participation in events sponsored by community groups	Anchor was a keynote speaker on mental health for Jewish Family Services. Discussed career opportunities in the broadcast industry.	1	Anchor
25	10/20/2020	Participation in events sponsored by community groups	Digital Director participated in the RTDNA Board Interactive Integrity Training (virtual).	1	Digital Director
26	10/20/2020	Participation in events or programs sponsored by educational institutions	Multiskilled journalist spoke to students at DePaul University journalism class about reporting during civil unrest after George Floyd's death. Also discussed career tracks into the broadcast industry.	1	Multiskilled Journalist
27	10/29/2020	Participation in events or programs sponsored by educational institutions	Digital Managing Editor served as a panelist for Minnesota SPJ's Intern Night Zoom discussion, which offers advice and answers questions from current or prospective interns about working in the broadcast industry and securing opportunities.	1	Digital Managing Editor
28	11/19/2020	Participation in events sponsored by community groups	Anchor was panel moderator for Citizen's League Best Citizen Awards. In side discussions, she discussed her career track into the media industry.	1	Anchor