

**KMSB, KTTU**  
**EEO PUBLIC FILE REPORT**  
**May 20, 2020 - May 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>
Account Executive	1-22	12
National Account Manager	1-11, 13-18, 20-22	17
Account Executive - 9990	6, 17	17

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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	Arizona Broadcasters Association 426 N 44th St Ste 310 Phoenix, Arizona 85008 Phone : 602-252-4833 Url : <a href="http://www.azbroadcasters.org">http://www.azbroadcasters.org</a> Jennifer Latko Manual Posting	N	0
2	Arizona Hispanic Chamber of Commerce 255 E Osborn Rd #201 Phoenix, Arizona 85012 Phone : 602-294-6086 Email : josepho@azhcc.com Fax : 1-602-279-8900 Joseph Ortiz	N	0
3	Arizona State University POB 871312, Student Svc Bldg #329 Tempe, Arizona 85287 Phone : 480-965-5112 Email : careerservices@asu.edu Career Services	N	0
4	Arizona State University of Cronkite Alumni-Walter Cronkite School of Jour. & Mass Comm. Stauffer Hall A 231 PO Box 871305 Tempe, Arizona 85287 Phone : 480-965-5011 Email : mike.wong@asu.edu Fax : 1-480-965-7041 Mike Wong	N	0
5	Arizona@Work 2797 E Ajo Way Tucson, Arizona 85713 Phone : 520-243-6700 Rosemary Cora-Cruz Manual Posting	N	0
6	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	0

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7	Chicanos Por La Causa 200 N Stone Ave Tucson, Arizona 85701 Phone : 520-882-0018 Email : gracie.fierro@cplc.org Lola Benitez	N	0
8	Collective Talent 1721 Richardson Pl Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
9	Emma Bowen Foundation for Minority Interests in Media 524 W 57th St New York, New York 10019 Phone : 212-975-2545 Email : sandra.rice@nbcuni.com Sandra Rice	N	0
10	Glassdoor.com 100 Shoreline Hwy Mill Valley, California 94941 Phone : 415-339-9105 Url : <a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a> Career Services Manual Posting	N	0
11	Goodwill Industries of S. Arizona 1940 E Silverlake Tucson, Arizona 85713 Phone : 520-623-5174 Email : llarivee@goodwill-tucson.org Lisa Larivee	N	0
12	Indeed.com - Not Directly Contacted by SEU	N	2
13	JuJu 151 First Ave Ste 19 New York, New York 10003 Phone : 212-537-3898 Url : <a href="https://www.juju.com/">https://www.juju.com/</a> Career Services Manual Posting	N	0

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14	Media Recruiter 9457 S University Blvd #303 Highlands Ranch, Colorado 80126 Phone : 303-400-5150 Email : art@mediarecruiter.com Fax : 1-303-400-5063 Art Scott	N	0
15	NAACP Tucson 2160 N 6th Ave Tucson, Arizona 85705 Phone : 520-622-8277 Email : clarence540@aol.com Clarence Boykins	N	0
16	National Association of Hispanic Journalists 1000 National Press Blvd 529 14th MW Washington, District of Columbia 20045 Phone : 202-662-7168 Email : jobbank@nahj.org Fax : 1-202-662-7144 NAHJ Job Bank	N	0
17	TEGNA Careers Page 7950 Jones Branch Dr McLean, Virginia 22107 Phone : 602-444-1124 Url : <a href="http://www.jobs.net/jobs/tegna/en-us/content/tegna">http://www.jobs.net/jobs/tegna/en-us/content/tegna</a> Teresa Marzolph Manual Posting	N	9
18	Tucson Indian Center 705 N Main Ave Tucson, Arizona 85705 Phone : 520-884-7131 Email : benmcabe@hotmail.com Fax : 1-520-884-0240 Benny McCabe	N	0
19	Tucson Urban League 2305 S Park Ave Tucson, Arizona 85712 Phone : 520-791-9522 Email : dbakerx@csd.pima.gov Fax : 1-520-623-9364 Donna Baker	N	0

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20	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	0
21	University of Arizona 1303 E University Blvd Ste 411 Tucson, Arizona 85721 Phone : 520-621-2588 Eileen McGarry Manual Posting	N	0
22	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>11</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	6/24/2020	Provision of training to personnel of unaffiliated non-profit organizations	Your ABA Presents "From Influence to Impact: Putting More Political Ad Dollars On Your Books". During the hot political season, the ABA provided training to media stations to share best practices and strategies on ways to win clients with increasing political buys.	1	Station Manager
2	8/6/2020	Participation in events or programs sponsored by educational institutions	NAB-Advancing Diversity in Broadcasting. This online training focused on improving diversity in the industry and creating new opportunities for women, people of color, and other underrepresented communities.	1	Station Manager
3	8/19/2020	Establishment of training programs for station personnel	TEGNA Win The Day -Strategies for Sales. This training was designed to assist sellers to develop habits to help them accomplish more on a daily basis by working smarter and not harder.	8	Station Manager Director of Local Sales Account Executive Account Executive
4	9/2/2020	Establishment of training programs for station personnel	Internal Premion and Attribution - This was training to learn and apply TEGNA's newest sales technology, TEGNA Attribution with our OTT platform, Premion. The team learned how it works, how to best apply it to a client, and how to measure success through different data reports	8	Station Manager Director of Local Sales Account Executive Account Executive

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5	9/17/2020	Establishment of training programs for station personnel	TEGNA Attribution Technology and Reporting Review. This training was designed to give sellers a basic understanding of how TEGNA Attribution works with both linear TV and streaming TV. This technology allows us to attribute website visits and walk-in visits to our client's business.	8	Station Manager Director of Local Sales Account Executive Account Executive
6	9/22/2020	Participation in events or programs sponsored by educational institutions	Marana Chamber Meeting Business Mixer designed for business leaders to connect, network, and build partnerships throughout the community.  The station manager linked with non-profits as a source to recruit potential talent in the area.	1	Station Manager
7	9/23/2020	Establishment of training programs for station personnel	TEGNA Enterprise Tips & Tricks to Help Prepare You to Close Q4 Strong and Plan to Exceed Your 2021 Enterprise Goal!	8	Station Manager Director of Local Sales Account Executive Account Executive

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8	10/14/2020	Participation in events or programs sponsored by educational institutions	<p>AAF Tucson Annual Board Meeting- American Advertising Federation Tucson (AAF Tucson) serves as a collaborative hub for a full spectrum of industry experts. We bring together today's leaders and tomorrow's rising stars from the fields of advertising, marketing, communications, interactive, and media. Through professional development, networking, and acknowledging the local hotbed of talent, our mission is to promote our industry's importance to the region's economy and culture. Non-Profit Organization.</p> <p>The station manager spoke on the skill set needed to be a seller in the Tucson market, the importance of establishing key community and business relations to assist in getting to the decision-makers to make deals happen.</p>	1	Station Manager
9	10/22/2020	Establishment of training programs for station personnel	TEGNA: Winning Digital Strategies. KMSB held an open dialogue in how to create impactful digital strategies that would transform their success in this space and the key elements needed to define their success,	8	Station Manager Director of Local Sales Account Executive Account Executive
10	10/22/2020	Participation in events or programs sponsored by educational institutions	Arizona Broadcasters Association - Board Meeting - a 501-c(6) non-profit corporation that acts as the official trade association for Arizona's over-the-air radio and TV stations. promote and protect the unique service that comes from Arizona's free, over-the-air broadcasting industry. Train and Grow Future Leaders in the industry. Build relationships across the industry.	1	Station Manager
11	1/21/2021	Establishment of training programs for station personnel	TEGNA: Go To Market Strategy. This training focused on how to craft a thoughtful, actionable go market strategy for clients on the various platforms to best maximize their spending.	8	Station Manager



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12	2/25/2021	Establishment of training programs for station personnel	TEGNA: Feb Sales Learning Session. This internal sales learning was focused on the increase and shift in digital sales and the impact that it's having on revenue growth opportunities across various platforms and clients.	8	Station Manager Local Sales Manager
13	3/10/2021	Establishment of training programs for station personnel	TEGNA: Premion Virtual Sales Summit for A/E's. This was introductory training to our streaming TV sales platform, Premion. This training was designed to give the sellers a working knowledge of Premion and how best to sell it to our clients.	8	Station Manager Local Sales Manager Account Executive Account Executive
14	3/10/2021	Participation in events or programs sponsored by educational institutions	AAF Tucson Annual Board Meeting- American Advertising Federation Tucson (AAF Tucson) serves as a collaborative hub for a full spectrum of industry experts. We bring together today's leaders and tomorrow's rising stars from the fields of advertising, marketing, communications, interactive, and media. Through professional development, networking, and acknowledging the local hotbed of talent, our mission is to promote our industry's importance to the region's economy and culture. Non-Profit Organization.  The station manager spoke on the skill set needed to be a seller in the Tucson market, the importance of establishing key community and business relations to assist in getting to the decision-makers to make deals happen.	1	Station Manager
15	3/24/2021	Participation in events or programs sponsored by educational institutions	Attended virtual Staying on Top of Your Broadcast FCC EEO Obligations training session.	1	Station Manager

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16	4/8/2021	Establishment of training programs for station personnel	TEGNA: Digital Sales Learnings for Account Executives. This training offered tips to assist A/E's master key digital sales skills.	8	Station Manager Local Sales Manager Account Executive Account Executive
17	4/14/2021	Participation in events or programs sponsored by educational institutions	The University of Arizona hosted a virtual Job Fair. KMSB participated to recruit sales talent.	1	Station Manager
18	4/21/2021	Participation in events or programs sponsored by educational institutions	Center for the Future of Arizona: Participated in the 2020 Gallup Survey Findings and what they mean to future employment trends.	1	Station Manager
19	5/3/2021	Participation in events or programs sponsored by educational institutions	Arizona Broadcasters Association - Board Meeting - a 501-c(6) non-profit corporation that acts as the official trade association for Arizona's over-the-air radio and TV stations. promote and protect the unique service that comes from Arizona's free, over-the-air broadcasting industry. Train and Grow Future Leaders in the industry. Build relationships across the industry.	1	Station Manager

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20	5/20/2021	Establishment of training programs for station personnel	<p>"All TEGNA employees completed the Respect &amp; Integrity Employee Training. As part of a culture of professionalism and integrity, each of us 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"> <li>• "Sexual Harassment: A Matter of Respect" training that reviews our long-standing policies and values surrounding harassment and discrimination.</li> <li>• "Responsible Use of Social Media" training that covers using social media respectfully and protecting sensitive or private company information.</li> </ul> <p>In addition, all employees must complete a brief annual Conflicts of Interest survey to disclose any issues that may conflict with TEGNA's interests. "</p>	20	Station Manager Director of Local Sales Account Executive Account Executive