

KPNX, KNAZ
EEO PUBLIC FILE REPORT
May 21, 2020 - May 20, 2021

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
Anchor/Reporter	1-13, 15-24	22
Producer - 9144	1-12, 15-19, 21-24	22
Producer - 9144	1-12, 15-19, 21-24	22
Broadcast Director	1-12, 14-24	22
Broadcast Director	1-12, 14-24	14
Multi-Skilled Journalist	1-12, 15-24	22
Integrated Account Executive	5-6, 11, 22	22
Digital Sales Manager	1-12, 15-20, 22-24	22

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Arizona Hispanic Chamber of Commerce 255 E Osborn Road #201 Phoenix, Arizona Phone : 602-294-6086 Url : http://www.azhcc.com/contact_us.php Email : josepho@azhcc.com Fax : 1-602-279-8900 Joseph Ortiz	N	0
2	Arizona State University POB 871312, Student Services Bldg. #329 Tempe, Arizona Phone : 480-965-5112 Url : http://career.asu.edu Email : careerservices@asu.edu Career Services	N	0
3	Arizona State University Cronkite Alumni - Walter Cronkite School of Journalism and Mass Comm. Stauffer Hall A 231, P.O. Box 871305 Tempe, Arizona Phone : 480.965.5011 Email : mike.wong@asu.edu Mike Wong	N	0
4	Arizona's Broadcasters Association 426 N 44th St Ste 310 Phoenix, Arizona Jennifer Latko Manual Posting	N	0
5	Broadbean Network 200 N LasSalle St STE 1100 Chicago, Illinois Career Services Manual Posting	N	0
6	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

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7	CCNMA: Latino Journalists of California ASU Walter Cronkite School of Journalism 725 Arizona Avenue, Suite 206 Santa Monica, California 90401-1734 Phone : 424-229-9482 Url : www.ccnma.org Email : ccnmainfo@ccnma.org Fax : 1-424-229-9486 Syliva Wells	N	0
8	Chicanos Por La Causa (CPLC) 1112 E. Buckeye Road Phoenix, Arizona Phone : Blanca Nunez Url : blanca.nunez@ctlc.org Email : cplc.staffing@cplc.org Pete Garcia	N	0
9	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
10	Department of Economic Security - North Phoenix Job Service 9801 North 7th Street Phoenix, Arizona Phone : 602-861-0208 Email : lberry@azdes.gov Fax : 1-602-678-1865 Shawn Berry	N	0
11	Glassdoor.com 100 Shoreline Hwy Mill Valley, California Career Services Manual Posting	N	0
12	Governor's Office of Equal Opportunity 1700 W. Washington St #156 Phoenix, Arizona Email : barry.wong@azdoa.gov Fax : 1-602-542-3712 Barry Wong	N	0

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13	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
14	Indeed.com - Not Directly Contacted by SEU	N	1
15	JuJu 151 First Ave Ste 19 New York, New York Career Services Manual Posting	N	0
16	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
17	National Academy of TV Arts & Sciences (NATAS) 1101 E Monte Cristo Phoenix, Arizona Url : www.emmyonline.org Email : emmysuncst@aol.com Fax : 1-623-872-8308 Patti -	N	0
18	National Association for the Advancement of Colored People (NAACP) 1818 S. 16th Street Phoenix, Arizona Phone : 602-252-4064 Email : Tillmannaacp@aol.com Fax : 1-602-252-2954 Oscar Tillman	N	0
19	National Association of Broadcasters (NAB) 1771 N. Street N.W. Washington, District of Columbia 20001 Phone : 202-429-5406 Email : nab@nab.org Fax : 1-202-429-5406 Alex Hitz-Sanchez	N	0

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20	Northern Arizona University Off Campus Employment P.O. Box 5664 Flagstaff, Arizona Phone : 928-523-6046 Url : nau.edu/gatewayconnects Email : sonia.gonzalez@nau.edu Fax : 1-928-523-1117 Sonia Gonzalez	N	0
21	Other Source	N	4
22	TEGNA Careers Page 7950 Jones Branch Dr McLean, Virginia Janae Barker Manual Posting	N	23
23	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
24	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:			28

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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	7/16/2020	Establishment of training programs for station personnel	Leading Through Change for TEGNA Sales Leaders. This Leading Through Change provided insights and tools for managing our business through the crisis. COVID-19 allowed us a versatile framework to stabilize your business, reopen your business, and grow.	4	Director of Sales Local Sales Manager National Account Manager Local Sales 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	Director of Sales
3	8/26/2020	Establishment of training programs for station personnel	Election Training: TEGNA teamed up with the 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.	75	Director of Content Assignment Manager EP Asst Director of Content

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4	9/17/2020	Establishment of training programs for station personnel	<p>"All TEGNA employees completed the Respect & 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"> • "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. 	145	All Employees
5	9/23/2020	Establishment of training programs for station personnel	<p>IMPACT - Sales Leadership System. This was basic training on how to use our Client Management Software, Salesforce. The sellers learn how to input prospects, keep notes, upload attachments, forecast, and how to track their progress.</p>	4	Local Sales Manager Local Sales Manager Digital Sales Manager National Account Manager
6	9/29/2020	Establishment of training programs for station personnel	<p>TEGNA-Think Like an Owner. This training was designed to help the AE's understand the mind of small business owners and how they look at the plan, and budget for marketing.</p>	4	Local Sales Manager Account Executive Account Executive Account Executive

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7	10/22/2020	Establishment of training programs for station personnel	TEGNA: Winning Digital Strategies - Vice President of Digital content provided a digital writing course on important and simple things that digital employees can do to strengthen web articles.	20	Director of Digital Digital Manager Digital Lead Digital Producer
8	1/21/2021	Establishment of training programs for station personnel	Through the TEGNA Foundation grant program, we have developed a community partnership with Diversity Leadership Alliance, an amazing organization doing incredible work focused on equity, inclusion, and belonging. DLA is the premier diversity education organization in Arizona, providing thought-provoking diversity training, leadership guidance, and continued support to help cultivate an inclusive community where each individual is valued and respected.	8	HR Anchor Programming Community Relations
9	2/17/2021	Participation in events sponsored by community groups	12News hosted a Studio tour, viewed the 12@12, meet and greet Tram Mai, anchor.	2	Anchor Community Mgr
10	3/2/2021	Participation in events or programs sponsored by educational institutions	12News anchors participated in Reading to students in support of Reading Across America day.	2	Anchor Traffic Anchor

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11	3/5/2021	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>	145	All Employees
12	3/11/2021	Establishment of training programs for station personnel	TEGNA: Premion Sales Summit. 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	20	Director of Sales Local Sales Manager Account Executive Local Sales Manager
13	3/17/2021	Establishment of training programs for station personnel	Premion 101: OTT Foundations. 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 clients' businesses.	3	Digital Sales Manager Account Executive Account Executive

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14	4/22/2021	Establishment of training programs for station personnel	TEGNA Inclusive Journalism Program. This program is in partnership with Poynter and investment across our stations to help our teams gain knowledge and tools to consistently deliver on our promise to provide inclusive coverage and storytelling for ALL the communities we serve. Our content teams understand the importance of ensuring our reporting is accurate, ethical, and includes proper representation. It is imperative that we consistently deliver on our commitment to inclusive coverage, and this program will enable our teams to meet the needs of our audiences. The goal of this program is to provide a foundation for all TEGNA stations to develop local accountability action plans, with TEGNA's support.	80	Director of Content Asst Director of Content Meteorologist Executive Producer
15	5/6/2021	Establishment of training programs for station personnel	TEGNA Salesforce User Training. This was basic training on how to use our Client Management Software, Salesforce. The sellers learn how to input prospects, keep notes, upload attachments, forecast, and how to track their progress.	3	GM Local Sales Manager Account Executive
16	5/13/2021	Co Sponsoring Job Fair	The Arizona Broadcasters Association in conjunction with ASU held a Virtual Career Fair for Alumni and Graduates.	2	Director of Content HR