

**KSDK**  
**EEO PUBLIC FILE REPORT**  
**September 21, 2016 - September 20, 2017**

**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>
Digital Account Manager	2-4, 6-7, 9-10, 14-16, 18-21, 24-29, 31-35, 37, 39-47, 49-52, 54	43
Digital Account Manager	2-4, 6-7, 9-10, 14-16, 18-21, 24-29, 31-35, 37, 39-47, 49-52, 54	43
Multi-Platform Producer	2-4, 6-7, 9, 14-16, 19-21, 24-29, 31-35, 37, 39-42, 44-47, 49-52, 54	6
Multi Skilled News Anchor	2-4, 6-7, 9-11, 14-16, 19-21, 24-29, 31-35, 37, 39-42, 44-47, 49-52, 54	6
Multi Platform Producer - Assignment Desk Editor	2-7, 9-10, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	10
Multi Platform Producer - Assignment Desk Editor	2-7, 9-10, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	10
Multi-Skilled Meteorologist	1-3, 5-7, 9-10, 12, 14-16, 18-22, 24-35, 37, 39-42, 44-52, 54	12
Mutli-Skilled Journalist	1-3, 5-7, 9-10, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	45
Mutli-Skilled Journalist	1-3, 5-7, 9-10, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	6
Multi-Skilled Meteorologist	1-3, 5-7, 9-10, 12, 14-16, 18-22, 24-35, 37, 39-42, 44-52, 54	12
Key Account Executive	2-3, 5, 7, 9-10, 14-16, 19-37, 39-52, 54	10
Visual Journalist and Storyteller	2-3, 5, 7, 9, 12, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	12
Social Discovery Producer	2-3, 5, 7, 9-10, 14-17, 19-22, 24-35, 37, 39-47, 49-52, 54	43
Investigative Multiskilled Journalist	2-3, 5, 7, 9, 14-17, 19-22, 24-35, 37, 39-47, 49-52, 54	43
Digital Sales Manager	2-3, 5-7, 9-10, 14-16, 19-35, 37, 39-42, 44-47, 49-52, 54	23
Sports Multi-Skilled Journalist	1-3, 5, 7, 9-10, 14-17, 19-22, 24-35, 37, 39-47, 49-54	43
Morning News Director	3, 5, 7-10, 14-16, 19-22, 24-35, 37, 39-47, 49-52, 54	10
IT Service Desk Analyst	2-3, 5, 7, 14-22, 24-37, 39, 41-47, 49-52, 54	36
Digital Marketing Manager	2-3, 5, 7, 10, 12, 14-17, 19-22, 24-35, 37, 39, 41-42, 44-47, 49-52, 54	12
Traffic Coordinator	2-3, 5, 7, 10, 14-17, 19-22, 24-39, 41-47, 49-52, 54	10
Multi-Platform Producer	2-3, 5, 7, 14-17, 19-22, 24-35, 37, 39, 41-47, 49-52, 54	43

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Mutli-Skilled Journalist	1-3, 5, 7, 9-10, 14-17, 19-22, 24-35, 37, 39, 41-47, 49-52, 54	1
Assignment Desk Editor	2-3, 5, 7, 13-22, 24-35, 37, 39, 41-47, 49-52, 54	13

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	6
2	American Federation of Television and Radio Artists 1310 Papin #103 St Louis, Missouri Fax : 1-314-231-8412 Career Service	N	0
3	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
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	Collective Talent 1721 Richardson Place Tampa , Florida 33606 Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
6	Corporate Recruiter	N	9
7	Culver- Stockton College One Chicago Hill Canton, Missouri 63435 Phone : 573-288-6000 Url : <a href="http://www.culver.edu">www.culver.edu</a> Email : <a href="mailto:advancement@culver.edu">advancement@culver.edu</a> Career Placement	N	0
8	E-mail Inquiry	N	1
9	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : <a href="http://www.emmabowenfoundation.com/">http://www.emmabowenfoundation.com/</a> Email : <a href="mailto:ebfoundation@cbs.com">ebfoundation@cbs.com</a> Fax : 1-212-975-5884 Sandra Rice	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
10	Employee Referral	N	23
11	Employment Agency	N	1
12	Former Employee	N	5
13	Former Intern	N	1
14	Glassdoor.com 100 Shoreline Highway Mill Valley , California Phone : Unknown Unknown Unknown Manual Posting	N	0
15	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
16	Harris-Stowe State University 3026 Laclede Ave St Louis, Missouri 63103 Phone : 314-340-3366 Url : www.hssu.edu Email : careerengagement@hssu.edu LaTonia Collins Smith	N	0
17	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : charlie@hispaniclink.org Carlos Ericksen-Mendoza	N	0
18	Indeed.com	N	4
19	International Brotherhood of Electrical Workers Local 4 1610 S. Kingshighway St Louis, Missouri Email : broadcast@ibewlocal4.com Elaine IBEW Local 4	N	0
20	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-789-3951 Email : bgross@jeffco.edu Bob Gross	N	0

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21	juju.com New York New York , New York Phone : Unknown Unknown Unknown Manual Posting	N	0
22	Lindenwood University 209 S. Kingshighway St Charles, Missouri Phone : 636.627.4307 Email : swright@lindenwood.edu Shannon Wright	N	0
23	Linked In	N	2
24	LinkedIn Missouri N/A N/A Manual Posting	N	0
25	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
26	Media-Match 714 North La Brea Los Angeles, California Phone : 323-284-5589 Url : www.media-match.com Email : info@media-match.com Tammy Romaniuk	N	0
27	Missouri Broadcaster's Association 1025 Northeast Drive Jefferson City , Missouri 65109 Phone : :573 636-6692 Url : mbaweb.org Email : tharper@mbaweb.org Terry Harper	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
28	Missouri School of Journalism in Columbia 201 Student Success Center Columbia, Missouri 65201 Phone : 573-882-6801 Email : career@missouri.edu Fax : 1-573-882-5440 Connor Flood	N	0
29	Missouri State University 901 S. National Avenue Springfield, Missouri 65804 Phone : 417-836-6861 Url : http://careercenter.missouristate.edu Email : careercenter@missouristate.edu Fax : 1-417-836-5656 Chalanda Johnson	N	0
30	MO University of Science and Technology 303A Norwood Hall 320 W 12th Street Rolla , Missouri 65409 Phone : 573-341-4951 Url : http://career.mst.edu/index.html Email : mayfieldju@mst.edu Julie Mayfield	N	0
31	N.E. Missouri State University Business Placement Center Violette Hall 112 Kirksville, Missouri 63501 Phone : 660-785-4353 Url : truman.edu Fax : 1-660-785-4366 Jonna Miller	N	0
32	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

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33	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint	N	0
34	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlja.org Career Service	N	0
35	National Television Academy, Mid-America Chapter 1001 Highlands Plaza Dr. W #320 St Louis, Missouri Phone : 314-647-3669 Url : www.emmymid-america.org Email : Maggie@emmymid-america.org Fax : 1-314-512-9653 Maggie Eubanks	N	0
36	Non-Employee Referral	N	4
37	Northwest Missouri State University no listing Maryville, Missouri 64468 Phone : 816-562-1212 Email : career@nwmissouri.edu Northwest Missouri State University Northwest Missouri State University	N	0
38	Other Source	N	1
39	Simply Hired 525 Almanor Ave #100 Sunnyvale, California 94085 Phone : Unknown Unknown Unknown Manual Posting	N	0

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40	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
41	St Louis Community College Meramec 11333 Big Bend Road Room AD249 Kirkwood, Missouri 63122 Phone : 314-539-5000 Email : cdismuke@stlcc.edu C. Dismuke	N	0
42	St. Louis University 3840 Lindell Blvd #110 St Louis, Missouri Phone : 314-997-2828 Url : http://careers.slu.edu/employers.html Email : koskolosbj@slu.edu Barb Koskolos	N	0
43	Station Website	N	23
44	Truman State University Career Center Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Polly Matteson	N	0
45	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holoway	N	7
46	University of Missouri 100 Corporate Lake Dr. Columbia, Missouri 65211 Phone : (573) 882-6898 Email : reiskem@missouri.edu Mathew Reiske	N	0



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47	University of Missouri - St Louis 278 Millennium Student Center One University Blvd St Louis, Missouri 63121 Phone : 314-516-5113 Email : careerservices@umsl.edu Fax : 1-314-516-6535 Tegan Klevorn	N	0
48	Unknown Referral Source	N	3
49	Washington University 1 Brooking Drive St. Louis, Missouri 63130 Phone : 314-935-9005 Email : careers@wustl.edu Fax : 1-314-935-5905 Kelly Cannon	N	0
50	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Email : gorlokjobs@webster.edu Rebecca Spear	N	0
51	Westminster College 501 Westminster Ave. Fulton, Missouri 65251 Phone : 573-592-5381 Email : careersrv@westminster-mo.edu Fax : 1-573-592-5383 Cindy Quick	N	0
52	William Jewel College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : careerdevelopment@william.jewell.edu Fax : 1-816-415-5027 Melissa Bland	N	0
53	Word of Mouth Referral	N	1
54	www.ksdk.com Missouri Career Service Manual Posting	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>91</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	9/22/2016	Participation in events or programs sponsored by educational institutions	On September 22, 2016, the Mizzou School of Journalism hosted KSDK Anchor for a day. The Anchor spoke to a class of intermediate reporting candidates and to a documentary class and discussed options for pursuing a career in journalism.	1	Anchor/MSJ
2	9/26/2016	Establishment of training programs for station personnel	News, Digital and Marketing Directors attended TEGNA HQ Content Summit. Focus was exploring new ways to examine content, increase audience on all platforms, and hiring of diverse talent representative of the viewing community.	3	News Director Marketing Director Digital Director
3	9/29/2016	Establishment of training programs for station personnel	Station Senior Multi-Skilled Journalist (MSJ) conducted technical MSJ training classes on Thursday, September 29. Included writing/shooting/editing skills updates. 2 sessions were held with 11 MSJs in attendance.	10	Multi-Skilled Journalist
4	10/11/2016	Participation in events or programs sponsored by educational institutions	MSJ spoke about journalism careers with students at Whiteside Middle School in Collinsville who are members of an after-school broadcast club.	1	Multi-Skilled Journalist
5	10/20/2016	Participation in events or programs sponsored by educational institutions	Hillsboro R-3 Junior High hosted it's 10th annual career day for 7th and 8th grade students. Students chose 4 speaker seminars to attend. Generally, 30 speakers from various career fields present material. KSDK MSJ spent 30 minutes discussing journalism careers.	1	Multi-Skilled Journalist

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6	10/31/2016	Establishment of training programs for station personnel	TEGNA Workplace Violence and Situational Awareness Training- the company wanted to reaffirm TEGNA's commitment to provide the safest work environment possible for all employees. Training objectives included providing information to help employees recognize the signs of potential violence in the workplace; possible actions to prevent or diffuse risk; and should an event occur, actions that can be taken to optimize a favorable outcome. Time for Q&A was included.	150	all employees
7	11/17/2016	Participation in other activities designed by the station employment unit	Bethalto Community School District tour of the station and various roles. 30 6th graders/4-6 teachers. Toured news room/engineering/business offices.	4	Meteorologist MSJ Broadcast Engineering Supe Executive Assistant
8	11/18/2016	Participation in events or programs sponsored by educational institutions	Meteorologist presented at the 2016 St. Dominic Career Day. Spoke with students about Journalism and Meteorology career path. Focus included: 1) Interest that prompted path of study and career path, 2) necessary education and character traits for success, 3) day to day responsibilities and challenges, and finally 4) Q& A, and advice for students looking to pursue this path.	1	Sports Reporter/Anchor
9	11/20/2016	Participation in other activities designed by the station employment unit	Photographer conducted a tour of the station for a Girl Scout Troop from Troy IL. 9 people attended. Presented on the evolution of tape to digital and of cameras used in news gathering. Anchor talked about the news business and the state of Journalism. Chief Meteorologist gave a presentation on Meteorology and the group participated in a mock weathercast.	3	Photographer Anchor Chief Meteorologist

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10	11/21/2016	Establishment of training programs for station personnel	Local and external legal counsel provided Social Media Training for the station. All employees are required to be aware of the company social media policy and the impact that careless or thoughtless activity on social media can have on station branding, credibility, security, etc. Seminar also covered legal issues/cases that can arise, how to avoid pitfalls and Q&A.	31	various
11	12/2/2016	Establishment of training programs for station personnel	2 Safety sessions conducted by St. Louis County Police Officer, Sgt. Shawn McGuire. Geared specifically towards MSJ roles but important for all field and other employees.	45	multiple
12	12/6/2016	Participation in events or programs sponsored by educational institutions	Meteorologist, spoke to all of the 4th grade classes at Green Tree Elementary School on December 6, 2016 about Meteorology as a career and the science of Meteorology.	1	Meteorologist
13	1/25/2017	Participation in events or programs sponsored by educational institutions	Chaminade's student broadcast network (CSPN) asked Sports Reporter/Anchor, to speak to students about the broadcasting field.	1	Sports Reporter/Anchor
14	1/28/2017	Participation in events or programs sponsored by educational institutions	EP participated in College and Career Day at Whitfield High School (represented Northwestern University and KSDK). Presented to high school kids interested in talking about careers and universities - focus was Media careers. 40 students from around the region participated.	1	Executive Producer
15	2/14/2017	Participation in events or programs sponsored by educational institutions	KSDK Photojournalist has been teaching "Digital Video Editing" as an Adjunct Instructor at St. Charles Community College for over 5 years. Curriculum covers the differences between production and news editing, and explores various software programs.	1	Photojournalist

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16	2/15/2017	Participation in events sponsored by community groups	Social Content Producer was asked to speak at a "Social Media Bootcamp" with the Mathews-Dickey Boys and Girls Club. Content covered included: Social media safety, Facebook and social media as a news platform, implications of careless posting on social media, Facebook algorithms, And Q&A.	1	Social Content Producer
17	2/15/2017	Establishment of a mentoring program	KSDK Sales Account Executive is participating in a TEGNA mentoring program for Sales Account Executives wanting to move into sales leadership roles. Participant has been assigned to the Norfolk, VA market as the mentor station and a KSDK Sales Manager supports development locally.	2	Local Sales Manager Sales Account Executive
18	2/15/2017	Participation in events or programs sponsored by educational institutions	Sales Account Executive participated in the Rawlings Sport Business Management Speed Networking event at Maryville University. The Networking program is an opportunity to coach students about how to succinctly answer questions while telling their story. Participants share an overall assessment of student performance at the end of the event highlighting what they did well and areas in which they can improve. It also allows employers to promote their industry, internships and other job openings.	1	Sales Account Executive
19	2/28/2017	Participation in events or programs sponsored by educational institutions	KSDK Local Sales Manager worked with Southern Illinois University (Carbondale) to provide student mentoring for a TV/Radio class project. The professor had asked for local market information to provide real world experiences. Students in the class reached out to the Manager for feedback on their class projects, and the Manager was scheduled to Skype in during a classroom exercise to evaluate presentations. Ran from 2/28-4/4/2017.	1	Local Sales Manager

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20	3/1/2017	Establishment of training programs for station personnel	TEGNA legal department conducted a performance management seminar for all station people managers which included structure for managing performance and behavior based issues. A review of common issues included: attendance and behavior/conduct problems, ethics violations, performance concerns, and safety violations. The progressive discipline process was covered including the formal warning and performance improvement planning processes.	25	Supervisors
21	3/1/2017	Establishment of training programs for station personnel	All TEGNA employees play a part in ensuring that the workplace is free of discrimination and harassment. As a result, Workplace Violence Prevention and Situational Awareness training was conducted. An online video-based harassment prevention training course was delivered for all non-manager/supervisor employees and face-to-face training conducted by Labor Relations was delivered to all supervisors/managers/executives. The goal was to provide employees with the necessary tools and information to maintain a harassment free workplace.	150	all employees
22	3/13/2017	Participation in other activities designed by the station employment unit	KSDK hosted annual student Public Service Announcement Workshop. 20 students from Gateway STEM and Ladue High Schools (grades 9-12) from Broadcast, Business/Marketing, and Analytics classes participated. Station personnel provided the topic of fake news v real news and the students split into multi-school groups of 4 to create a PSA. They received guidance and were judged by News Director, Marketing Director, Creative Director, Community Service Manager, Anchor, Promotions Producer. On 3/13/2017, groups of 4 presented final work at the station with a winner whose work was to be broadcast on the air.	6	Marketing Director Community Services Manager News Director Creative Director

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23	3/31/2017	Participation in events or programs sponsored by educational institutions	Digital Director was asked to speak on a panel (4/12/2017) about live streaming at the State of Digital Media Marketing Conference. The conference was initiated by the University of Missouri – St. Louis in 2013. Last year, DMMC set attendance records with a remarkable 1,367 marketers and friends.	1	Digital Director
24	4/3/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist participated in a school weather day at Piermont Elementary School in Parkway School District. 75 Students were in attendance.	1	Chief Meteorologist
25	4/26/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist presented Meteorology unit to 106 children in First Grade at Premier Charter School in St. Louis, MO.	1	Chief Meteorologist
26	5/4/2017	Participation in events sponsored by community groups	MSJ participated in the O’Fallon-Shiloh Chamber of Commerce’s 7th annual 8th grade career interest fair on Thursday, May 4th, 8 a.m. – 2:30 p.m. at the Regency Conference Center, O’Fallon, IL. 625 students in attendance. The goal: to expose all the 8th graders in the O’Fallon-Shiloh area to different careers. This fair comes after they’ve picked classes for high school and in the past, students have readdressed the tract they’re taking in high school based on what they found out at this fair. MSJ role: meet about 80 students during the day. Prepare a 3-5 minute presentation about the career you’re representing.	1	Multi-Skilled Journalist
27	6/5/2017	Establishment of an intern program designed to assist members of the community	KSDK actively recruits students attending accredited colleges and universities. The program offers the intern/student active participation in a professional broadcast setting gaining hands on experience that can not be obtained in a classroom setting. Interns are paid and earn credit. They primarily work in news, but may rotate to other departments. The station hosted 4 Summer interns.	3	News Director Assistant News Director Executive Producer

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28	6/15/2017	Establishment of training programs for station personnel	4 employees attended Second Street Summit on June 12 & June 13th in St. Louis, MO. Focus of summit is 2 days of audience engagement and revenue opportunity training and information sharing.	4	Community Relations Manager Digital Sales Manager Digital Marketing Manager Digital Account Strategist
29	6/26/2017	Establishment of a mentoring program	News Director, Digital Director and Creative Services Director attended 2017 Content Summit in VA. Topics include: Know your brand, Know your audience, Product innovation, People Management. 6/26-6/29.	3	News Director Digital Director Creative Services Director
30	8/15/2017	Establishment of training programs for station personnel	Aug. 15, 16, & 17 - Digital Marketing Manager & Social Media Manager attended the Tegna Innovation Summit in McLean to brainstorm ways to innovate local news.	2	Social Media Manager Digital Marketing Manager
31	8/23/2017	Participation in events or programs sponsored by educational institutions	Anchor was invited to speak to Captain Elementary School 5th Graders who were starting a journalism unit. The specific area of interest was understanding what makes a good news story and how 5 On Your Side finds and develops 'making a difference' stories. the Anchor discussed the story development process, the production process, and how journalists work as a team through all of these processes..	1	Anchor