

WTHR-TV/WALV-CD, Indianapolis, Indiana
EEO PUBLIC FILE REPORT
April 1, 2019 - March 31, 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
News Anchor	1, 3, 7, 10-12, 15, 18-20, 24-26, 29, 31, 33	33
National Sales Manager	1, 3, 7, 10-12, 15, 18-20, 22-25, 27, 30, 32-33	32
Assistant News Director	1, 3, 7, 9-12, 15-16, 18-20, 24-25, 29, 33	9
Multimedia Journalist	1, 3, 5, 7, 10-12, 15-16, 18-20, 24-25, 29, 33	33
Digital Desk Editor	1, 3, 7, 10-12, 14-20, 24-26, 29, 33	33
General Assignment Reporter	1, 3, 7, 10-12, 15-16, 18-20, 24-25, 29, 33	33
General Assignment Reporter	1, 3, 7, 10-12, 15-16, 18-20, 24-25, 29, 33	33
Producer	1, 3, 7, 10-12, 14-15, 18-20, 24-25, 33	14
Account Executive	1, 3, 7-8, 10-12, 15, 18-20, 24-25, 32- 33	33
Account Executive	1, 3, 7-8, 10-12, 15, 18-20, 24-25, 32- 33	33
Sunrise Executive Producer	1, 3, 7-8, 10-12, 15, 18-20, 24-25, 33	33
Local Sales Assistant	1, 3, 5, 7-8, 10-12, 15, 18-20, 24-25, 33	8
MultiSkilled Journalist/Photographer - 8467	1, 3, 7-8, 10-12, 15, 18-20, 24-25, 33	8
Director	1, 3, 5, 7, 9-12, 15-16, 18-20, 24-25, 33	33
Producer - 8462	6, 32-33	6
Account Executive - 8517	1-4, 7-8, 10-13, 15, 18-22, 24-25, 34	22
Traffic Coordinator- 9020	1-3, 7, 10-12, 15, 18-20, 24-25, 28-29, 34	28

The Producer – 8462 position was not publicized to sources entitled to receive notifications of job opportunities at WTHR due to changes in the recruitment processes as the Station transitioned to the new owner's processes. This was the sole instance in which the entitled sources were not notified of open positions during the reporting period.

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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	Ball State University - Career Center 2000 W University Lucina Hall 220 Muncie, Indiana 47306 Phone : 765-285-2431 Email : careercenter@bsu.edu Jennifer Randall	Y	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Services Manual Posting	N	0
3	Career Consultants - Oi Partners, Inc. 32 E Washington St Ste 900 Indianapolis, Indiana 46204 Phone : 317-264-4178 Email : pprosser@cciindy.com Patty Prosser	Y	0
4	Corporate Recruiter	N	1
5	Current Employee	N	3
6	Current Intern	N	1
7	DePauw University - Hubbard Center for Student Engagement 408 South Locust St Greencastle, Indiana 46135 Phone : 765-658-4138 Email : erinduffy@depauw.edu Erin Duffy	Y	0
8	Employee Referral	N	5
9	Former Employee	N	2
10	Fort Wayne Urban League, Inc. 2135 S Hanna St Fort Wayne, Indiana 46803 Phone : 260-745-3100 Fax : 1-260-745-0405 Vacant Position	Y	0

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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11	HVAF of Indiana 964 N. Pennsylvania St. Indianapolis, Indiana 46204 Phone : 317-951-0688 Email : aplatt@hvaf.org Alberta Platt	Y	0
12	Illinois Media School - Chicago Campus 455 Eisenhower Lane South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Email : fmuller@beonair.com Francesca Muller	Y	0
13	Indeed.com	N	1
14	Indeed.com - Not Directly Contacted by SEU	N	3
15	Indiana Black Expo 3145 N. Meridian Street Indianapolis, Indiana 46208 Phone : 317-925-2702 Email : ltownsend@indianablackexpo.com Lynna Townsend	Y	0
16	Indiana Broadcasters Association P.O Box 902 Carmel, Indiana 46082 Phone : 317-701-0084 Sam Klemet Manual Posting	N	0
17	Indiana University - The Walter Center for Career Achievement 625 N. Jordan Ave. Bloomington, Indiana 47405 Phone : 812-855-0576 Sarah Bird Manual Posting	N	1
18	Indianapolis Urban League 777 Indiana Ave. Indianapolis, Indiana 46202 Phone : 317-693-7641 Email : ksimmmons@indplsul.org Kimberly Simmons	Y	0

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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19	International Business College 7205 Shadeland Station Ave Indianapolis, Indiana 46256 Phone : 317-813-2346 Email : ddalton@ibcindianapolis.edu Diane Dalton	Y	0
20	IVY Tech - Career Services 50 W Fall Creek Parkway T221 Indianapolis, Indiana 46208 Phone : 317-921-4834 Email : dcarey23@ivytech.edu Drew Carey	Y	0
21	Linked In	N	3
22	LinkedIn 2029 Steirlin Ct Mountain View, California 94043 Job Postings Manual Posting	N	1
23	MediaRecruiter.com Birschbach Recruiting Network DBA Media Recruiter 9457 So. University Blvd., #303 Highlands Ranch, Colorado 80126 Phone : 303-400-5150 Art Scott Manual Posting	N	1
24	Ohio Media School - Columbus Campus 5330 E. Main St. Suite 200 Columbus, Ohio 43213 Phone : 614-230-0461 Email : lwagner@beonair.com Lee Wagner	Y	0
25	Operation: Job Ready Veterans 9130 Otis Avenue Suite A Indianapolis, Indiana 46216 Phone : 855-456-2732 Email : mespinda@jobreadyvets.org Mike Espinda	Y	0
26	Other Source	N	2

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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
27	Spots-n-Dots SND Publishing LLC 1635 Old Highway 41 Ste 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 x 701 Career Services Manual Posting	N	1
28	TEGNA 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 753-854-6000 Url : www.tegna.com Manual Posting Manual Posting	N	1
29	TVJobs P.O. Box 4116 Oceanside, California 92058 Phone : 800-374-0119 Email : admin@tvjobs.com Mark Holloway	N	1
30	TVNewsCheck.com 24 W Lancaster Ave Suite 205 Ardmore, Pennsylvania 19003 Phone : 610-420-6003 Patty Hersh Manual Posting	N	0
31	University of Evansville 1800 Lincoln Ave. Evansville, Indiana 47722 Phone : 812-488-1083 Donna Schmitt Manual Posting	N	0
32	Word of Mouth Referral	N	3
33	WTHR.com Career Site 1000 N Meridian St Indianapolis, Indiana 46204 Phone : 317-655-5613 Cherilyn Stephens Manual Posting	N	24

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	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:			54

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	4/18/2019	Participation in Job Fairs	Hiring managers attended the UIndy Communication Career & Internship Fair on the UIndy Campus. The managers spoke with candidates about internship opportunities and entry level positions in the newsroom.	2	Digital Desk Manager/Internship Coordinator HR Manager
2	5/31/2019	Participation in events or programs sponsored by educational institutions	The Digital Content Director participated in a reverse job fair at Walker Career Center. He spoke with high school students about careers in television, evaluated demo reels and gave interview advice.	1	Digital Content Director
3	7/2/2019	Establishment of training programs for station personnel	Production Assistants were provided training on editing using Edius. They learned AP workflow, Edius Projects, NBCVOD, CORE:News, and basic editing techniques. The training was conducted by the Chief Photographer and was held on July 2nd and July 12th.	5	Production Assistant
4	7/7/2019	Participation in events or programs sponsored by educational institutions	WTHR Staff created a media training workshop for students involved in the MIC Network, a network of high schools dedicated to airing their sporting events. Topics covered during the week long program include: social media/digital, sports, producing, storytelling, and a conversation with news managers.	6	Digital Content Director News Director Social Media Manager Executive Producer
5	7/17/2019	Participation in events or programs sponsored by educational institutions	WTHR Staff served on the Advisory Board of the Pike Career and Stem Center CTE Radio & Television program. They attended meetings, offered input on curriculum, and discussed opportunities for exposing students to employers through job shadowing or field trips, etc.	3	Manager, Technology and Operations Photographer Reporter
6	7/19/2019	Establishment of training programs for station personnel	Members of the Sales team participated in a webinar replay offered by Jim Doyle and Associates. The webinar covered the hot categories and ideas in sales, including health care and auto.	10	Local Sales Manager Account Executive Research Director National Sales Manager

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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7	7/25/2019	Establishment of training programs for station personnel	Digital Sales Manager presented the 10 benefits for clients that opt-in to purchase email marketing as well as best practices and new materials. The training was directed towards sales managers and account executives.	12	Account Executive Director of Sales Research Director
8	8/22/2019	Establishment of training programs for station personnel	Staff from the sales department participated in a training offered by Jim Doyle and Associates titled New Business the Easy Way. The training focused on developing new business for the station and prospecting techniques.	13	Director of Sales Local Sales Manager Digital Sales Manager Account Executive
9	9/1/2019	Establishment of an intern program designed to assist members of the community	WTHR recruited students attending accredited colleges and universities. Our program offers the student/interns active participation in the professional broadcast setting. The intern experiences the live work environment in a way that cannot be obtained in the classroom. These interns earn academic credit for their participation in the program. During the reporting period, WTHR hired and trained a total of 5 interns for a three month assignment.	1	Digital Desk Manager
10	9/12/2019	Establishment of training programs for station personnel	The Director, Digital Content attended the Online News Association's conference in New Orleans, Louisiana from September 12 - 14, 2019. The conference offers workshops and speakers in tracks including audience metrics and development, innovative news storytelling, emerging technology, reporting and verification tools, leadership development and more.	1	Director, Digital Content
11	10/3/2019	Establishment of training programs for station personnel	Members of the Sales department attended a webinar titled Money Call. The information shared by marketing consultants from Jim Doyle and Associates focused on the hot categories and ideas for selling broadcast and digital.	13	Research Director Account Executive Local Sales Manager National Sales Manager

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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12	10/23/2019	Participation in Job Fairs	Managers attended the Indiana Broadcasters Fall Career Fair at the 502 East Event Centre in Carmel, Indiana. The career fair targets students around the state that are pursuing careers in broadcast.	3	News Director Director, Digital Content Digital Desk Director, Intern Coordinator
13	10/24/2019	Establishment of training programs for station personnel	Staff from the Sales Department participated in a training session conducted by Jay Donovan from TEGNA Marketing Solutions (TMS). The training introduced the staff to the TMS group, their services and products related to all things digital.	17	Director of Sales Account Executive Sales Assistant Sales/Marketing Coordinator
14	10/25/2019	Participation in events or programs sponsored by educational institutions	Staff attended the Ball State University News Conference and participated in a panel as well as meeting one on one with students. The audience consisted of Ball State students in their Telecommunications program. An anchor and our manager of technology participated on a panel on "What the Pros Say".	3	Anchor/Reporter Director, Digital Content Manager, Technology & Operations
15	12/11/2019	Establishment of training programs for station personnel	From December 11 - 13, staff attending an 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.	3	News Director Producer Digital Desk Editor

WTHR-TV/WALV-CD, Indianapolis, Indiana

EEO PUBLIC FILE REPORT

April 1, 2019 - March 31, 2020

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16	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, TEGNA launched in 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.	156	Director of Sales Producer Account Executive News Director
17	1/24/2020	Participation in events or programs sponsored by educational institutions	The Digital Content Director spoke to a group of students at Walker Career Center. The presentation focused on the career outlook for media jobs.	1	Director of Digital Content
18	2/12/2020	Establishment of training programs for station personnel	The photojournalists participated in a training on new ENG cameras. A trainer from Sony taught them settings, profiles, menus, switches, etc for the new Sony X400 cameras.	15	Photographer Chief Photographer
19	2/20/2020	Establishment of training programs for station personnel	Members of the Sales team participated in a webinar titled Premion Sales Summit Download. The speakers shared the "low-down" from the recent Sales Summit and shared the new things coming in 2020.	14	Account Executive Local Sales Assistant National Sales Manager Director of Sales

WTHR-TV/WALV-CD, Indianapolis, Indiana**EEO PUBLIC FILE REPORT****April 1, 2019 - March 31, 2020****III. RECRUITMENT INITIATIVES**

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20	2/21/2020	Participation in scholarship programs	The station participated in the Indiana Broadcasters Association EEO/Scholarship Program for 2020. WTHR promoted the scholarship through social media and public service announcements that ran in January and February of 2020. In addition, WTHR contributed \$1,000 towards the scholarship. The Digital Content Director reviewed submissions from students and submitted recommendations to the IBA.	2	Digital Content Director HR Business Partner
21	2/27/2020	Establishment of training programs for station personnel	Members of the Sales team participated in a webinar offered by TVB that shared the results of the 2020 Media Comparison Study which highlights how Americas use both traditional and digital media platforms.	13	Account Executive National Sales Manager Local Sales Assistant Research Director