

**KREM, KSKN**  
**EEO PUBLIC FILE REPORT**  
**September 21, 2019 - September 20, 2020**

**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>
Producer	1-3, 5-6, 8, 10-11, 13-18, 20-23	16
Producer	1-3, 5-6, 8, 10-11, 13-18, 20-23	8
IT Specialist	1-3, 5-7, 10-11, 13-14, 17-18, 20-23	7
Assistant News Director	1-3, 5-6, 10-11, 13-15, 17-18, 20-23	15
Digital Account Manager	1-3, 5-6, 10-11, 13-14, 16-23	16
Newscast Director	1-3, 5-6, 10-11, 13-14, 16-18, 20-23	16
Sales Assistant	1-3, 5-6, 10-14, 16-18, 20-23	16
Strategic Partnerships Account Executive	1-3, 5-6, 10-11, 13-14, 16-18, 20-23	16
Producer	1-3, 5-6, 8-14, 16-18, 20-23	16
10/11PM Anchor/MSJ	1-6, 10-11, 13-15, 17-18, 20-23	15
Multi-Skilled Journalist	1, 3, 5-6, 10-11, 13-14, 16-18, 20-23	16

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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	AARP Foundation -Work Search 222 W. Mission Ave Suite 118 Spokane, Washington 99201 Phone : 509-325-7712 Email : scsreiter@aol.com Fax : 1-509-325-7729 Annie Shaw	N	0
2	American Indian Community Center 801 E. 2nd Ave Suite 10 Spokane, Washington 99202 Phone : 509-535-0880 Url : <a href="http://www.aiccinc.ning.com">http://www.aiccinc.ning.com</a> Fax : 1-509-534-7210 Community Organization	N	0
3	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Online Job Listings Manual Posting	N	0
4	Current Employee	N	1
5	Eastern Washington University - Career Services 114 Showalter Hall Cheney, Washington Phone : 509-359-6365 Url : <a href="https://ewu-scm.symplicity.com/employers">https://ewu-scm.symplicity.com/employers</a> Email : <a href="mailto:careers@ewu.edu">careers@ewu.edu</a> Career Office	N	0
6	Gonzaga University 502 E. Boone Ave MSC2462 Spokane, Washington 99258 Phone : 509-313-4231 Email : <a href="mailto:careercenter@gonzaga.edu">careercenter@gonzaga.edu</a> Mary Ritter Heitkemper	N	0
7	Indeed.com	N	2
8	Indeed.com - Not Directly Contacted by SEU	N	2
9	Internal Transfer/Promotion	N	2
10	Juju <a href="http://juju.com">juju.com</a> New York, New York 10003 Online Job Listings Manual Posting	N	0

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11	LDS Employment Resource Services 200 N. Mullan Suite 220 Spokane, Washington 99206 Phone : 509-928-2534 Email : wel-ec-spokane@ldschurch.org Fax : 1-509-922-3556 Bret Clifton	N	0
12	Linked In	N	2
13	Martin Luther King Jr Family Outreach Center 845 Sherman Street Spokane, Washington 99202 Phone : 509-455-8722 Url : <a href="http://www.mlksokane.org">http://www.mlksokane.org</a> Email : fes@mlksokane.org Fax : 1-509-455-3643 Community Organization	N	0
14	Northeast Community Center 4001 N. Cook Street Spokane, Washington 99207 Phone : 509-487-1603 Email : aburnett.necca@gmail.com Fax : 1-509-489-3849 Amber Burnett	N	0
15	Other Source	N	4
16	TEGNA 7950 Jones Branch Drive McLean, Virginia 22102 Phone : 753-854-6000 Url : <a href="http://www.TEGNA.com">www.TEGNA.com</a> Job Board Manual Posting	N	27
17	TVJobs.com PO Box 4116 Oceanside, California Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark Halloway	N	0

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18	University of Montana - School of Journalism 32 Campus Drive Don Anderson Hall Missoula, Montana 59812 Phone : 406-243-4001 Url : <a href="http://www.jour.umt.edu">http://www.jour.umt.edu</a> Email : <a href="mailto:denise.dowling@mso.umt.edu">denise.dowling@mso.umt.edu</a> Denise Dowling	N	0
19	Washington State Association of Broadcasters 724 Columbia Street NW Suite 310 Olympia, Washington 98501 Phone : 360-705-0774 Url : <a href="http://www.wsab.org">http://www.wsab.org</a> Email : <a href="mailto:wa-broadcasters@earthlink.net">wa-broadcasters@earthlink.net</a> Char Myers	N	0
20	Whitworth University 300 West Hawthorne Road Spokane, Washington 99251 Phone : 509-777-3272 Url : <a href="http://www.whitwork.edu/careerservices">http://www.whitwork.edu/careerservices</a> Email : <a href="mailto:careerservices@whitworth.edu">careerservices@whitworth.edu</a> Andrew Pyrc	N	0
21	WorkSource Spokane Business Solutions 130 S. Arthur Street Spokane, Washington 99202 Phone : 509-532-3136 Url : <a href="http://www.go2worksource.com">http://www.go2worksource.com</a> Email : <a href="mailto:jemiller@esd.wa.gov">jemiller@esd.wa.gov</a> Fax : 1-509-532-3186 Jeff Miller	N	0
22	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
23	YMCA Women's Resource Center 930 Monroe Street Spokane, Washington 99201 Phone : 509-326-1190 Fax : 1-509-326-1597 Community Organization	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>40</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	9/21/2019	Establishment of an intern program designed to assist members of the community	Fall semester Producer internship, Max Torres, diverse college senior at Gonzaga University. His internship at KREM, led to an employment opportunity in the capacity of a part-time producer position.	1	Assistant News Director
2	9/26/2019	Provision of training to personnel of unaffiliated non-profit organizations	WSU class visit/lecture/Q&A with senior journalism students discussing job opportunities at KREM Sept. 26, 2019 (WSU Murrow College instructor Matt Loveless)	1	Sr. Content Recruiter
3	10/2/2019	Establishment of training programs for station personnel	Training session focused on key Takeaways from the ONA conference on Instagram, YouTube, and Explainers	92	All Staff
4	11/19/2019	Establishment of training programs for station personnel	Tease Writing Tuesday - Focusing on how to improve writing, shooting (video) and editing teasers.	92	All Staff
5	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	Anchor/MSJ
6	4/16/2020	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA onboarding training for all new sales leaders. Over the course of two days, topics covered include the art of teaching product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	4	Local Sales Manager Digital Sales Manager Major Account Sales Mgr Sales Operations Manager

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7	8/26/2020	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.	5	MSJ Investigative MSJ Anchor/MSJ Producer
8	9/16/2020	Establishment of training programs for station personnel	<b>Back Byte Challenge</b> 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.	92	All Staff