

WHAS-TV
EEO PUBLIC FILE REPORT
March 21, 2020 - March 22, 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
Producer- 8953	1-4, 6-8, 10-24	20
Producer - 009206	1-9, 11, 13-25	9
Multi-Skilled Journalist-9500	1-8, 11-25	20

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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	American Advertising Federation 130 St. Matthews Avenue Suite 302 Louisville , Kentucky 40207 Phone : 5028952500 Url : http://aaflouisville.org/index.php Email : allison@aaflouisville.org Allison Deely	N	0
2	American Advertising Federation of Louisville 130 St. Matthews Avenue, Suite 302 Louisville, Kentucky 40207 Phone : 5028952500 Url : aaflouisville.org Email : info@aaflouisville.org Eric Gurevich	N	0
3	Ball State University 2000 West University Avenue Muncie, Indiana 47306 Phone : 765-285-1522 Url : http://cms.bsu.edu/ Career Center Career Center Manual Posting	N	0
4	Bellarmino College 2001 Newberg Road Louisville, Kentucky 40205 Phone : 502-272-7242 Url : http://www.bellarmino.edu/ Email : mreal@bellarmine.edu Matt Real	N	0
5	Brown Mackie College 3605 Fern Valley Road Louisville, Kentucky 40219 Phone : 502-810-6113 Url : https://www.brownmackie.edu/locations/louisville Email : eartman@brownmackie.edu Fax : 1-502-962-2791 Liz Artman	N	0
6	Campbellsville University 1 University Drive Campbellsville, Kentucky 42718 Phone : 270-789-5000 Url : http://www.campbellsville.edu/ Email : tmelmore@campbellsville.edu Teresa Elmore	N	0

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7	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
8	Glassdoor.com 100 Shoreline Highway Mill Valley , California Alison Markenson Manual Posting	N	0
9	Indeed.com	N	1
10	Internal Candidate	N	2
11	juju.com New York New York , New York Alison Markenson Manual Posting	N	0
12	Kentucky Career Center 2900 W Broadway Suite 100 Louisville, Kentucky 40211 Phone : 502-574-1173 Url : http://kentuckycareercenter.ky.gov/Home.aspx Email : natasha.cummings@kentuckianaworks.org Natasha Cummings	N	0
13	Kentucky State University 400 East Main St. Frankfort, Kentucky 40601 Phone : 502-597-5948 Url : http://kysu.edu/ Email : annette.bruce@kysu.edu Fax : 1-502-597-6699 Annette Bruce	N	0
14	Louisville Urban League 1535 West Broadway Louisville, Kentucky 40203 Phone : 502-566-3377 Url : http://www.lul.org/home Email : chaley@lul.org Fax : 1-502-561-6835 Colin Haley	N	0

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15	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
16	Ohio Center for Broadcasting 5330 East Main Street Columbus, Ohio 43213 Phone : 614-655-5250 Email : amoore@beonair.com Alvis Moore	N	0
17	Simply Hired 525 Almanor Avenue, 1000 Sunnyvale, California 94085 Phone : 3144445157 Alison Markenson Manual Posting	N	0
18	Spalding University 845 South Third St. Louisville, Kentucky 40203 Phone : 502-873-4162 Url : https://spalding.edu/ Email : careers@spalding.edu Nikki Shedlestsky	N	0
19	Sullivan University 3101 Bardstown Rd Louisville, Kentucky 40205 Phone : 502-413-8600 Url : http://sullivan.edu/ Email : smannino@sullivan.edu Fax : 1-502-458-7467 Sam Mannino	N	0
20	TEGNA Careers Website 8350 Broad St. McLean, Virginia 22102 Phone : 703-873-6600 Url : www.TEGNA.com Job Board Manual Posting	N	2

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21	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
22	University of Louisville 2211 South Brook Street Louisville, Kentucky 40202 Phone : 502-852-7363 Url : http://louisville.edu/ Email : Caroline.houchins@louisville.edu Fax : 1-502-852-7007 Caroline Houchins	N	0
23	WorkOne New Albany 2125 State Street Ste. 16 New Albany, Indiana 47150 Phone : 812-941-6451 Url : http://www.lsi.org Email : jwebb@dwd.in.gov Jim Webb	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
25	www.WHAS11.com Kentucky Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5

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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	4/1/2020	Establishment of training programs for station personnel	Jay Donovan from Local.com holds biweekly sessions to discuss owned and operated digital training. Topics have included: transitioning our digital clients and offering to TEGNA from Tribune, TENGNA Targeted Email, TEGNA Search Marketing, TEGNA's Digital products for Social Ad and Premion.	3	Digital Sales Manager Consumer Insights Strategist Account Executive
2	4/1/2020	Establishment of training programs for station personnel	TEGNA Training Webinar - How does consumer behavior change during a crisis, and how should this change strategy?	5	Consumer Insights Statigist Account Executive Digital Sales Manager Account Executive
3	4/23/2020	Establishment of training programs for station personnel	TVB Webinar: Hot Categories Sales training to inform team of new areas of success during a crisis.	4	Consumer Insights Statigist Account Executive Digital Sales Manager Account Executive
4	4/24/2020	Establishment of training programs for station personnel	Google Trends: Big Data in Local Markets. TEGNA hosted meetings to teach what trends and competitive opportunities exist in your local market. Topics included: opportunities hidden in the data, how to demonstrate the need for a change in strategy in light of the markets current conditions.	1	Account Executive
5	5/13/2020	Establishment of training programs for station personnel	Managing Stress & Social Isolation in Times of Crisis. Becca Mikolashek hosted a training to discuss the signs of stress and social isolation, identify positive ways to cope with stress that works for you and shared resources TEGNA is providing in case you want to leverage them.	2	Account Executive Digital Sales Manager

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6	5/21/2020	Establishment of training programs for station personnel	TVB Webinar: Winning with Home Improvement Sales seminar focusing on needs close to home as consumers spend less on travel this year.	4	Consumer Insights Statelist Digital Sales Manager Account Executive Account Executive
7	7/15/2020	Establishment of training programs for station personnel	Workshop Wednesday. Do you Qualify as an Ally - Why being an ally right now — during a period of reckoning on racial justice and the ongoing pandemic — is more important than ever. How to have courageous conversations with the right words at the right time How to keep bias from finding its way into decision making Why micro-aggressions aren't really so "micro" — and how to stop them How to address the burden of "invisible work" that can harm underrepresented staff Real-world situations in which newsroom allies made a difference for their colleagues — and created better journalism, too	82	News room staff Creative Services staff Department heads
8	7/15/2020	Establishment of training programs for station personnel	"Integrity is a core value at TEGNA. As a media company, we must comply with all laws and take the necessary safeguards to prevent any action or association that may adversely impact our business and the trusted information and services we provide to our communities. Knowing, understanding and abiding by our TEGNA Ethics Policy is fundamental to our ability to serve our communities with the highest of standards. Because it is critical that we hold ourselves to the highest levels of ethics and professionalism, we require all employees to complete "Conflicts of Interest: Protecting Company Interests" training as well as a brief survey on ethics."	120	All Staff

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9	7/22/2020	Establishment of training programs for station personnel	<p>Brendan Keefe must be doing something right. He's won 98 Emmys, a Peabody, DuPont, and 5 National Murrows. He's done it as one of the most creative MMJs I've ever worked with. I've watched how that creativity has evolved in the age of COVID and working from home. He hasn't missed a step.</p> <p>It's why I asked him to be our guest for next week's Workshop Wednesday: "Being Creative while WFH". In spite of his busy schedule, and catching him on vacation, he readily agreed. Maybe he didn't realize IT'S ONLY 30 MINUTES (that's for you, Brendan!). Brendan has a lot of knowledge and a lot to say, so that will be a big challenge for all of us.</p> <p>Come prepared to be inspired. I'll be sure to record the Zoom for anyone unable to make it.</p>	24	News room staff
10	8/1/2020	Establishment of training programs for station personnel	<p>Poynter Race & Ethnicity - In this course, you'll examine your own assumptions about race and ethnicity. You'll learn how to approach this delicate topic with confidence, and you'll explore a framework to help you and your news organization make more thoughtful and informed decisions about word choices. You'll learn how to discuss the issue with awareness, skill, care, thoughtfulness and critical thinking. And you'll reach for more precise ways of describing the way people look.</p>	82	News room staff Creative Services staff Department heads

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11	8/5/2020	Establishment of training programs for station personnel	<p>Can you tell a story in the middle of a riot? Can you find the voices you need? Can you add context in chaos? They are questions David Peterlinz and Daniel Spewak tackled when covering protests in Minneapolis over the death of George Floyd (like this one: https://bit.ly/33bKuta), even as buildings burned: https://bit.ly/33bKuta .</p> <p>When I started searching for this Workshop Wednesday duo, David and Daniel's names came up again and again. I think we can learn from their experience and advice as we head into whatever 2020 holds for us. So, please mark your calendars for this AFTERNOON workshop Wednesday on 8/5.</p>	24	News room staff
12	8/12/2020	Establishment of training programs for station personnel	<p>Why do some stories take off and some fizzle? How can you make sure as many people as possible are impacted by your hard work? Join us August 5th for a Workshop Wednesday lead by Taylor Weiter on how to make sure your local stories have the elements they need to have a big impact across all platforms.</p>	24	News room staff
13	9/16/2020	Establishment of training programs for station personnel	Workshop Wednesday focusing on Audio in the age of COVID.	24	News room staff

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14	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. <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>	120	All Staff Department Heads
15	9/23/2020	Establishment of training programs for station personnel	“How to” reminders on Google Earth & building graphics in Edius. Also, find out where you can get access to my icons and templates.	24	News room staff
16	10/1/2020	Participation in events sponsored by community groups	TVB Annual Conference on 10/1/2020. It was a full day virtual conference discussing the latest going on in the industry. Some of the topics were the future of measurement, wide orbit, matrix, political forecast and automated TV demo/impressions.	4	Account Executive Digital Sales Manager Consumer Insights Strategist Account Executive

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17	10/22/2020	Establishment of training programs for station personnel	TEGNA Webinar: Wining Digital Strategies New training on emerging Digital products to reach targeted consumers.	4	Account Executive Digital Sales Manager Consumer Insights Strategist Account Executive
18	11/11/2020	Establishment of training programs for station personnel	Nick Goldring is going to school us on how to plan, communicate, and execute good-looking, active live shots and look lives. The urgency and interactivity in your on-air presentations help build your brand and carry the pacing of our shows. It's something I've harped on before, and will be setting in 4Q goals for all MMJs and photojournalists. Let's up our game and end 2020 strong!	24	News room staff
19	11/18/2020	Establishment of training programs for station personnel	MMJs and anchors, are you formatting your scripts and lower thirds correctly? Are you SURE? We're holding this during sweeps since you'll all be here: it's mandatory to either attend via zoom or watch and report back within the week. Lots of folks are not following the style guide which causes confusion and increases the opportunity for mistakes. There is an expectation that all MMJs and anchors understand how to format scripts and lower thirds. This is a great chance for Megan to give us one last refresher in 2020. While this is MANDATORY for MMJs and anchors, everyone is welcome to attend and learn how to format scripts.	24	News room staff

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20	12/16/2020	Establishment of training programs for station personnel	<p>The fabulous award-winning journalist and trainer Kathleen Cairns is back! Kathleen is going to work with us on producing active live elements. This includes how to communicate and produce those elements as well as how to actually perform them (it takes a team!). We're also going to touch on WEATHER COVERAGE. Not the meteorology part of it, but the field crew part. How do you plan and successfully execute great weather content?</p> <p>For those of you who were a part of Kathleen's training when she visited our station in 2019, you know how helpful her experience and guidance will be. Please join us for this Workshop Wednesday!</p>	24	News room staff
21	1/13/2021	Establishment of training programs for station personnel	<p>What's in a meter? You hear "Meet the meter", "You missed the meter", and "keep them through the meter". But, when you dig deep, everyone's understanding of when that is and what that means is different.</p> <p>By popular demand, this Workshop Wednesday (lead by Shawn and Lena) will work to answer those questions. We specifically pushed this back to mid-January so we can make sure we fully understand if any ComScore changes impact those meter definitions, and it's fresh on our minds going into Feb. sweeps.</p> <p>While this is aimed at Producers, Anchors, MMJs, and anyone else who wants to better understand the WHY of stacking shows should attend. See you then!</p>	24	News room staff
22	1/21/2021	Establishment of training programs for station personnel	<p>TEGNA Webinar: 2021 Strategies TEGNA staff introduced the 2021 campaign with go to market strategies for the Station staff.</p>	2	Account Executive Digital Sales Manager

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23	1/26/2021	Participation in events or programs sponsored by educational institutions	Alden German, WHAS Meteorologist participated in a zoom video with 8th grade students at Knight Middle School. He spoke to them about examining weather, climate, climate change and the role of Carbon Dioxide in the air. He also spoke to the students about opportunities to start a career in meteorology.	1	Meteorologist
24	1/27/2021	Establishment of training programs for station personnel	<p>The art of storytelling depends a lot on developing STORY STRUCTURE, and Anne Herbst describes herself as a "structure freak". As the Director of Visual Storytelling at KUSA, she has a shelf full of Murrows, Emmys, and NPPA awards... so, she knows what she's doing. Somehow, we've convinced her to give away all of her secrets AND wake up at the crack of dawn Mountain Time.</p> <p>As we dig into story structure, this is a great Workshop Wednesday for EVERYONE to attend. As usual, we will record this session.</p>	24	News room staff
25	2/1/2021	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>	120	All Staff

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26	2/3/2021	Establishment of training programs for station personnel	<p>Near me is a hyper-local element to our app that drives local storytelling and brand loyalty. How does it work? And what does it mean for me as a...(insert every position in the newsroom)?</p> <p>It will be a big push for us in 2021, so Devetta and Courtney will take this Workshop Wednesday to walk us through it.</p>	24	News room staff
27	3/10/2021	Establishment of training programs for station personnel	<p>Still photos can capture powerful moments and elevate your storytelling. They can capture key moments in time you need, and characters you can no longer access. But, HOW you shoot and edit still photos can draw the viewer in or make them tune out. Lucky for us, still photographer extraordinaire and KNPA POY Runner-Up Jake Cannon knows how to make your still photos sing... and he's spilling all of the secrets in this Workshop Wednesday.</p>	24	News room staff
28	3/10/2021	Establishment of training programs for station personnel	<p>TEGNA Webinar: PREMION 2021 Sales Summit TEGNA staff discussed the latest key factors when choosing an OTT partner for your business.</p>	5	Account Executive Digital Sales Manager Consumer Insights Strategist Account Executive