

WTSP
EEO PUBLIC FILE REPORT
September 21, 2018 - September 20, 2019

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
Investigative Producer	1, 3-8, 11-12, 16-18, 21-24, 26-27, 30, 32, 34-38, 40, 42-44	34
Weekday Morning Anchor	1-8, 12, 16-18, 21-24, 26-27, 30, 32, 35-38, 40, 42-44	2
Associate Producer	1, 3-8, 12-13, 16-18, 21-27, 30, 32, 35, 38, 40, 42-44	13
Senior Producer	1, 3-8, 12-13, 15-18, 21-24, 26-28, 30, 32, 35, 37-38, 40-44	13
Digital Sales Specialist	1, 3-8, 12, 16-18, 21, 23-27, 30, 32, 34-35, 38, 40, 42-44	34
Meteorologist	1, 3-8, 12-13, 15-18, 21-24, 26-28, 30, 32, 35-38, 40-44	13
Assignment Desk Editor	1, 3-8, 12, 14, 16-18, 21, 23-24, 26-27, 30, 32, 34-35, 38, 40, 42-44	14
Managing Editor of Digital	1, 3-8, 12, 14, 16-18, 21, 23-24, 26-27, 30, 32, 35, 38, 40, 42-44	14
Multi Skilled Journalist	1, 3-8, 10-12, 16-18, 21, 23-24, 26-27, 30, 32, 34-35, 38, 40, 42-44	10
Account Manager	1, 3-10, 12, 14, 16-18, 20-21, 23-24, 26-27, 30, 32, 34-35, 38, 40, 42-44	14
Investigative Journalist	1, 3-8, 12, 16-18, 21, 23-24, 26-27, 29-30, 35, 38, 40, 42-44	29
Sales Coordinator	1, 3-8, 12, 16-19, 21, 23-24, 26-27, 30, 35, 38, 40, 42-44	19
Nightside Multimedia Anchor/Reporter	1, 3-8, 10, 12, 16-18, 21, 23-24, 26-27, 30, 35, 38, 40, 42-44	10
Multi Skilled Journalist	1-8, 12, 15-18, 21, 23-24, 26-27, 30, 35, 37-38, 40-44	2
Associate Producer	1, 3-8, 11-12, 16-18, 21, 23-24, 26-27, 29-30, 34-35, 38, 40, 42-44	29
Digital Multiskilled Journalist	1, 3-8, 10, 12, 14, 16-18, 21, 23-24, 26-27, 30, 35, 38, 40, 42-44	14
Producer	1, 3-8, 12, 16-18, 21, 23-24, 26-27, 30, 34-35, 38, 40-44	34
Editor	1, 3-8, 12, 16-18, 21, 23-24, 26-27, 30, 34-35, 38, 40, 42-44	34
Associate Producer	1, 3-4, 6-8, 12, 16-18, 21, 23-24, 26-27, 30, 34-35, 38, 40, 42-44	34
Associate Producer	1, 3-8, 11-14, 16-19, 21, 23-24, 26-27, 30, 35, 38, 40, 42-44	13
Sr. Account Executive	1, 3-4, 6-8, 12, 16-18, 21, 23-24, 26-27, 30, 34-35, 38, 40, 42-44	34

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Enterprise Investigative Executive Producer	1, 3-4, 6-8, 12, 16-18, 21, 23-24, 26-27, 30-31, 35, 38, 40, 42-44	31
Co-Host - Great Day Live	1, 3-4, 6-8, 11-12, 16-18, 21, 23-24, 26- 27, 30, 34, 38-40, 42-44	34
Social Media Coordinator	1, 3-8, 10, 12, 15-18, 21-28, 30, 37-38, 40-44	10
Social Media Coordinator	1, 3-8, 10, 12, 15-18, 21-28, 30, 37-38, 40-44	25
Weekend/Evening Meteorologist - 006947	1, 3-8, 12, 16-18, 21, 23-27, 29-30, 38, 40, 42-44	29
Multi-Skilled Journalist	1-8, 12, 14, 16, 18, 21, 23-24, 26-27, 30, 38, 40, 42-44	14
Multi-Skilled Journalist	1-8, 12, 16-18, 21, 23-24, 26-27, 29-30, 38, 40, 42-44	29
Associate Producer	1, 3-8, 12, 16-18, 21, 23-24, 26-27, 30, 34, 38, 40, 42-44	34
Commercial Producer - 007384	1, 3-4, 6-8, 12, 14, 16, 18-19, 21, 23- 24, 26-27, 30, 34, 38, 40, 42-44	14
Editor - 007403	1, 3-8, 12, 16, 18, 21-24, 26-27, 30, 38, 40, 42-44	7
Weekend/Evening Sports MSJ - 007399	1-4, 6-8, 12, 16, 18, 21, 23-24, 26-27, 30, 33, 38, 40, 42-44	33

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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
1	African-American Chamber of Commerce: Central Florida 315 East Robinson Street Ste. 100 Orlando, Florida 32801 Phone : 407.420.4870 Email : info@blackcommerce.org Pamela Martin	N	0
2	Agency Referral	N	9
3	ASU – Dept of Communication P.O. Box 271 Montgomery, Alabama Phone : 334-229-4140 Email : etucker@alasu.edu Ella Tucker	N	0
4	Bay Area Media Network P.O. Box 20261 Tampa, Florida 33622 Phone : 813-555-1212 Url : bayareamedianetwork.org Email : contact@bayareamedianetwork.org Fax : 1-813-740-3228 Job Postings	N	0
5	Cable Television Ad Bureau 830 Third Avenue New York, New York Phone : (212) 508-1220 Email : evelyns@cabletvadbureau.com Evelyn Skurkovich	N	0
6	Call-In/Walk-In/Mail-In Florida Career Service Manual Posting	N	0
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	9

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8	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
9	Corporate Office	N	1
10	Corporate Recruiter	N	6
11	Current Employee	N	5
12	Current staff self-nomination Florida Career Service Manual Posting	N	2
13	E-mail Inquiry	N	9
14	Employee Referral	N	14
15	Florida Southern College Career Center 111 Lake Hollingsworth Drive Lakeland, Florida Phone : 863-680-4390 Email : xcoso@southern.edu Fax : 1-863-680-5121 Xuchitl Coso	N	0
16	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
17	Hillsborough Community College P.O. Box 5096 Tampa, Florida Phone : 813-259-6096 Url : www.collegecentral.com/hillsborough Email : akeaton@hccfl.edu Alisa Keaton	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
18	Hillsborough Community College Career Planning and Placement P.O. Box 30030 Tampa, Florida Phone : 813-253-7275 Url : www.collegecentral.com/hilsborough Email : lragdale@hccfl.edu Fax : 1-813-259-6047 Laurie Ragsdale	N	0
19	Indeed.com	N	6
20	Internal Hire	N	1
21	James A. Haley Veterans' Hospital 10770 North 46th Street Suite A-400 Tampa, Florida 33617 Phone : 813.316.3223 Fax : 1-813-228-2857 Gino Gibbons	N	0
22	Langston University P.O. Box 907 Langston, Oklahoma Phone : 405-466-2009 Email : jawallace@lunet.edu Fax : 1-405-466-2976 James Wallace	N	0
23	Langston University, Tulsa 914 N Greenwood Ave Tulsa, Oklahoma Phone : (405) 466-2231 Email : mjones@langston.edu Mautra Jones	N	0
24	Lincoln University 820 Chesnut Street Jefferson City, Missouri Phone : 573-681-5163 Email : ccsjobs@lincolnu.edu Fax : 1-573-681-5165 Career Counselor	N	0
25	Linked In	N	5

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26	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
27	National Urban League Black Executive Exchange Program 120 Wall Street, 8th floor New York, New York Phone : 212-558-5403 Email : dwest@nul.org Fax : 1-212-558-5497 Dale West	N	0
28	Organization of Chinese Americans 1322 18th Street NW Washington, District of Columbia Phone : 202-223-5500 Email : ssmith@ocanational.org Fax : 1-202-296-0540 Sarah Smith	N	0
29	Other Source	N	6
30	Pinellas County Personnel Department 400 S. Ft. Harrison Avenue, County Annex Bldg., Rm 121 Clearwater, Florida Phone : 727-464-3367 Email : jowens@pinellascounty.org Fax : 1-727-464-3680 James Owens	N	0
31	Previous Employee	N	1
32	Promax International 2029 Century Park East Los Angeles, California 90067 Phone : 310-788-7600 Fax : 1-310-788-7616 Rose Adkins	N	0
33	Recruiter	N	2
34	Station Website	N	28

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35	Texas Southern University - Placement Office 3100 Cleburne Street Houston, Texas Phone : 713-313-7346 Email : roberonan@tsu.edu Fax : 1-713-313-7155 Antoinette Roberson	N	0
36	The Centre for Women 305 S. Hyde Park Tampa, Florida Phone : 813-251-8437 x272 Url : www.centreforwomen.org Email : amthompson@cfwtampa.org Fax : 1-813-259-1415 Alice Thompson	N	0
37	The University Of Tampa - Office of Career Placement 401 W. Kennedy Blvd Tampa, Florida Phone : 813-253-6236 Email : dnapoli@ut.edu Fax : 1-813-258-7271 Donna Napoli	N	0
38	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
39	Walk In/Self-Referral	N	2
40	Worknet Pinellas 2312 Gulf to Bay Blvd Clearwater, Florida Phone : 727-608-2419 Email : pperkins@worknetpinellas.org Fax : 1-727-791-5891 Pam Perkins	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
41	Worknet Pinellas 624 1st Avenue, South St Petersburg, Florida Phone : 727-608-2527 Url : www.worknetpinellas.org Email : hloeun@worknetpinellas.org Fax : 1-727-329-1497 Haley Loeun	N	0
42	WTSP-TV Website Florida Url : tampabays10.com Career Service Manual Posting	N	0
43	WUSF-TV 4202 E. Fowler Avenue, TZB100 Tampa, Florida Phone : 813-974-8700 Url : www.wusf.usf.edu Fax : 1-813-974-5016 Director - TBA -	N	0
44	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			106

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2018	Participation in events or programs sponsored by educational institutions	Director of Content serves on the Advisory Council for the graduate school of journalism at the University of Florida. This is a board that the university picks. It can involve several different things from quick phone calls with students to speaking to a class or social media take overs.	1	Director of Content
2	10/1/2018	Participation in events or programs sponsored by educational institutions	ND sits on UF graduate school of Journalism Advisory Council	1	Dir of Content

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3	10/2/2018	Establishment of training programs for station personnel	<p>WTSP/10News Tampa, FL Q4 2018 Sales & Digital Training</p> <p>Date Training Topic</p> <p>10/2 Direct Heat Training/Refresher</p> <p>10/5 ESA Automotive Webinar</p> <p>10/16 – 10/18 Magid Client Meetings</p> <p>10/19 Mandatory Auto Sales Play Refresh Meeting</p> <p>10/25 Tegna Training – Premion Sales Presentation</p> <p>11/8 Visto Overview with Josh Sherman</p> <p>11/15 CSS – Stephanie Downs – All day offsite training at Top Golf</p> <p>12/6 Wide Orbit Training</p> <p>12/10 ESA Launch & Training with Lynn Edwards Magid Research – Bill Hague</p> <p>12/11-12/14 Magid Client Meetings</p> <p>12/18 Smart Plan Review Meetings AE's with Stephanie Downs – CSS</p>	20	LSM DSM NSM DOS
4	10/17/2018	Participation in Job Fairs	HRBP attended Job/Career fair at UF	1	HRBP

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5	1/7/2019	Establishment of training programs for station personnel	<p>WTSP/10News Tampa, FL Q1 2019 Sales & Digital Training</p> <p>Date Training Topic</p> <p>1/7 News Marketing/Digital Meet Sales Managers</p> <p>1/10 Media Monitors Training (1 of 4)</p> <p>1/15 Media Monitors Training (2 of 4)</p> <p>1/17 Tegna Training Webinar – Connecting with Prospects – Kim Alexandre – CSS</p> <p>1/18 Media Monitors Training (3 of 4)</p> <p>1/22 Media Monitors Training (4 of 4)</p> <p>2/21 Tegna Training Webinar – Premion in 2019 – Jim Wilson, Peter Jones, Justin Gutschmidt, Kim Alexandre</p> <p>3/4 – 3/5 CSS Training – Stephanie Downs</p> <p>3/7 – 3/8 ESA Client Meetings – Lynne Edwards</p> <p>3/21 Tegna Training Webinar</p>	20	LSM DSM NSM AE

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6	2/13/2019	Establishment of training programs for station personnel	<p>From Tampa: LSM & DSM</p> <p>Overview of meetings:</p> <ul style="list-style-type: none"> • A concrete plan for sales leadership and top performers. • A faster path to high-conversion, high-retention clients. • Insights from a dozen+ market-leading entrepreneurs. • Immediately applicable strategies & case histories that create raving fans. • Unmatched retail and biz intel. • ROI-centric media solutions with highly predictive results. 	2	LSM DSM
7	2/25/2019	Establishment of training programs for station personnel	GM/DOS meetings in New Orleans.	1	General Manager

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8	2/27/2019	Participation in events sponsored by community groups	<p>The Kneeland New Media Leaders fellowship brought together 20 diverse news leaders from around the country to tackle a bunch of topics over 3 days. It is a collection of small group meetings, full group meetings, coaching, key notes, assignments and presentations. We discussed the following:</p> <ul style="list-style-type: none"> • Core values and high ethical standards and their role in local journalism • How social media is changing the face of our business. • How processes and systems need to change to meet the challenges of the next decade • Challenges and opportunities in times of change, including leading change and helping others find and maintain focus • Leading Millennials • Cultural Competency and examining our own biases • What your GM needs and expects from you • A good dive into OTT • Creating positive newsrooms with proven systems that work 	1	Director of Content
9	3/7/2019	Participation in Job Fairs	HRBP and Recruiter attended Career Fair by college of communications at UNF.	2	HRBP Digital Recruiter
10	3/19/2019	Participation in events sponsored by community groups	KF spoke to Intro to Social Media marketing. It was online via Zoom. KF, a graduate of the program and on the Advisory Council for it.	1	Dir of Content
11	3/19/2019	Establishment of training programs for station personnel	Corporate meeting for stations going through the Brand Journey.	3	General Manager Director of Content Marketing Dir
12	3/20/2019	Participation in Job Fairs	HRBP and Recruiter attended Career Fair by college of communications at University of Florida.	2	HRBP Digital Recruiter
13	3/25/2019	Establishment of training programs for station personnel	Content Producer Training from Corporate. Three days of sessions including the book Work Happy. Hosted by JC.	25	Producer Sr Producer Sr EP Asst News Dir

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14	3/25/2019	Establishment of training programs for station personnel	VP News conducting content producer training.	8	Digital Producer Digital Producer Digital Producer Digital Producer

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15	4/1/2019	Establishment of training programs for station personnel	<p>WTSP/10News Tampa, FL Q2 2019 Sales & Digital Training</p> <p>Date Training Topic APRIL - 2019 4/3 Media Monitors Training – Rosemarie Keating</p> <p>4/11 – 4/12 ESA/Lynn Edwards – Client Meetings</p> <p>4/15 – 4/17 Tara Midkiff, MASM – Inside Out Manager Training in Seattle, WA</p> <p>4/18 Tegna Training Webinar – Premion Updates, Successes and Q&A</p> <p>4/24 Design: Powerful PowerPoint and Design – TS 4/29 – 5/1 JL, DSM, HR, LSM Inside Out Manager Training in McClean, VA</p> <p>MAY - 2019 5/7 Simplifi Training – Matt Christiansen</p> <p>5/15 Tegna: Attribution Launch Presentation – JD; KT– Tegna; Chaitanya Upadhyay, Alex White, Lou Moses – Alphonso.tv</p> <p>5/16 Tegna Training Webinar – Tegna Sales Training & Portal – CSS</p> <p>5/21 – 5/22 ESA/Lynn Edwards – Client Meetings</p> <p>5/28 E-Mail Training – Dick Plantinga</p> <p>5/28 – 5/30 Christopher Clairmont, DSS – Digital Training – Phoenix, AZ</p>	20	LSM LSM DM NSM

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			<p>WTSP/10News Tampa, FL JUNE – 2019 6/3 App Training for 10News Employees</p> <p>6/4 – 6/5 CSS – Stephanie Downs – Team Meetings/Review; AE Smart Plans</p> <p>6/18 – 6/19 ESA/Lynn Edwards – Client Meetings</p> <p>6/20 Tegna Training Webinar – How to Win More Biz and Client Results with GEO Fencing Q2 2019 Sales & Digital Training</p>		
16	4/1/2019	Participation in events or programs sponsored by educational institutions	Mentoring Comm student at Kentucky Wesleyan College monthly.	1	Dir of Content
17	4/24/2019	Participation in Job Fairs	NB, TEGNA recruiter, attends FAMU School of Journalism and Graphic Communication.	1	Recruiter
18	6/3/2019	Establishment of training programs for station personnel	Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	130	General Manager Dir of Content Dir of Sales Dir of Tech

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19	6/13/2019	Establishment of training programs for station personnel	Attend IRE as part of ongoing skills development in investigative Journalism. Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of Investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops.	3	Invest MSJ Invest MSJ Invest Prod
20	6/17/2019	Establishment of training programs for station personnel	Attend TEGNA content Summit to strategize on digital transformation and collaborate on best practices.	3	Dir of Content Dir of Digital Dir of Marketing
21	6/17/2019	Establishment of training programs for station personnel	Attend TEGNA Producer Academy for training and leadership development for producers.	1	Dir of Digital
22	6/17/2019	Establishment of training programs for station personnel	Attend LDP to gain training and development for higher positions. TEGNA's Leadership Development Program (LDP). This program will be focused on growing the competencies and capabilities necessary to be successful in a Department Head role or broader role in the organization. This program will provide development focused on leading in a fast-paced, innovative and creative work environment that is focused on people, continuous change and results. During the program, you will participate in executive assessments, attend a leadership workshop facilitated by the Center Creative Leadership and be exposed to all aspects of TEGNA's business.	1	Asst News Dir

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23	7/1/2019	Establishment of training programs for station personnel	<p>JULY – 2019</p> <p>7/18 Tegna Training Webinar – Healthcare (non-hospital) category – Matt Ginn; Kim Alexander; Heather Tatarsky; Jill Cain; Brad Bradner</p> <p>7/24 Tegna Town Hall Meeting</p> <p>AUGUST – 2019</p> <p>8/15 Tegna Training Webinar – Exciting Revenue Opportunities in Q4 – Best Digital Product Solutions - Chris Fehrmann; Jay Donovan; Kim Alexander</p> <p>8/22 Media Sales Training</p> <p>8/22 ESA/Lynn Edwards – Client Meetings</p> <p>8/23 ESA/Lynn Edwards – Client Meetings</p>	20	Dir of Sales LSM DirofDig NAM
24	7/5/2019	Establishment of an intern program designed to assist members of the community	<p>LR, news intern</p> <p>TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well.</p>	1	Intern

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
25	7/5/2019	Establishment of an intern program designed to assist members of the community	OO, intern in sales. TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well.	1	Intern
26	8/2/2019	Establishment of training programs for station personnel	Ethics and Conflict of Interest Training (protecting corporate assets/information) Training to ensure that employees understand what is a conflict of interest and how to approach scenarios to ensure that we protect company assets and information.	130	General Manager Dir of Content Dir of Sales Dir of Tech
27	8/12/2019	Establishment of training programs for station personnel	TEGNA Innovation Summit –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	Dir of Tech Anchor Digital MSJ
28	8/26/2019	Establishment of training programs for station personnel	Talent Coach here for one week to coach key on-air talent.	9	Anchor Anchor Anchor Anchor

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29	9/12/2019	Establishment of training programs for station personnel	<p>The Online News Association Conference, along with the Online Journalism Awards banquet, has become the premier gathering of highly engaged digital journalists who are shaping the future of media.</p> <p>Record-breaking numbers of journalists travel to ONA's conference each year to learn about new tools, techniques and technologies, to discuss advancements and challenges in the industry, take advantage of the rare opportunity to network face-to-face, and share best practices with peers from all over the map.</p> <p>They also come to soak up the vibrant entrepreneurial spirit that distinguishes ONA conferences. ONA conference attendees are a tech-savvy bunch. They include producers, content editors, technologists, programmers, designers and newsroom decision-makers from major media markets, independent websites and leading academic institutions interested in emerging practices in news gathering, software, hardware, content and distribution platforms.</p>	2	Dir of Content Dir of Digital
30	9/16/2019	Establishment of training programs for station personnel	<p>CM is coming to Tampa for a one-day only appearance! Bring your ethics and legal questions for a one-hour training (but really it's a discussion) session with CM.</p> <p>You have THREE options. Monday September 16th, 2019</p> <ul style="list-style-type: none"> • 8am • 12pm • 3pm 	15	MSJ MSJ MSJ MSJ