

WHAS-TV
EEO PUBLIC FILE REPORT
March 21, 2018 - March 20, 2019

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-3, 5-6, 9-11, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	11
Account Executive	1-3, 5-6, 9-11, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Video Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22-26, 28, 30-36	23
Video Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22-26, 28, 30-36	6
Video Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22-26, 28, 30-36	34
President & General Manager, WHAS-TV	6-9, 13-14, 19-22, 24, 29-30	8
President & General Manager, WHAS-TV	6-9, 13-14, 19-22, 24, 29-30	8
Multi Skilled Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Multi Skilled Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Media Operations Specialist	1-3, 5-7, 9-11, 13-16, 19-20, 22, 24-28, 30-33, 35-36	11
Media Operations Specialist	1-3, 5-7, 9-11, 13-16, 19-20, 22, 24-28, 30-33, 35-36	27
Media Operations Specialist	1-3, 5-7, 9-11, 13-16, 19-20, 22, 24-28, 30-33, 35-36	7
Media Operations Specialist	1-3, 5-7, 9-11, 13-16, 19-20, 22, 24-28, 30-33, 35-36	6
Digital Content Producer	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Producer	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Producer	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Producer	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Producer	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Anchor/Multi-Skilled Journalist	1-6, 9-10, 13-16, 19-26, 28-33, 35-36	6
Anchor/Multi-Skilled Journalist	1-6, 9-10, 13-16, 19-26, 28-33, 35-36	23
Broadcast/IT Technician	1-3, 5-6, 9-10, 12-16, 19-22, 24-26, 28, 30-33, 35-36	12
Digital Sales Coordinator	1-3, 5-6, 9-11, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	11

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Meteorologist	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Video Journalist	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6
Account Executive	1-3, 5-6, 9-11, 13-20, 22-26, 28, 30-33, 35-36	6
Great Day Live - Multi-Skilled Host & Contributing	1-3, 5-6, 9-10, 13-16, 19-20, 22, 24-26, 28, 30-33, 35-36	6

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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	Ball State University 2000 West University Avenue Muncie, Indiana 47306 Phone : 765-285-1522 Url : http://cms.bsu.edu/ Email : careercenter@bsu.edu Fax : 1-765-285-3757 Career Center Career Center	N	0
3	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
4	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
5	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	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	26
7	Current Employee	N	4
8	Current Employee - Transfer/Promotion	N	2
9	Glassdoor.com 100 Shoreline Highway Mill Valley , California Alison Markenson Manual Posting	N	0
10	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
11	Indeed.com	N	5
12	Internal Hire	N	1
13	juju.com New York New York , New York Alison Markenson Manual Posting	N	0
14	Kentucky Broadcasters Association 101 Enterprise Dr Frankfort, Kentucky 40601 Phone : 1-502-848-0426 Url : http://www.kba.org/ Email : Karen@kba.org Karen Blackwell Mucci	N	0
15	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	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
17	Linked In	N	6
18	LinkedIn / Word of Mouth	N	2
19	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
20	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
21	NAACP Louisville Branch 1245 Catalpa Ct Louisville, Kentucky 40211 Phone : 502-776-7608 Url : http://lounaACP.org/ Email : rcunnin3@bellsouth.net Raul Cunningham	N	0
22	Ohio Center for Broadcasting 5330 East Main Street Columbus, Ohio 43213 Phone : 614-655-5250 Email : amoore@beonair.com Alvis Moore	N	0
23	Other Source	N	5

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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
24	Simply Hired 525 Almanor Avenue, 1000 Sunnyvale, California 94085 Phone : 3144445157 Alison Markenson Manual Posting	N	0
25	Society of Broadcast Engineers 9102 Meridian Street Suite 150 Indianapolis, Indiana 462260 Phone : 317-846-9000 Url : sbe.org Email : jporay@sbe.org John Poray	N	0
26	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
27	Station Website	N	1
28	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
29	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : http://www.tvb.org/ Email : tiphany@tvb.org Tiphany Jones	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
30	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
31	University of Kentucky 408 Rose Street Lexington, Kentucky 40506 Phone : 859-257-0550 Url : http://www.uky.edu/ Email : hireblue@uky.edu Meghan Pippenger	N	0
32	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
33	Western Kentucky University 1906 College Heights Blvd. #11051 Bowling Green, Kentucky 42101 Phone : 270-745-3095 Url : https://wku-csm.symplicity.com/employers/ Email : employeerelations@wku.edu Fax : 1-270-745-3094 Rachel Jones	N	0
34	Word of Mouth Referral	N	1
35	WorkOne New Albany 2125 State Street Ste. 16 New Albany, Indiana 47150 Phone : 812-941-6451 Url : http://www.1si.org Email : jwebb@dwd.in.gov Jim Webb	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
36	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:			53

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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	5/8/2018	Establishment of training programs for station personnel	Annual Sales summit revolved around topic of leadership and the belief that is the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussions and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
2	5/23/2018	Participation in events or programs sponsored by educational institutions	Hosted station tour for University of Louisville Media Studies class. Offered insight into all of the departments and roles involved in the operation of the station. Also discussed career opportunities in the broadcast and journalist industry.	2	Assistant Director of Creative Services Executive Assistant
3	6/11/2018	Establishment of training programs for station personnel	Labor Relations provides monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best practices are discussed and HR Business Partners then share this topical information with their executive teams.	1	Human Resources Business Partner
4	6/13/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Beargrass Media's media camp. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	1	Investigative Team Researcher
5	6/18/2018	Establishment of training programs for station personnel	News, Digital and Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	3	Director of Digital Media Director of Marketing General Manager

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6	6/19/2018	Establishment of a mentoring program	New Account Executive attended Inside Out training. This training is part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	Account Executive
7	6/20/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Active Day members. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	2	Assistant Director of Creative Services Executive Assistant
8	7/11/2018	Participation in other activities designed by the station employment unit	Hosted Station Tour for Beargrass Media's media camp. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	1	Manager of Technology and Operations
9	7/26/2018	Participation in other activities designed by the station employment unit	Hosted Station tour or Cabbage Patch settlement house's media studies class. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	1	Assistant Director of Creative Services
10	8/14/2018	Establishment of training programs for station personnel	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 are in full swing (i.e., The Loop) came from ideas generated at the innovation Summit.	2	Political Multi-Skilled Journalist Director of Marketing
11	8/18/2018	Participation in events sponsored by community groups	Anchor represented the station at the Kentucky State Fair in the Expo Center. Discussed career opportunities in broadcast and journalist industry.	1	Anchor/Reporter

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12	8/20/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Morning Pointe of Louisville Seniors. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	1	Account Executive
13	9/18/2018	Establishment of training programs for station personnel	New Account Executive attended Inside Out Training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	Account Executive
14	9/20/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Community Work Transition Program. Offered insight into all departments and roles involved in the operations of the station. Also discussed career opportunities in the broadcast and journalist industry.	1	Investigative Team Researcher
15	10/12/2018	Participation in events or programs sponsored by educational institutions	Spoke to 4th and 5th grade students at Breckenridge-Franklin Elementary in Louisville. Discussed career opportunities in the broadcast and journalist industry.	1	Anchor/Reporter
16	10/25/2018	Participation in other activities designed by the station employment unit	Hosted station tour for National College Media Convention students. Offered insight into the newscast production, the activity in the newsroom and discussed careers in the broadcast industry.	1	News Director
17	11/12/2018	Participation in other activities designed by the station employment unit	WHAS11 Hosted station tour for North Hardin High School students. Offered insight into newscast production, the activity within a newsroom and discussed careers in a broadcast industry.	1	Assistant Director Creative Services
18	12/11/2018	Establishment of training programs for station personnel	WHAS11's Digital Sales Manager and two of their Digital Sales Specialists participated in a Google Analytics Analysis training provided by AGI, American Graphics Institute. The Digital Team will now be able to use this program to help their client's digital campaigns.	3	Digital Sales Specialist Digital Sales Specialist Digital Sales Manager

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19	12/11/2018	Establishment of training programs for station personnel	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 are in full swing (i.e., The Loop) came from ideas generated at the innovation Summit.	2	Multi-Skilled Journalist Manager of Visual Storytelling
20	12/12/2018	Participation in other activities designed by the station employment unit	WHAS11 Hosted station tour for Kentucky Youth Center. Shared information about a career in sales in the media and broadcast industry.	1	Account Manager
21	1/1/2019	Participation in other activities designed by the station employment unit	A student from Bellarmine University job shadowed WHAS11's Local Sales Manager for a day at the station. Offered insight about a career in sales in the media and broadcast industry.	1	Local Sales Manager
22	2/21/2019	Participation in Job Fairs	WHAS11 participated in Bellarmine University's Career Fair. The Local Sales Manager, an Executive Producer and a Producer spent 3 hours speaking to students about the media business opportunities at WHAS11 and within TEGNA.	3	Local Sales Manager Executive Producer Producer
23	2/28/2019	Participation in events or programs sponsored by educational institutions	Participated in Reed Across America Day at Goldsmith Elementary in Louisville. Read to students in Kindergarten, 1st, 2nd, 3rd, 4th and 5th grade classes. Discussed career opportunities in the broadcast and journalist industry.	1	Anchor/Reporter
24	3/7/2019	Participation in events sponsored by community groups	Host emceed The Elevate Rising to New Heights- Women's Business Conference which helps women advance in business and life, inspire and elevate together. Account Manager attended as well. Discussed career opportunities in the broadcast and journalist industry.	2	Host Account Manager

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25	3/13/2019	Participation in other activities designed by the station employment unit	Manager of Technology and Operations hosted a station tour for Martha Lane Collins high School. Offered an inside perspective on the production of a newscast, the layout of a newsroom and showed the sets. Discussed opportunities within the broadcast industry.	1	Manager of Technology and Operations