

WZZM
EEO PUBLIC FILE REPORT
May 21, 2016 - May 20, 2017

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
Broadcast IT Engineer	1-8, 10-12, 14-17, 21-26, 28-36	31
Investigative Multi-Skilled Journalist	1-17, 19, 21-26, 28, 30-36	9
Creative Multi-Media Producer	1-8, 10-12, 14-18, 21-26, 28, 30, 32-36	18
Multi-Skilled Journalist	1-8, 10-17, 21-28, 30-36	32
Multi-Skilled Journalist	1-8, 10-17, 21-28, 30-36	36
Multi-Skilled Journalist	1-8, 10-17, 21-28, 30-36	13
Multi-Skilled Photojournalist	1-8, 10-17, 21-26, 28, 30, 32-36	13
Creative Director - WZZM	2-8, 10-18, 21-26, 28, 30-36	13
Multi-Platform Producer - WZZM	2-8, 10-18, 21-28, 30-36	27
Multi-Platform Producer - WZZM	2-8, 10-18, 21-28, 30-36	13
Multi-Platform Producer - WZZM	2-8, 10-18, 21-28, 30-36	31
Project Coordinator - WZZM	2-8, 10-17, 21-26, 28, 30, 32-36	13
Project Coordinator - WZZM	2-8, 10-17, 21-26, 28, 30, 32-36	13
Sales Account Executive - WZZM	2-8, 10-12, 14-18, 21-26, 28, 30, 32-36	36
Executive Sales Assistant - WZZM	2-8, 10-12, 14-18, 21-26, 28, 30-36	18
Multimedia Technician - PT - WZZM	2-8, 10-12, 14-18, 21-26, 28, 30, 32-36	18
Research Analyst - WZZM	2-8, 10-12, 14-17, 21-26, 28, 30-36	31
Account Manager - WZZM	2-8, 10-18, 21-26, 28, 30, 32-36	18
Account Manager - WZZM	2-8, 10-18, 21-26, 28, 30, 32-36	13
Sales Account Executive - WZZM	2-8, 10-12, 14-18, 20, 22-24, 28, 31-36	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	Aquinas College 1607 Robinson Road, SE Grand Rapids, Michigan 49506 Phone : 616-331-6708 Url : www.aquinas.edu Email : farleytr@gvsu.edu Fax : 1-616-331-6406 Troy Farley	N	0
2	Asian American Journalist Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : www.aaja.org Email : national@aaja.org Fax : 1-415-346-6343 Kathy Chow	N	0
3	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Url : www.Baker.edu Fax : 1-231-777-6501 Margie Broton	N	0
4	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : www.Calvin.edu Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
5	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	5

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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	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : http://www.careers.cmich.edu/ Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0
7	City of GR Equal Opportunity Dept 300 Monroe NW Room 840 Grand Rapids, Michigan Phone : (616) 456-3027 Url : http://www.grand-rapids.mi.us/133 Fax : 1-616-456-3199 Ingrid Scott – Weekly	N	0
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 Recruiter	N	1
10	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : http://www.davenport.edu/career-services Email : grandrapids.cs@davenport.edu Director of Placement	N	0
11	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Url : http://career.emich.edu/ Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	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
12	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
13	Employee Referral	N	10
14	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	2
15	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
16	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Url : http://www.gvsu.edu/careerresources/ Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	0
17	Hope College 100 E. 8th Street Suite 210 Holland, Michigan 49423 Phone : 616-395-7811 Email : davis@hope.edu Fax : 1-616-395-7169 Carla Davis	N	0
18	Indeed.com - Not Directly Contacted by SEU	N	13
19	Job posting on internet	N	1
20	Linked In	N	11

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21	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
22	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Url : www.michworks.org Fax : 1-517-371-1140 Career Service	N	0
23	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Url : www.michmab.com Email : jobbank@michmab.com Career Service	N	0
24	Michigan Dept. of Career Dev., MDCD/Project MOVE 201 N. Washington Square 5th Floor Lansing , Michigan Phone : 517-241-1189 Email : mckayr1@michigan.gov Fax : 1-517-241-8217 Ralph McKay	N	0
25	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
26	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	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
27	Non-Employee Referral	N	2
28	Promax BDA 5700 Wilshire Blvd, Suite 275 Los Angeles, California Phone : 310-788-7600 Url : www.promax.tv.com Email : carla@promaxbda.org Fax : 1-310-788-7616 Carla Calavitta	N	0
29	Simply HIred simplyhired.com Sunnyvale, California simplyhired.com URL Manual Posting	N	0
30	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
31	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	16
32	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	1
33	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Url : www.careercenter.umich.edu Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	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
34	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
35	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Url : http://www.grwrc.org/ Email : info@grwrc.org Fax : 1-616-458-9933 Dantzler Brunswick	N	0
36	WZZM13.com 645 – 3 Mile Rd. NW Grand Rapids, Michigan Url : www.WZZM13.com Career Service Manual Posting	N	3
TOTAL INTERVIEWS OVER REPORTING PERIOD:			65

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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	5/24/2016	Participation in events or programs sponsored by educational institutions	Muskegon Heights Academy H.S. - School presentation about broadcast production, directing and hands-on switcher training. 10 students.	1	Tech Ops Mgr
2	6/15/2016	Establishment of training programs for station personnel	One employee attended the IRE Conference in New Orleans. IRE is a national conferences packed with panels, workshops and roundtables covering the latest developments in the field of investigative and data journalism.	1	Multi-Media Journalist
3	6/24/2016	Establishment of training programs for station personnel	New manager took day long class in Excelling as a Manager or Supervisor from an outside provider.	1	Tech Ops Mgr
4	7/6/2016	Establishment of training programs for station personnel	All sales staff attended three days of TEGNA Sales Transformation Meetings. The purpose of these sessions was to enlighten sales staff on the new sales initiatives TEGNA will be furthering and a different style of selling the Company's products and platforms.	15	All Sales Staff

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	7/27/2016	Participation in other activities designed by the station employment unit	<p>During the reporting period, WZZM staff provided student and community groups with tours that included information about working with the media, the broadcast industry, journalism and their jobs. Group sizes ranged from 5-50. Dates in 2016 reporting period and groups were as follows:</p> <p>Dec 7, 2016 – Home school children. 10 students. 8-13 years old.</p> <p>Nov 2, 2016 - Western Michigan Christian School. 16 students. 8th graders.</p> <p>Oct 26, 2016 - Lamont Christian School. 14 students. 3rd & 4th graders.</p> <p>Oct 19, 2016 - Western Michigan Christian School. 16 students. 8th graders.</p> <p>Oct 19, 2016 - Cornerstone University. 20 students. 18-20 years old.</p> <p>Sept 28, 2016: MOKA, Young Adults, 6-8 students</p> <p>August 3, 2016: B to B Free Bed, 11 & 12 graders, 12 students</p> <p>July 27, 2016: Spring Lake Community Care, 15 - 18 students</p> <p>June 28, 2016 - Explore & Grow Group. 20 students. 8-12 years old</p> <p>June 21, 2016 - Explore & Grow Group. 20 students. 8-12 years old</p> <p>June 14, 2016 – MOKA. 10 participants. Young adults.</p>	1	News

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	8/1/2016	Establishment of an intern program designed to assist members of the community	WZZM 13 actively recruits students attending accredited colleges and universities. Our program offers the student/intern 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 are primarily news based. During the reporting period we had 2 interns.	1	Executive Producer
7	8/10/2016	Participation in Job Fairs	AAJA Conference - August 10 - 12, 2016. Las Vegas. News Director staffed and interviewed candidates at the company booth during the conference.	1	News Director
8	9/14/2016	Establishment of training programs for station personnel	Two employees attended the ONA Conference in Denver, CO. This conference offered high-quality sessions with expert speakers, innovative, interactive exhibits and hands-on demos with emerging technology over three high-energy days. The educational programming provided inspiring insights into advancements in journalism, practical tips and best practices for common challenges in digital media, and hands-on workshops and training with emerging digital tools.	2	Digital Content Producer Digital Director
9	11/17/2016	Participation in events or programs sponsored by educational institutions	Grand Valley State University panel for School of Communication students about resumes creation, demo reels and the industry.	2	Director of Marketing Operations Supervisor
10	11/17/2016	Provision of training to management	VP Labor Relations conducted 2 hour training session on Harassment in the work place. Prevention and action steps for all managers.	19	All Managers
11	11/18/2016	Provision of training to management	VP Labor Relations conducted 2 hour training session on Discipline and performance improvement plans. Prevention and action steps for all managers.	19	All Managers

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12	12/30/2016	Establishment of an intern program designed to assist members of the community	Two employees utilized TEGNA's Tuition Reimbursement in 2016 to further their education for the betterment of themselves and the station.	2	Anchor/Reporter Digital Content Producer
13	1/1/2017	Participation in events or programs sponsored by educational institutions	<p>During the reporting period, WZZM staff provided student and community groups with tours that included information about working with the media, the broadcast industry, journalism and their jobs. Group sizes ranged from 5-50. Dates in 2017 reporting period and groups were as follows:</p> <p>May 17, 2017 Vanguard Academy. 32 6th grade students.</p> <p>April 19, 2017 MOKA. 6-8 participants. Young adults.</p> <p>April 12, 2017: ELS English Language Students, 20 students</p> <p>April 11, 2017 Ferris State University. 14 students. College age.</p> <p>March 31, 2017 Hope College. 11 Students. 18-22 years old.</p> <p>March 1, 2017: Grand Valley Media Class, College, 11 students</p> <p>Feb 22, 2017: Northpoint School, 10 year olds, 20 students</p> <p>Feb 20, 2017: Girl Scouts, 8-12 years old, 6 scouts</p> <p>Feb 15, 2017: MOKA, Young Adults, 8 students</p> <p>Feb 8, 2017: MOKA, Young Adults, 14 students</p> <p>Jan 13, 2017 Selah Home School. 20 students. 7-12 years old.</p> <p>Jan 27, 2017 Northpoint Christian School. 18 students. 10 years old.</p>	1	News

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14	1/8/2017	Establishment of training programs for station personnel	One employee is participating in ongoing Lynda.com Adobe Training each month. This Lynda.com training offers expert-taught Adobe tutorials to help our employee learn Photoshop, Illustrator, After Effects, Dreamweaver, Premiere Pro, and more. He is also learning about the Creative Cloud while exploring the many photography, design, video, and web development applications from Adobe.	1	Producer
15	1/9/2017	Establishment of training programs for station personnel	One employee received five days of drone training in Houston, TX. Drone training is essential, as this new technology offers additional news gathering techniques.	1	VP Media Technology
16	1/22/2017	Establishment of training programs for station personnel	One employee received three days of sales analyst training at a sister station (WKYC) in Cleveland, OH.	1	Research Analyst
17	2/21/2017	Establishment of training programs for station personnel	One employee attended the Skillpath/Highly Effective Team 2-day Leader Conference offering training on how to develop the leader within you, better ways to motivate ... inspire ... succeed, how to speak so others know how to follow, leadership mistakes you don't have to make and more.	1	Digital Director
18	3/1/2017	Establishment of training programs for station personnel	One employee received his SBE Certification in March 2017. The Certification Program is a service of the SBE contributing to the advancement of broadcast engineering for the general benefit of the entire broadcast industry.	1	Broadcast Technician
19	3/1/2017	Establishment of training programs for station personnel	March – May 2017 - Drone Pilot & Visual Observer training. Multiple training sessions. 7 employees attended these sessions.	7	Director of Digital Journalist Broadcast Director Journalist
20	3/6/2017	Participation in events or programs sponsored by educational institutions	Meteorologist gave weather presentations including information on opportunities in Broadcasting during the reporting period. 12/13/2016 Kenowa Hills Central Elementary - Weather and opportunities in broadcasting. 120 students	1	Meteorologist

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21	3/7/2017	Establishment of training programs for station personnel	One employee attended the 2-day 2017 Great Lakes Broadcasting Conference. The Great Lakes Broadcasting Conference & EXPO (GLBC) is the Midwest's premier educational and networking event for radio, television and media professionals. Designed to give you the biggest "bang for your buck", GLBC features a jam-packed day and a half full of national caliber speakers and trainers.	1	Photography Director
22	3/20/2017	Establishment of training programs for station personnel	Workplace Violence Prevention and Situational Awareness training for all station employees and leaders. There were three date options as follows. <ul style="list-style-type: none"> • Monday, March 20 at 1:00 PM (CT) • Tuesday, March 21 at 5:00 PM (CT) • Thursday, March 30 at 9:00 AM (CT) Those that could not make the live training options were provided a link to watch a recorded version.	106	All Employees
23	3/26/2017	Establishment of training programs for station personnel	One employee attended two days of Web Team Training at sister station KUSA.	1	Digital Content Producer
24	4/2/2017	Establishment of training programs for station personnel	Verify content training was delivered to all station employees. Verify is a new way to gather and present information to audiences. All station personnel will participate in the this new style of fact gathering and reporting.	106	All Employees
25	4/12/2017	Participation in events or programs sponsored by educational institutions	Director of Sales presented to the Grand Valley State University on the evolving media industry, which included time spent on preparing for a career in broadcasting.	1	Director of Sales
26	4/18/2017	Establishment of training programs for station personnel	One employee attended a 3-day Corporate Innovation Training seminar at the TEGNA headquarters in McLean, VA.	1	Multi-Media Journalist
27	4/24/2017	Establishment of training programs for station personnel	One of our employees attended the Ace Aviation Instruction Training program to continue his learning and development in the operation drones.	1	VP Media Technology

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28	4/27/2017	Participation in events sponsored by community groups	One of our employees participated in the Partners for a Racism Free Community forum. This took place at an annual conference centered on addressing issues of racial equity through connecting professionals across sectors to topical experts. This year's conference, Facing Inclusion, underscored the importance of approaching the diversified workforce with a critical lens and being mindful of the ways the institutions we have created structurally exclude those that live in our respective communities. Our employee offered insight into securing employment in the broadcast industry.	1	Anchor/Reporter
29	5/1/2017	Establishment of training programs for station personnel	One employee utilized TEGNA's Tuition Reimbursement Program in 2017 to further her education for the betterment of herself and the station.	1	Anchor/Reporter