

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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
Digital Content Producer	1-10, 12-16, 18-28, 30	22
Multi-Media Advertising Consultant	1-9, 11-21, 24-28, 30	16
Account Manager - WZZM	1-5, 7-10, 12-13, 15-16, 18-21, 24-30	16
Multi-Skilled Journalist	1-5, 7-13, 15, 18-21, 24-30	11
Multi-Skilled Journalist	1-5, 7-13, 15, 18-21, 24-30	24
Creative Content Producer	1-5, 7-10, 12-13, 15-16, 18-21, 24-30	4

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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	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
2	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
3	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
4	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	2
5	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

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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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	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
7	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
8	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
9	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
10	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
11	Employee Referral	N	2

WZZM
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12	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	1
13	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
14	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
15	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
16	Indeed.com	N	7
17	Linked In	N	3
18	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
19	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

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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20	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
21	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
22	Other Source	N	1
23	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
24	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	5
25	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

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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26	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
27	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
28	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
29	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
30	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:			24

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	5/25/2017	Establishment of training programs for station personnel	Sales Leadership Summit received leadership training on ownership, new products for digital, Google keynote on micro moments, Facebook advertising and the shift to social.	1	Director of Sales
2	6/1/2017	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
3	6/1/2017	Establishment of training programs for station personnel	During the reporting period our sales staff gathered together for various online training sessions. Topics ranged from new sales products to best practices. These tools are designed to help enrich the knowledge and performance of our staff members. Training sessions were held almost monthly.	17	All Sales Staff
4	6/1/2017	Establishment of training programs for station personnel	TEGNA Labor Relations provides a series of 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	HR Business Partner
5	6/1/2017	Establishment of training programs for station personnel	Two employees utilized TEGNA's Tuition Reimbursement in 2017 to further their education for the betterment of themselves and the station.	2	Anchor Account Executive

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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6	6/2/2017	Participation in other activities designed by the station employment unit	<p>During the reporting period, WZZM 13 News staff provided student 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 2017-2018 reporting period and groups were as follows:</p> <p>June 2, 2017 - Muskegon Heights Academy (High School) October 11, 2017 – Chandler School, size of group 16 November 13, 2017 – GVSU College Students, size of group 18-40 November 29, 2018 Link Home School, size of group 15 December 06, 2017 – Link Home School, size of group 11-12 January 10, 2018 – Heritage Christian School, Hudsonville, size of group 22 January 17, 2018 – Rockford Christian School, size of group 19, January 24, 2018 – Lakeview Middle School, size of group 25 March 7, 2018 Cesar E. Chaves School Students, size of group 27 March 14, 2018 – Muskegon Community College, size of group 12-15 April 25, 2018 - Muskegon Heights Academy (High School)</p>	1	News Staff
7	6/5/2017	Establishment of training programs for station personnel	News, Digital and Marketing Directors attended TEGNA HQ Content Summit. Focus was exploring new ways to examine content, increase audience on all platforms and hiring of diverse talent representative of the viewing community.	3	News Director Marketing Director Digital News Director
8	6/15/2017	Establishment of training programs for station personnel	All TEGNA employees were required to complete an online based ethics compliance training course. This online training also required employees to complete an assessment to affirm the employees understanding of the policy.	106	All Station Employees

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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9	6/19/2017	Establishment of training programs for station personnel	Two new sales Account Executives attended Inside Out sales training. This training is a part of the TEGNA's on-boarding training for all new sales professionals.	2	Account Executive Account Executive
10	6/21/2017	Establishment of training programs for station personnel	Investigation Reports and Editors (IRE) Annual Conference held from June 22 – June 23 in Phoenix, AZ. These national and regional conferences are packed with panels, workshops and round tables covering the latest developments in the field of investigating reporting. The conferences have become known for the practical tips and story ideas shared by prize winning members in quick-hit sessions. Speakers will share strategies for locating documents and gaining public records, find the best stories and managing investigations.	1	Investigative Reporter
11	6/26/2017	Establishment of training programs for station personnel	VP of Technology trained members of our news staff on proper Drone use and operation. Training for the piloting, maintaining and repairing the equipment.	1	VP of Technology
12	6/27/2017	Establishment of training programs for station personnel	The Human Resources Director attended the HR Summit in McLean, Va for two days with a focus on transformation. The summit was full of interactive sessions, breakout groups, entertaining presentations and more. A good amount of time was spent with HR Peers working through various aspects of our transformation.	1	Group HR Director
13	7/1/2017	Establishment of training programs for station personnel	Local Sales Manager focused on the development of two sales members. The LSM is continuing to mentor the staff members with direct one on one training and coaching to fine tune their sales and leadership skills.	1	Local Sales Manager
14	8/15/2017	Participation in events sponsored by community groups	Guest speaker at Muskegan Ambucs Meeting. Staff member discusses personal career path and responsibilities and discusses careers within the broadcast industry.	1	Journalist

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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15	11/1/2017	Establishment of training programs for station personnel	Digital Sales Manager is participating in on-going manager training course through Center for Sales Strategy. This course includes 360 performance feedback along with a detailed development plan to follow.	1	Digital Sales Manager
16	11/1/2017	Participation in events or programs sponsored by educational institutions	Guest speaker for students enrolled at Grand Valley State University. The focus of discussion was on broadcast and digital advertising, discussing the changing industry and the shift in the sales approach.	1	Director of Sales
17	11/25/2017	Participation in events or programs sponsored by educational institutions	Mentored student pursuing a career in Meteorology. Student received an opportunity to learn about the operation and career advice from WZZM's Meteorologist.	1	Journalist
18	12/1/2017	Participation in events or programs sponsored by educational institutions	A member of our Engineering Dept visited with students from Grandville Middle School in Grandville, MI for a career day presentation. Available careers in engineering and in the broadcast industry were discussed with students.	1	Broadcast Technician
19	12/7/2017	Participation in events or programs sponsored by educational institutions	Guest speaker at Grandville Middle School Career day. Talent spoke with student about personal career path and opportunities available within the broadcast and journalism industry.	1	Meteorologist/ Multi-Media Journalist
20	1/7/2018	Establishment of training programs for station personnel	Attended the annual American Meteorological Society Meeting in Austin, TX. This annual convention allows professionals to participate in short panel discussions, take short courses and breakout into special group sessions.	1	Journalist
21	1/23/2018	Establishment of training programs for station personnel	Sales Leader attended TEGNA's Inside Out Manager training sessions. The training session covered two full days of training topics focused on process improvement, product and people.	1	Local Sales Manager

WZZM
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May 21, 2017 - May 20, 2018

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22	1/26/2018	Establishment of training programs for station personnel	TEGNA rolled out the Byte Back Challenge training curriculum to educate all employees on the proper handling of sensitive data. Among other things, the training reminded employees that information that is private to you or to the company should never be stored on your computer or mobile phone and should not be shared through email. The training was rolled out electronically on January 26, 2018 with an expected completion date of February 2, 2018.	106	All Station Employees
23	2/28/2018	Establishment of training programs for station personnel	News Director attended a leadership conference in Charlotte, NC. Training included topics on how to strengthen your leadership skills in the news room, holding difficult decisions with employees and learning how to motivate your staff.	1	News Director
24	3/6/2018	Establishment of training programs for station personnel	VP of Technology and IT Supervisor attended two separate training sessions hosted by the Michigan Association of Broadcasters in Lansing Michigan. Topics included training on ATCS 3.0, a new system that will merge the capabilities of over the air broadcasting with the internet.	2	IT Supervisor VP Station Technology
25	3/21/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at Lakeview Grade School. Talent discussed personal career path and discussed career opportunities with the broadcast and journalism industry.	1	Journalist
26	3/22/2018	Establishment of training programs for station personnel	Director of Marketing attended a series of Social Marketing Master Classes through TEGNA's Marketing dept. This is an internal program targeted to train marketing leaders in the organization on how to better use social media to market our newscast, different campaigns and how to measure the effectiveness of the campaigns. Courses taken: 3/22, 4/5, 4/11, 4/19.	1	Director of Marketing

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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27	4/8/2018	Establishment of training programs for station personnel	IT Supervisor attended a three day training and trade show hosted by the National Association of Broadcasters in Las Vegas, Nevada. IT Supervisor learned about new technology advances, digital products and learned from the guest speaker.	1	IT Supervisor
28	4/17/2018	Establishment of training programs for station personnel	Director of Marketing attended TEGNA's Innovation Summit in McLean, VA. This was a gathering of innovators within the company to brainstorm ways we can disrupt traditional local news and make new, more appealing informational shows for the public.	1	Director of Marketing
29	4/24/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at Patricia St. Clair Elementary in Hesperia, MI. Talent discussed personal career path and discussed career opportunities with the broadcast and journalism industry.	1	Journalist
30	4/26/2018	Establishment of training programs for station personnel	Meteorologist attended the American Meteorological Society's Early Career Leadership Academy held in Washington, D.C. The convention focused on how becoming a leader in your work environment and in your field during your early years in the weather, water and climate industries.	1	Meteorologist/ Multi-Media Journalist
31	5/4/2018	Establishment of training programs for station personnel	A member of our news staff attended MSJ training at another TEGNA station. Training focused on technology and programs available to all MSJs and best practices to utilize in their daily work.	1	Reporter
32	5/7/2018	Establishment of training programs for station personnel	Director of Sales attended TEGNA's Annual Sales Leadership Summit. Sales leaders from across the organization gather and discuss the best practices, new products available to staff and the strategic plan for the calendar year.	1	Director of Sales
33	5/8/2018	Establishment of training programs for station personnel	TEGNA corporate Social Trainer hosted a training session for all new employees at the station. Training included an introduction to all platforms and tools available for use in their daily work and best practices for engagement and discovery.	1	Digital Director

WZZM
EEO PUBLIC FILE REPORT
May 21, 2017 - May 20, 2018

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34	5/13/2018	Participation in events sponsored by community groups	Guest speaker at Newaygo County during the 'Ag Adventure' day. Talent discussed career path and spoke about the science of weather.	1	Meteorologist/ Multi-Media Journalist
35	5/15/2018	Participation in events or programs sponsored by educational institutions	Guest speaker at Holy Spirit Grade School. Talent discussed personal career path and discussed career opportunities with the broadcast and journalism industry.	1	Journalist