

KXTV
EEO PUBLIC FILE REPORT
July 22, 2015 - July 21, 2016

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
Commercial Copy Assistant	1, 3, 5-12, 14-17, 19, 23-29, 33-34, 37-39, 41, 43-44, 47-50, 52-54, 57, 60-63, 66-67	57
Business Development Account Executive	1, 3, 5-12, 14-15, 17-20, 22-24, 27-30, 32-35, 37-39, 41, 43-44, 47-50, 52-55, 57, 60-64, 66-67	32
Producer	1, 3-15, 17, 19, 22-24, 27-28, 30, 33-34, 36-38, 41, 44, 48-50, 52-54, 56-57, 60-64, 66-67	4
Photojournalist	1, 3, 5-12, 14-15, 17-19, 23-24, 26-28, 33-34, 37-38, 41, 43-44, 47-50, 52-54, 56-57, 60-64, 66-67	26
Photojournalist	1, 3, 5-12, 14-15, 17-19, 23-24, 26-28, 33-34, 37-38, 41, 43-44, 47-50, 52-54, 56-57, 60-64, 66-67	18
TV News Photographer	1, 3-12, 14-15, 17-19, 22-24, 27-30, 33-34, 36-41, 44-45, 48-50, 52-54, 56-57, 59-64, 66-67	56
Anchor/Multi-media Journalist	1-17, 19, 23-24, 27-28, 31, 33-34, 37-38, 40-41, 44, 48-50, 52-54, 57-58, 60-63, 66-67	13
Anchor/Multi-media Journalist	1-17, 19, 23-24, 27-28, 31, 33-34, 37-38, 40-41, 44, 48-50, 52-54, 57-58, 60-63, 66-67	60
Sports Multi-media Journalist/Anchor	1, 3, 5-12, 14-15, 17-19, 23-24, 26-28, 33-34, 37-38, 41, 44, 48-50, 52-54, 57, 60-67	18
Online Producer	1, 3, 5-12, 14-19, 23-24, 26-29, 33-34, 37-38, 41, 44, 48-50, 52-54, 57, 60-64, 66-67	29
Local Sales Assistant	1, 3, 5-12, 14-15, 17, 19, 23-24, 26-28, 33-34, 37-38, 41, 44, 46, 48-50, 52-54, 57, 60-64, 66-67	26
Local Sales Assistant	1, 3, 5-12, 14-15, 17, 19, 23-24, 26-28, 33-34, 37-38, 41, 44, 46, 48-50, 52-54, 57, 60-64, 66-67	26
Marketing Specialist	1, 3, 5-12, 14-15, 17-19, 23-24, 27-28, 33-34, 37-38, 41, 44, 48-50, 52-54, 57, 60-64, 66-67	18
Account Manager	1, 3, 5-12, 14-15, 17, 19, 23-24, 26-28, 33-34, 37-38, 41, 44, 48-50, 52-54, 57, 60-64, 66-67	26

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Executive Assistant	1, 3, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 33-34, 37-38, 41, 44, 48-50, 52-54, 57, 60-64, 66-68	22
Meteorologist	1, 10, 57, 60	57
Multi-media Journalist	1-3, 5-12, 14-15, 17-19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 56-57, 60-64, 66-67	56
Multi-media Journalist	1-3, 5-12, 14-15, 17-19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 56-57, 60-64, 66-67	60
Multi-media Journalist	1-3, 5-12, 14-15, 17-19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 56-57, 60-64, 66-67	46
Multi-media Journalist	1-3, 5-12, 14-15, 17-19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 56-57, 60-64, 66-67	18
Social Marketing Producer	1, 3, 5-12, 14-19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 57, 60-64, 66-67	46
Promotions Coordinator	1, 3, 5-12, 14-17, 19, 22-24, 27-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 57, 60-64, 66-67	46
Creative Producer	1, 3, 5-12, 14-15, 17, 19, 21-23, 26-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 57, 60-64, 66-67	57
Creative Producer	1, 3, 5-12, 14-15, 17, 19, 21-23, 26-28, 30, 33-34, 37-38, 41, 44, 46, 48-54, 57, 60-64, 66-67	26
Media Sales Account Executive	1, 3, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 32-34, 37-38, 41, 44, 48-51, 53-54, 56-57, 60-64, 66-67	32
Media Sales Account Executive	1, 3, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 32-34, 37-38, 41, 44, 48-51, 53-54, 56-57, 60-64, 66-67	32
Desktop Support Engineer	1, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 33-34, 37-38, 41, 44, 48-51, 53-54, 57, 59-64, 66-67	26
Broadcast Maintenance Engineer	1, 3, 5-12, 14-15, 17, 19, 22-24, 27-28, 33-34, 37-38, 41, 44, 48-51, 53-54, 57, 60-64, 66-67	10
Digital Sales Assistant	1, 3, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 33-34, 37-38, 41-42, 44, 48-51, 53-54, 57, 60-64, 66-67	57

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Sales Assistant	1, 3, 5-12, 14-15, 17, 19, 22-24, 26-28, 30, 33-34, 37-38, 41, 44, 48-51, 53-54, 57, 60-64, 66-68	57

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	ABC10 Website California Url : www.abc10.com Career Service Manual Posting	N	2
2	Agency Referral	N	3
3	All Access Music Group 28955 Pacific Coast Highway Suite 210-5 Malibu, California 90265 Phone : 310.457.6616 Url : allaccess.com Fax : 1-310-457-8058 Joel Denver	N	0
4	American Asian Journalists Association 5 Third Street Suite # 1108 San Francisco, California 94103 Phone : 4153462051 Url : http://www.aaja.org/ Career Services Manual Posting	N	1
5	Bay Area Video Coalition (BAVC) 2727 Mariposa Street, 2nd Floor San Francisco, California Phone : 415-558-2110 Url : www.bavc.org Email : dov@bavc.org Fax : 1-866-378-0494 Dov Golodner	N	0
6	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
7	California Broadcasters Association (CBA) 915 L Street, Suite 1150 Sacramento, California Phone : 916-444-2237 Url : www.cabroadcasters.org/jobbank.htm Fax : 1-916-444-2043 Stan Statham	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
8	California Chicano News Media Association California Phone : 000-000-0000 Url : www.kevin@ccnma.org Email : cchmainfo@ccnma.org Fax : 1-424-229-9486 Career Service	N	0
9	CalWorks - Placer County Business Services 175 Fulweiler Avenue Auburn, California Phone : 530-889-4090 Email : kkenoyer@placer.ca.gov Fax : 1-530-886-4509 Katie Kenoyer	N	1
10	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	10
11	Career Resource Center University of the Pacific 3601 Pacific Avenue Stockton, California Phone : 209-946-2017 Email : charuta@pacific.edu Fax : 1-209-946-2760 Christine Haruta	N	0
12	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
13	Corporate Recruiter	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Cosumnes River College Learning Resources & Communications 8401 Center Parkway Sacramento, California Phone : 916-691-7301 Url : www.losrios.edu Email : marting@crc.losrios.edu Fax : 1-916-691-7181 Gary Martin	N	0
15	Cross Roads Employment Services 9300 Tch Center Drive #160 Sacramento, California Phone : 916-457-1900 Fax : 1-916-457-4439 Donna Mckee	N	0
16	Current Employee	N	9
17	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 : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
18	Employee Referral	N	11
19	Employment Development Department and California jobs Resource Center 2901 50th Street Sacramento, California Phone : 916-227-0109 Url : www.caljobs.ca.gov Email : rhernan0@edd.ca.gov Fax : 1-916-227-0208 Ramona Hernandez	N	0
20	eQuest.com - -, California Phone : 925-275-2404 Url : eQuest.com Bob Spatta Manual Posting	N	0
21	Facebook post	N	1

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22	Glassdoor P.O.Box 900 Sausalito, California 94966 Phone : N A Url : http://www.glassdoor.com/index.htm Career Service Manual Posting	N	1
23	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
24	Greater Sacramento Urban League 3725 Marysville Blvd Sacramento, California Phone : 916-286-8600 Email : gocegeda@gsul.org Fax : 1-916-915-1829 Grucelda Ocegueda	N	0
25	Indeed.com	N	1
26	Indeed.com - Not Directly Contacted by SEU	N	35
27	ITT Technical Institute 1140 Galaxie Way #400 Concord, California Phone : 952-674-8200 Email : klopez@itt-tech.edu Fax : 1-925-674-8250 Kristina Lopez	N	0
28	Japanese American Citizens League 1765 Sutter Street San Francisco, California 94115 Phone : (415) 921-5225 Fax : 415-931-4671	N	0
29	Journalism Jobs Berkley, California Phone : 510-653-1251 Url : www.journalismjobs.com Email : ads@journalismjobs.com Dan Rohn	N	3

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30	Juju juju.com New York, New York Phone : 000-000-0000 Url : www.juju.com Online Online Manual Posting	N	0
31	JustBroadcastJobs 520 Hanks Hollow Trail DeForest, Wisconsin 53532 Career Service Manual Posting	N	0
32	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : (650) 687-3555 Url : www.linkedin.com Career Service Manual Posting	N	6
33	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : Rich@medialine.com Mark Shilstone	N	0
34	Media-Match 714 North La Brea Los Angeles, California Phone : 323-284-5589 Url : www.media-match.com Email : info@media-match.com Tammy Romaniuk	N	0
35	Mediabistro 475 Park Avenue South, 4th Floor New York, New York 10016 Phone : 8888888 Url : http://www.mediabistro.com/aboutus/contactus.asp?n N/A N/A Manual Posting	N	0

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36	Mediamatch P. O. Box 48220 Los Angeles, California Career Service Career Service Manual Posting	N	0
37	Mutual Asst. Network of Del Paso Hghts 810 Grand Avenue Sacramento, California Phone : 916-927-7694 x217 Email : cwell@mutualassistance.org Fax : 1-916-564-8443 Charles Wells	N	0
38	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : dmelegrito@gmail.com Fax : 1-202-361-0296 Mr. Jon Melegrito	N	0
39	National Academy of Television, Arts and Sciences (NATAS) - San Francisco 4317 Camden Avenue San Mateo, California Phone : 650-341-7786 Url : www.emmyonline.org Email : Darryl@mesf.tv Fax : 1-650-372-0279 Darryl Compton	N	0
40	National Association Hispanic Journalists 801 West Adams Street Suite # 600 Chicago, Illinois 60607 Phone : 202-662-7145 Url : http://nahj.org/ Career Services Manual Posting	N	0
41	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

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42	National Association of Broadcasters 1771 N Street NW Washington, District of Columbia 20036 David Lougee Manual Posting	N	1
43	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : awalker@ncnw.org Fax : 1-202-737-0476 Cassandra Wint	N	0
44	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@nlja.org Career Service	N	0
45	National Press Photographers Association NPPA 120 Hooper Street Athens, Georgia 30602-3018 Url : https://nppa.org/ Career Service Manual Posting	N	0
46	Non-Employee Referral	N	5
47	Outside Referrals (Vendors & Advertisers) California Career Service Manual Posting	N	0
48	Sacramento Asian-Pacific Chamber of Commerce 2012 H Street, Suite 202 Sacramento, California Phone : 916-446-7883 Url : www.sacasiancc.org Email : msumida@sacasiancc.org Fax : 1-916-446-7098 Matt Bodourian	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
49	Sacramento City College Communications Studies Dept 3835 Freeport Blvd Sacramento, California Phone : 916-558-2325 Url : www.losrios.edu Email : garciaaj@scc.losrios.edu Fax : 1-916-650-2715 Albert Garcia	N	0
50	Sacramento Hispanic Chamber of Commerce 1451 River Park Drive, Suite 220 Sacramento, California 95815 Phone : 916-486-7700 Url : www.sachcc.org Email : info@sachcc.org Fax : 1-916-486-7728 Office Coordinator	N	0
51	SimplyHired 370 San Aleso Ave, #200 Sunnyvale, California 94085 Url : SimplyHired.com Career Service Career Service Manual Posting	N	0
52	Society of Hispanic Professional Engineers 5400 E. Olympic Blvd., Suite 210 Los Angeles, California 90022 Phone : (323) 725-3970 Url : www.shpe.org Director of Placement	N	0
53	Solano Community College 4000 Suisun Valley Road, Building 600 Fairfield, California Phone : 707-864-7000 Url : www.solano.edu Email : jpstuden@solano.edu JP Studen	N	0
54	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

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55	Spots n' Dots - Job Ads California Url : www.spotsndots.com Career Service Manual Posting	N	0
56	Station Website	N	10
57	TEGNA Jobs Website 7950 Jones Branch Driver McLean, Virginia 22107 Phone : 703.854-7000 Url : www.TEGNA.com Virgil Smith Manual Posting	N	15
58	Television Week California Phone : 323-370-2412 Career Service Manual Posting	N	0
59	The Society of Broadcast Engineers 9102 North Meridian Street Suite 150 Indianapolis, Indiana 46260 Phone : 317 846-9000 Career Service Career Service Manual Posting	N	0
60	TV Jobs.com PO Box 4116 Oceanside Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com Fax : 760-754-2115 Mark Holloway	N	13
61	United Cerebral Palsy 4265 Spyres Way #2 Modesto, California Phone : 209-577-2122 Url : www.ucpstan.org Email : smorse@ucpstan.org Fax : 1-209-577-2392 Shawna Morse	N	0

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62	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Regina Parker	N	0
63	University of California Davis One Shield Avenue Davis, California 95616 Phone : 530-752-6659 Email : ldolsen@ucdavis.edu Job Coordinator	N	0
64	University of Pacific 3601 Pacific Avenue Stockton, California 95211 Phone : 209-946-2361 Email : dcrane@pacific.edu Fax : 1-209-946-2760 Career/Internship Programmer	N	0
65	Work in Sports, LLC 7010 E. Chauncey Lane, Ste. 115 Phoenix, Arizona 85054 John Mellor Manual Posting	N	1
66	Yolo County Dept of Employment & Social Svcs 500-A Jefferson Blvd. West Sacramento, California Phone : 916-375-6248 Url : www.yoloworks.org Email : marc.marquez@yolocounty.org Fax : 1-916-375-6310 Marc Marquez	N	0
67	Yolo County Dept of Employment & Social Svcs. II 25 N. Cottonwood Woodland, California Phone : 530-661-2638 Email : valarie.stapleton@yolocounty.org Fax : 1-530-661-2728 Valarie Stapleton	N	0

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68	Ziprecruiter 1453 3rd Street Santa Monica, California 90401 Phone : (877) 252-1062 Ian Siegel Manual Posting	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			132

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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	7/22/2015	Establishment of training programs for station personnel	KXTV offers a tuition assistance program designed to encourage self-development through undergraduate or graduate coursework. Two employees participated in this program during the reporting period.	2	Anchor Weather Anchor
2	7/22/2015	Establishment of an intern program designed to assist members of the community	KXTV offers an Internship Program to help college students acquire skills necessary to obtain employment in the broadcasting industry. The program is available to qualified students who are interested and meet the requirements. They are selected based on their education and an interview. Notice of the availability of the internship is distributed via our website and through college and university guidance offices and/or their websites. The students earn academic credit for their participation. We offer internships in News, Marketing, Sales and Sacramento & Co. We had 3 students from the following schools: California State University, Sacramento Pepperdine University	3	Managers and Supervisors
3	7/22/2015	Participation in other activities designed by the station employment unit	The station hosted 20 tours during the reporting period beginning July 22, 2015, for schools, scouting groups and other community groups to educate them on the inner workings of a television station and job opportunities in broadcasting. They are exposed to the following areas: Sales, control/audio booth, Engineering, IT, Creative Services/Marketing, Newsroom and the studio/weather center.	1	Administrative Guide

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4	8/12/2015	Participation in events sponsored by community groups	<p>Asian American Journalism Association (AAJA) offers a variety of educational, skills training and professional development programs for its student and professional members, as well as guidance on coverage of AAPI issues for the journalism industry and resources on working with the media for AAPI communities.</p> <p>Convened with 900 journalists, news executives, media researchers and community leaders at the 25th Annual AAJA National Convention at the Hyatt Regency Hotel in San Francisco, August 12-15, 2015.</p> <p>Focused on recruiting and giving feedback to various journalists to help them develop professionally.</p>	2	GM News Director
5	8/19/2015	Establishment of training programs for station personnel	<p>Selling the TEGNA Way Launch Simulation. During the simulation, the sales team learned how to create and benefit from a "seller first" culture.</p> <p>Account Executives participated in role playing activities where they demonstrated how to reorient our business to provide our customers with solutions that will drive their results faster.</p>	15	Director of Sales BD Manager BD Manager Sales Staff
6	9/8/2015	Establishment of training programs for station personnel	Participated in TEGNA Media Digital Learning and Development onboarding in Denver, CO. Topics included digital sales and product information training.	1	Business Development Manager Account Executive Account Executive

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7	9/24/2015	Participation in events sponsored by community groups	<p>Attended the Online News Association Conference between September 24-26. Met with potential job candidates to discuss broadcast opportunities. Meetings with other TEGNA digital directors and digital producers covered programs in use at the company and new content management systems (CMS) and programs coming in 2016. Attended seminars covering topics such as managing millennials and using social media more efficiently in newsrooms. Participated in round table discussions about restructuring newsrooms and re-assigning responsibilities in the “newsroom of the future”.</p>	1	EP, Digital & Social
8	10/1/2015	Participation in events or programs sponsored by educational institutions	Spoke to students studying meteorology and broadcasting at Lake Canyon Elementary School about becoming a meteorologist and how weather reporting works on television.	1	Meteorologist
9	1/4/2016	Establishment of a mentoring program	<p>Participated in the TEGNA Mentoring Program, which is designed as a development and retention initiative for TEGNA employees.</p> <p>Scheduled calls with mentee within Marketing. Discussed creative/marketing issues and handling business situations, etc.</p>	1	Director of Marketing
10	1/7/2016	Provision of training to management	<p>Training session for all station management provided by Human Resources Business Partner.</p> <p>Training topics included reasons for managing performance; a feedback model and the importance of regular, constructive feedback; examples of proper feedback; establishing SMART goals and preparing and delivering performance evaluations. The group participated in active discussion.</p>	20	Management

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11	1/26/2016	Participation in events or programs sponsored by educational institutions	Spoke to a group of 8th grade students at Southport Elementary School in a journalism class about writing in a journalistic style. Talked to students about TV Station jobs. Explained how writing for TV is different.	1	EP. Digital & Social
12	3/3/2016	Participation in events sponsored by community groups	Attended and spoke at the National Center for Atmospheric Research. Learned best practices for presenting climate science.	1	Meteorologist
13	3/30/2016	Participation in events or programs sponsored by educational institutions	Speaking engagement at Ridgeway Elementary School talking to students about the science behind weather and careers in meteorology.	1	Meteorologist
14	4/5/2016	Participation in events or programs sponsored by educational institutions	Speaking engagement at Leonardo da Vinci K-8 school talking to 3rd graders about what it is like to be a meteorologist.	1	Meteorologist
15	4/26/2016	Establishment of training programs for station personnel	Training session for News employees offered by TEGNA staff. Training topics included new video and news gathering tools to make multi-skilled journalists a better "one-man band."	54	News staff
16	5/3/2016	Participation in events or programs sponsored by educational institutions	Spoke to a Natomas High School broadcasting class about the day to day life of an on air broadcaster.	1	Meteorologist
17	6/13/2016	Provision of training to management	Participated in an annual 4-day General Managers summit. Topics covered leadership training (employee development, recruitment and training), sales engagement, data driven marketing, content transformation and strategic planning.	1	General Manager

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18	6/16/2016	Participation in events sponsored by community groups	<p>IRE Conference - Investigative Reporters and Editors, Inc. is a grassroots nonprofit organization dedicated to improving the quality of investigative reporting.</p> <p>This is an annual national conference that includes four days of classes on investigative reporting techniques. The event is aimed at training journalists in the latest data digging techniques, new perspectives on effective story telling among other things.</p> <p>Topics focused on the investigative process, storytelling, reporting and other topics in journalism.</p>	2	Multi-Skilled Journalist Investigative Reporter
19	6/20/2016	Establishment of training programs for station personnel	Attended Producer Academy 2016 where a select group of TEGNA and Hearst television and digital producers come together to discuss ways to develop our newsrooms and develop professionally.	1	Producer
20	6/20/2016	Participation in events sponsored by community groups	<p>2016 PromaxBDA Station Summit--a four-day critical gathering where networks, station groups, syndicators and local broadcasters discuss, dialogue and debate the issues, trends and emerging business opportunities driving success in local television.</p> <p>Attended seminars covering topics such as Marketing leadership, budget optimization and emerging technologies.</p>	1	Director of Marketing
21	6/27/2016	Participation in other activities designed by the station employment unit	Job shadowed by a meteorology student from Valparaiso University. Discussed the broadcasting industry and opportunities.	1	Meteorologist