

WFMY
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 |
|--------------------------|--|-----------------------|
| Multi-Media Coordinator | 2-5, 7-22, 24-30, 32-35 | 10 |
| Multimedia Journalist | 1-5, 7, 9, 11-30, 32-35 | 23 |
| Multimedia Journalist | 1-5, 7, 9, 11-30, 32-35 | 24 |
| Newscast Producer | 2-5, 7, 9-23, 25-30, 32, 34 | 23 |
| Account Manager | 2-5, 7, 9-13, 15-22, 25-30, 32, 34 | 10 |
| Multi-skilled Journalist | 2-7, 9, 11-23, 25-32, 34 | 23 |

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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 | Agency Referral | N | 1 |
| 2 | Bennett College 900 E Washington Street Greensboro, North Carolina Phone : 336-370-8677 Email : yjohnson@bennett.edu Yolande Johnson | N | 0 |
| 3 | Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting | N | 0 |
| 4 | City of Greensboro Drawer W-2 Greensboro, North Carolina Fax : 1-336-373-2511 Connie Hammond | N | 0 |
| 5 | 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 |
| 6 | Connecticut School of Broadcasting 9144 Arrow Point Blvd Charlotte, North Carolina 28273 Phone : 704-502-1979 Email : jcasson.corporate@gmail.com John Casson | N | 0 |
| 7 | Elon University Box 2850 Elon, North Carolina Email : ntonkins@elon.edu Nagatha Tonkins | N | 0 |
| 8 | Elon University McEwen Comm, Room 109, 2850 Campus Box Elon, North Carolina Email : rwade2@elon.edu Ross Wade, MS | N | 0 |

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|------------------|---|--|---|
| 9 | 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 |
| 10 | Employee Referral | N | 3 |
| 11 | Employment Security Commission 2005-B South Elm-Eugene St Greensboro, North Carolina Email : esc.employmentservice@ncmail.net Anne G. Lasley | N | 0 |
| 12 | 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 |
| 13 | Guilford Technical Community College P. O. Box 309 Jamestown, North Carolina Email : careers@gtcc.edu Guilford Technical Community College | N | 0 |
| 14 | 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 |
| 15 | Mt Zion Baptist Church 1301 Alamance Church Greensboro, North Carolina Phone : 336-373-4211 Fax : 1-336-373-4224 Demetria Wade | N | 0 |

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|------------------|--|--|---|
| 16 | N. C. Association of Broadcasters P. O. Box 627 Raleigh, North Carolina Phone : 919-21-7300 Email : info@ncbroadcast.com N. C. Association of Broadcasters | N | 0 |
| 17 | National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint | N | 0 |
| 18 | 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 |
| 19 | North Carolina A&T State University 103 Price Hall Greensboro, North Carolina Fax : 1-336-334-7018 Dr. Elazer J. Barnette | N | 0 |
| 20 | North Carolina A&T State University N.C. University N.C., North Carolina Phone : 336 Email : gwiggins@ncat.edu Gail Wiggins | N | 0 |
| 21 | Providence Baptist Church 1106 Tuscaloosa Street Greensboro, North Carolina Email : prbaptist@bellsouth.net Howard Allen Chubbs | N | 0 |
| 22 | 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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|------------------|--|--|---|
| 23 | TEGNA, Inc 7950 Jones Branch Drive McLean, Virginia 22107 Phone : 704-329-3642 Url : www.tegna.com Casi Young Manual Posting | N | 6 |
| 24 | 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 |
| 25 | 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 |
| 26 | Univ of SC School of Journalism & Mass Comm 700 Assembly Street Carolina Coliseum, Room 4006 Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.sc.edu/study/colleges_schools/mcis/ Email : DOMINICB@mailbox.sc.edu Fax : 1-803-576-5656 Beverly Dominick | N | 0 |
| 27 | University of Kansas Journalism School 2066 Dole Center School of Journalism Lawrence, Kansas 66045 Email : utsler@ku.edu Dr Max Utsler | N | 0 |
| 28 | University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, North Carolina Fax : 1-919-962-2197 John C. Conway | N | 0 |

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|------------------|---|--|---|
| 29 | University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-2197 Email : ucs@unc.edu Fax : 1-919-962-2197 Wendy P. and Dean E. | N | 0 |
| 30 | University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Fax : 1-336-334-5039 Mr. Frank Donaldson | N | 0 |
| 31 | Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders | N | 0 |
| 32 | Weaver Education Center 300 S. Spring Street Greensboro, North Carolina Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw | N | 0 |
| 33 | WFMY Website North Carolina Phone : 404-873-9113 Joyce Ray Manual Posting | N | 0 |
| 34 | Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, North Carolina Phone : 336-750-2320 Email : blountb@wssu.edu Brian C. Blount ED. D | N | 0 |
| 35 | Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-725-5614 Fax : 1-336-722-5713 Hobart Jones | N | 0 |

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|--|-----------------------|--|---|
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 11 |

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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 | 7/23/2015 | Participation in other activities designed by the station employment unit | <p>Sports Anchor was a guest speaker at the Greensboro Police Citizen's Academy.</p> <p>The class was focused on the public information portion of the police department. She provided a mock news report and offered perspective on the media's role and relationship with local police.</p> | 1 | Sports Anchor |
| 2 | 8/5/2015 | Participation in Job Fairs | <p>News Director attended the National Association of Black Journalists (NABJ) Convention and Career Fair.</p> <p>At NABJ journalists, media executives, public relations professionals, and students attend to network, participate in professional development sessions and celebrate excellence in journalism.</p> | 1 | News Director |
| 3 | 8/10/2015 | Provision of training to management | <p>Charlotte Area Society for Human Resource Management - "Prevention is Easier than the Cure: EEO Awareness in the Workplace" attended by HR Business Partner.</p> <p>This workshop provided participants with a brief overview on the laws enforced by the EEOC and a discussion of EEO related issues that occur in the workplace.</p> | 1 | HR Business Partner |
| 4 | 8/19/2015 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Frontline Training - two days of SNG/ENG/TVU truck related technical training.</p> | 1 | Engineering Technician |

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|---|-------------|--|---|-------------------------------------|---|
| 5 | 8/25/2015 | Participation in events sponsored by community groups | <p>Station Visit - International Visitor Leadership Program at the invitation of the U.S. State Department.</p> <p>WFMY hosted a group of eight international journalists seeking to learn how media and news development work in the U.S. WFMY was one of a limited number of media outlets visited by this group.</p> | 6 | General Manager News Director Digital Media Manager Executive Producer |

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|---|-------------|---|---|-------------------------------------|--|
| 6 | 9/3/2015 | Participation in other activities designed by the station employment unit | <p>During the reporting period, the News Staff at WFMY continued its participation in the station implemented Read to Succeed Program for surrounding schools in our broadcasting area. A team of WFMY employees visit each location and cover many topics including careers in the broadcast industry, and the importance of reading in their careers as journalists. Station participants participate at different times during the year.</p> <p>9/3/15: Millis Road Elementary, 275 attendees 9/10/15: Claxton Elementary, 300 attendees 9/17/15: Foust Elementary, 400 attendees 9/24/15: Monticello Brown Summit, 400 attendees 10/1/15: Garrett Elementary, 681 attendees 10/08/15: Northern Elementary, 600 attendees 10/15/15: Pilot Elementary, 450 attendees 10/22/15: Sternberger Elementary, 320 attendees 10/29/15: NC Leadership Academy, 250 attendees 11/5/15: Gibsonville Elementary, 260 attendees 11/12/15: Brightwood Elementary, 622 attendees 11/19/15: Eastlawn Elementary, 380 attendees 12/10/15: Pearce Elementary, 700 attendees 12/17/15: Washington Montessori, 305 attendees 1/7/16: Peeler Elementary School, 380 attendees 1/14/16: Southern Elementary, 325 attendees 1/28/16: Hampton Elementary, 215 attendees 2/4/16: Rankin Elementary, 836 attendees</p> | 5 | Anchor Anchor Anchor Multi-Media Journalist/Anchor |

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|---|-----------|---|---|------------------------------|--|
| | | | attendees 2/11/16: Central Elementary, 400 attendees 2/18/16: Brooks Global Studies, 422 attendees 2/25/16: Erwin Montessori, 350 attendees 3/3/16: Union Hill Elementary, 475 attendees 3/16/16: Fairview Elementary, 420 attendees 3/24/16: Murphy Traditional Academy, 260 attendees 4/7/16: Wiley Elementary School, 345 attendees 4/14/16: Tabernacle Elementary, 430 attendees 4/21/16: Oak View Elementary, 522 attendees 4/28/16: Sedalia Elementary, 500 attendees 5/5/16: Triangle Lake Montessori, 525 attendees 5/12/16: Alexander Wilson, 573 attendees 5/19/16: Montlieu Elementary, 690 attendees 5/26/16: Peck Elementary, 300 attendees 6/9/16: Douglas Elementary, 400 attendees | | |
| 7 | 9/22/2015 | Participation in Job Fairs | Elon University Job and Internship Expo attended by General Manager, Marketing Director and HR Business Partner. First years, sophomores and juniors explored career paths and gathered information concerning internships/co-ops. Seniors, graduate students and alumni sought information regarding full-time, permanent professional employment opportunities. | 3 | General Manager Marketing Director HR Business Partner |

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| 8 | 9/24/2015 | Establishment of training programs for station personnel | <p>September 24-26, 2015 – Online News Association (ONA) Conference attended by Interactive & Social Media Manager.</p> <p>The ONA Conference is where digital and traditional journalists learn about new tools, techniques and technologies that can be used to advance digital news gathering and produce content for their mobile and digital audiences.</p> <p>TEGNA had a big presence at ONA and conducted additional meetings for best practice sharing among TEGNA stations.</p> | 1 | Interactive & Social Media Manager |
| 9 | 9/29/2015 | Participation in events sponsored by community groups | <p>Greensboro Merchants Association “Teach Me Tuesdays” Sales and Marketing Series.</p> <p>Account Executive participated in a question and answer session where she shared her and experiences from years of sales expertise. The session was hosted and moderated by a sales strategy expert at Seibert of Sandler Training, who also discussed tips and techniques to help you have your best sales year ever.</p> | 1 | Account Executive |

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| 10 | 9/30/2015 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Two Account Executives attended the TEGNA Digital Training “New Employee” Onboarding September 30 & October 1.</p> <p>The programs leverage shared digital resources to onboard our sales teams. The outcomes have proven to equip participants to speak to all of our products with a better understanding of media mix integration. They also provided Digital Certifications, Real-World, and Experiential Learning Modules that accelerate sales.</p> | 2 | Digital Account Executive Account Executive |
| 11 | 10/20/2015 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>AVL SNG Antenna System - training about the satellite antenna positioning and locator system on our new ENG/SNG/TVU truck.</p> | 2 | Executive Producer Visual Operations Engineering Technician |
| 12 | 11/6/2015 | Participation in other activities designed by the station employment unit | Job Shadow - Meteorologist hosted a student from Eastern Guilford High School. Meteorologist discussed Broadcasting, Broadcast Meteorology, Weather Forecasting, College Prep and Career Path. | 1 | Chief Meteorologist |

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| 13 | 11/12/2015 | Participation in other activities designed by the station employment unit | <p>Anchor spoke to education office professionals at the Mid-Atlantic Professional Development Days.</p> <p>Anchor discussed how we get our news, when we get our news and where we get our news is constantly changing. Anchored also discussed her journey in the news broadcasting industry and how important it is to adapt in every industry. She covered the importance of technology, teamwork and constant professionalism.</p> | 1 | Anchor |
| 14 | 11/14/2015 | Participation in other activities designed by the station employment unit | <p>The WFMY News 2 Weather Team organized and hosted a WFMY News 2 Weather Spotter Seminar. The Seminar was open to our team of WFMY News 2 Weather Spotters as well as the WFMY Staff.</p> <p>Topics discussed during the seminar included best practices for reporting weather conditions, challenges of winter weather forecasting in North Carolina, WFMY News 2 Winter Weather Outlook and ways to improve our weather spotter program.</p> | 3 | Chief Meteorologist Meteorologist |
| 15 | 11/15/2015 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Coupa Training - Coupa Purchasing System Training</p> | 4 | Technology Manager Supv/Technical Operations Engineering Technician IT Technician |

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| 16 | 11/17/2015 | Participation in events or programs sponsored by educational institutions | <p>Guilford County Schools 2015 Career Exploration Fair attended by General Manager and HR Business Partner.</p> <p>The event was sponsored by the Greensboro Chamber of Commerce and hosted by the Student Services (Counseling Services) department and the Career Technical Education department to expose students to potential career opportunities.</p> | 2 | General Manager HR Business Partner |
| 17 | 11/18/2015 | Participation in other activities designed by the station employment unit | <p>Station Tour - 31 high school students across all high schools in Guilford County in the Youth Leadership Greensboro program.</p> <p>General Manager talked about how we develop our news stories, the process of the news day, etc. The students visited and participated in the morning editorial meeting, as well as the studio, control room and weather garden.</p> | 1 | General Manager |
| 18 | 11/20/2015 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Harmonic Carbon Coder - learn process for creating watch folders for Carbon Coder software.</p> | 1 | IT Technician |
| 19 | 12/10/2015 | Provision of training to management | EEO Training conducted by the TEGNA Labor Relations department for station management which included topics on EEO, Harassment, ADA, FMLA, Performance Management, Corrective Action, Open Door Policy and Wage and Hour laws. | 13 | General Manager HR Business Partner Technology Manager Director of Sales |

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| 20 | 1/12/2016 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Oasis Cloud Training- Jan. 12, 2016- Newsroom computer cloud achieve training</p> <p>Bomgar Training- Jan. 19, 2016 - Enterprise remote connection and control tool software</p> <p>Masstech Archive Server - Feb. 19, 2016 - Online training session with Masstech on infrastructure and maintenance of new archive server for news.</p> | 5 | Technology Manager Supv/Technical Operations Engineering Technician IT Technician |
| 21 | 3/10/2016 | Establishment of a mentoring program | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>News Director attended a corporate training session on Content Transformation - the future of television news is all about creating relevant, engaging content on a 24/7 basis – on all platforms. The Foundations of Transformation: People, Pilots and Practice. Company leaders discussed the importance of diversity of thought, trust and connectivity. Company leaders also equipped participants with ways to inspire innovation and what the newsroom of the future needs to look like today.</p> | 1 | News Director |
| 22 | 3/18/2016 | Participation in other activities designed by the station employment unit | Meteorologist spoke to the students at Lawsonville Elementary about weather. Topics discussed included Weather, Weather Forecasting, Television and a Video Station Tour. | 1 | Chief Meteorologist |

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| 23 | 3/22/2016 | Participation in events or programs sponsored by educational institutions | <p>University of North Carolina Greensboro (UNCG) Business School Entrepreneur Day - UNCG's Television Appreciation class attended by General Manager.</p> <p>General Manager attended Entrepreneur Day where the presentation and following Q & A session examined broadcast television and digital media career potential for the students and how they could take advantage. Subject matter included content and revenue items of discussion.</p> | 1 | General Manager |
| 24 | 3/24/2016 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Multi-Skilled Journalist Training, 5/24-25,16: included innovative ways to tell the news. Employees learned new shooting techniques, how to use storytelling tools, how to tell a story with limited video, a new way to use maps in stories and received hands on training with new equipment.</p> | 48 | EP Visual Operations News Director Interactive & Social Media Manager Executive Producer |
| 25 | 3/29/2016 | Participation in other activities designed by the station employment unit | Station Tour - North Carolina A&T Meteorology Club. Tour included a discussion about opportunities in broadcast and meteorology. | 1 | Chief Meteorologist |
| 26 | 4/13/2016 | Establishment of a mentoring program | <p>TEGNA Innovators Summit, April 11-13, 16, attended by Interactive & Social Media Manager.</p> <p>TEGNA Innovators Summit is a company wide summit where participants discussed how to strategically move television and digital products forward and how to improve content for audiences.</p> | 1 | Interactive & Social Media Manager |

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| 27 | 4/19/2016 | Participation in events or programs sponsored by educational institutions | <p>Triad Association of Black Journalists and Wake Forest Media Mixer attended by General Manager.</p> <p>The mixer provided an opportunity to engage with emerging journalism students and veteran media professionals about industry trends and career opportunities.</p> | 1 | General Manager |
| 28 | 4/22/2016 | Participation in other activities designed by the station employment unit | <p>Reporter participated and spoke at the Greensboro Police Department's Message 2 Die 4 Campaign to Triad-area high schools.</p> <p>Reporter played the role of the reporter on scene of the mock crash and then talked to the students about her real experiences reporting on distracted driving crashes.</p> | 1 | Reporter |
| 29 | 4/26/2016 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The G/O Digital Summit held April 26-27, 16 was attended by the Digital Sales Manager and Local Sales Manager where new products were rolled out from G/O Digital. Trainings centered around industry verticals and best practices and review of current products and enhancements.</p> | 2 | Digital Sales Manager Local Sales Manager |

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| 30 | 6/9/2016 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Selling the TEGNA Way Launch Simulation. During the Launch Simulation, the Sales team learned how to create and the benefit of a seller 1st Culture – spending more time with customers whose business our Account Executives have the time to understand. In turn, they will drive outsized results for our customers, rather than simply taking orders. 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 business results faster than we previously could.</p> | 19 | Director of Sales General Manager Local Sales Manager Digital Sales Manager |
| 31 | 6/13/2016 | Establishment of training programs for station personnel | <p>TEGNA General Manager Annual Meeting attended by General Manager.</p> <p>General Manager was exposed to company-related developments, but also HR instructions on employee development, recruitment and training the workforce of tomorrow and strategy planning.</p> | 1 | General Manager |
| 32 | 6/14/2016 | Establishment of training programs for station personnel | <p>North Carolina Association of Broadcasters (NCAB) Convention Training.</p> <p>Employees participated in a series of challenging training sessions on primary broadcast disciplines including matters involving newsroom analytics, social media, sales negotiation and recruiting and retaining employees. Employees grew both their personal and overall team skills as a result of diverse and compelling sessions.</p> | 9 | News Director Interactive & Social Media Manager Director of Sales Technology Manager |

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| 33 | 6/15/2016 | Establishment of training programs for station personnel | <p>Investigative Reporters and Editors (IRE) Conference attended by Executive Producer.</p> <p>IRE is an intensive conference of more than 150 panels, hands-on classes and special presentations about covering business, public safety, government, health care, education, the military, the environment and other key beats. Speakers share strategies for locating documents and gaining access to public records, finding the best stories and managing investigations. This is the plumb line for how to practice investigative journalism in print, broadcast, Web and alternative newsroom models.</p> | 1 | Executive Producer |
| 34 | 7/20/2016 | Establishment of training programs for station personnel | <p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Producer training session focused on improving many of the skills required in producing and web posting. The participants spent time talking about active writing, tease writing, paying attention to details – spelling/attribution, etc and answering any questions.</p> | 1 | Executive Producer General Manager News Director Interactive & Social Media Manager |