

KING-TV, KONG-TV
EEO PUBLIC FILE REPORT
September 21, 2017 - September 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 Account Manager	1-2, 4, 7, 9, 11-12, 14, 16-17, 21-22, 25, 27-28, 31, 33-35, 37, 39-45	28
Photojournalist/Visual Storyteller	1-2, 4-5, 7-8, 11-12, 14, 16-17, 21-22, 25, 27-28, 30-31, 33-35, 37, 39-45	14
Weather Anchor (Weekends)	1-2, 4-5, 7-8, 11-12, 16-17, 21-23, 25, 27-28, 30-31, 33-45	36
Director of Marketing	1-2, 4-5, 7, 9, 11-12, 14, 16-18, 20-22, 25, 27-28, 30-31, 35, 37, 39-45	14
Marketing Strategist	1-2, 4-5, 7-9, 11-12, 16-17, 20-23, 25, 27-28, 30-31, 33-35, 37, 39-45	28
Sales and Marketing Coordinator	1-2, 4-5, 7-8, 11-12, 16-17, 20-23, 25, 27-28, 30-31, 35, 37, 39-45	23
Broadcast Maintenance, IT Support	1-2, 4-5, 7-8, 11-12, 14, 16-17, 20-23, 25, 27-28, 30-31, 35, 37, 39-45	14
Multi-Skilled Journalist	1-2, 4-8, 11-13, 15-17, 20-22, 25, 27-28, 30-31, 35-37, 39-46	15
Multi-Platform Producer	1-2, 4-8, 11-14, 16-17, 20-22, 25, 27-28, 30-31, 35, 37, 39-46	28
Multi-Platform Producer	1-2, 4-8, 11-14, 16-17, 20-22, 25, 27-28, 30-31, 35, 37, 39-46	14
Assignment Editor	1-2, 4-9, 11-14, 16-17, 21-23, 25, 27-28, 30-32, 35, 37, 39-46	14
Assignment Editor	1-2, 4-9, 11-14, 16-17, 21-23, 25, 27-28, 30-32, 35, 37, 39-46	14
Account Executive	2, 4-14, 16-17, 20-23, 25, 27-31, 35, 37, 39-47	29
Photojournalist	1-2, 4-8, 11-14, 16-17, 20-22, 25, 27-28, 30-31, 35, 37-47	14
Weather Anchor	1-8, 11-14, 16-17, 20-22, 25, 27-28, 30-31, 35-37, 39-47	36
Photojournalist (Local Programming)	1-2, 4-8, 11-14, 16-17, 19-22, 25-28, 30-31, 35, 37, 39-47	7
News Producer	1-2, 4-8, 11-13, 16-17, 20-23, 27-31, 35-37, 39-47	39
News Producer	1-2, 4-8, 11-13, 16-17, 20-23, 27-31, 35-37, 39-47	39
Director of Community Relations	1-2, 4-9, 11-14, 16-17, 20-24, 27-28, 30-31, 35, 37, 39-47	14
National Sales Coordinator	1-2, 4-8, 11-13, 16-17, 21-22, 27-28, 30-31, 35, 37-47	38
Digital Content Producer	1-2, 4-8, 11-14, 16-17, 20-22, 27-28, 30-31, 35, 37, 39-47	14

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Multi-Platform Journalist - Evening	1-2, 4-8, 11-13, 16-17, 19, 21-22, 27-28, 30-31, 37-47	19

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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	(WSAB) Washington State Association of Broadcasters 724 Columbia St. NW Suite 310 Olympia, Washington 98501 Phone : 360-705-0774 Url : http://www.wsab.org Email : wsabjobbank@comcast.net Char Myers	N	0
2	(WSU) Washington State University P.O. Box 642520 Pullman, Washington 99164 Phone : 509-335-8835 Url : http://www.wsu.edu Email : mmarcelo@wsu.edu Marvin Marcelo	N	0
3	Agency Referral	N	1
4	Art Institute of Seattle 2323 Elliott Ave. Seattle, Washington 98121 Phone : 206-239-2295 Url : http://www.new.artinstitutes.edu/seattle Email : rpasley@aia.edu Renee Pasley	N	0
5	Asian American Journalist Association-Seattle Chapter (news related only) P.O. Box 9698 Seattle, Washington 98109 Phone : 206-448-3853 Url : http://www.aajaseattle.org Email : justins@aaja.org Lori Matsukawa	N	0
6	Bellevue College 3000 Landerholm Circle SE B232 Bellevue, Washington 98007 Phone : 425-564-2190 Url : http://www.bellevuecollege.edu Fabienne Mouton Manual Posting	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
7	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	1
8	Collective Talent (Talent Only) 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
9	Current Employee	N	11
10	Current Employee/Internal Promotion	N	1
11	Department of Veterans Affairs 1660 S. Columbian Way Seattle, Washington 98108 Phone : 206-764-2135 Url : http://www.pugetsound.va.gov Email : vincent.rhyne@va.gov Vincent Rhyne	N	0
12	Department of Vocational Rehabilitation 20311 52nd Avenue W Suite 200 Lynnwood, Washington 98036 Phone : 425-673-3180 Url : http://www.1.dshs.wa.gov/dvr/contactus/lynnwood Email : dshsdvrlynnwood@dshs.wa.gov Doug Burkhalter	N	0
13	Edmonds Community College 20000 68th Ave. W. Lynnwood, Washington 98036 Phone : 425-640-1970 Url : http://ww.edcc.edu Angel Vogt Manual Posting	N	0
14	Employee Referral	N	20
15	Facebook post	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
16	Fleet & Family Support Center 13910 45th Ave. NE Marysville, Washington 98271 Phone : 425-304-3719 Url : http://www.navylifepnw.com Email : viviana.trappe@navy.mil Vivian Trappe	N	0
17	Fleet & Family Support Center 13910 45th Ave. NE Marysville, Washington 98271 Phone : 425-304-3719 Url : http://www.navylifepnw.com Email : jesse.bennett@navy.mil Jesse Bennett	N	0
18	Former Employee	N	1
19	Former Employee Referral	N	2
20	Fuzion Apps, Inc. 60 Schubach Drive Sugarland, Texas 77479 Phone : 713-234-7668 Url : http://www.fuzionapps.com Email : joblistings@fuzionapps.com Laquitta DeMerchant	N	0
21	Garfield Family Center YWCA 2323 E. Cherry St. Seattle, Washington 98122 Phone : 206-568-7845 Url : http://www.garfieldymca.com Email : rwells@ywcaworks.org Renee Wells	N	0
22	Glassdoor.com unknown Sausalito, California Url : http://www.glassdoor.com/index.htm Robert Hohman Manual Posting	N	1
23	Indeed.com	N	11
24	Internal Candidate	N	1

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25	ITT Technical Institute-Boise 12302 W. Explorer Dr. Boise, Idaho 83713 Phone : 208-322-8844 Url : http://www.itt-tech.edu Email : JWhite23@itt-tech.edu Jeff White	N	0
26	Job posting on internet	N	1
27	Juju.com unknown New York , New York Url : http://www.juju.com/ search engine Manual Posting	N	0
28	KING TV/KONG TV 333 Dexter Ave. N. Seattle, Washington 98109 Phone : 206-448-3931 Url : http://www.king5.com Kym Nyyssele Otte Manual Posting	N	4
29	Linked In	N	6
30	Medialine.com (news room only) 1209 Wood Valley Road Augusta, Georgia 30909 Phone : 706-364-7564 Url : http://www.medialine.com Email : medialine@medialine.com Rich Everett	N	0
31	NATAS Northwest Chapter P.O. Box 58530 Seattle, Washington 98138 Phone : 206-575-3444 Url : http://www.natas-seattle.org Email : natas@asi-seattle.net Diane Bevins	N	0
32	Other Source	N	1

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33	Pacific Lutheran University 12180 Park Ave. S. Tacoma, Washington 98447 Phone : 253-535-7778 Url : http://www.plu.edu Email : lisoskjm@plu.edu Joanne Lisosky	N	0
34	Pacific Lutheran University 12180 Park Ave. S. Tacoma, Washington 98447 Phone : 253-535-7245 Url : http://www.plu.edu Email : rtorgerson@plu.edu Rebecca Torgerson	N	0
35	Pacific Lutheran University 12180 Park Ave. S. Tacoma, Washington 98447 Phone : 253-535-7459 Url : http://www.plu.edu Email : career@plu.edu Job Listings	N	0
36	Recruiter	N	6
37	Shoreline Community College 16101 Greenwood Ave. N. Shoreline, Washington 98133 Phone : 206-546-5882 Url : http://www.shoreline.edu Email : stschanz@shoreline.edu Stephanie Tschanz	N	0
38	Station Website	N	6
39	TEGNA.com 7950 Jones Branch Drive McLean, Virginia Phone : 206-448-5555 Human Resources Broadcast Manual Posting	N	22

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40	TV Jobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 760-450-7584 Url : http://www.tvjobs.com Email : markch@tvjobs.com Mark Holloway	N	5
41	University of Washington Tacoma Career Development & Edu. 1900 Commerce St. Box 358410 Tacoma, Washington 98402 Phone : 253-692-4835 Url : http://www.tacoma.uw.edu Email : jnelko@uw.edu Jake Nelko	N	0
42	Urban Impact 7728 Rainier Ave. S. Seattle, Washington 98118 Phone : 206-722-2052 Url : http://www.urbanimpactseattle.org Email : yeng@urbanimpactseattle.org Yolanda Eng	N	0
43	Urban League of Metropolitan Seattle 105 14th Ave. Seattle, Washington 98122 Phone : 206-461-3792 Url : http://www.urbanleague.org Email : ltaylor@urbanleague.org Linda Taylor	N	0
44	Washington Vocational Services 111 SE Everett Mall Way Bldg. C, Suite 100 Everett, Washington 98208 Phone : 425-774-3338 Url : http://www.wvs.org Email : pfrisk@wvs.org Peggy Frisk	N	0
45	Washington Vocational Services 22316 70th Ave. W. Suite D Mountlake Terrace, Washington 98043 Phone : 425-405-3401 Url : http://www.wvs.org Email : jbruckshen@wvs.org Janet Bruckshen	N	0

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46	Worksource Seattle-King County 9600 College Way N. #1151 Seattle, Washington 98103 Phone : 206-293-4059 Url : http://www.worksourceskc.org Kitty Kitnikone Manual Posting	N	0
47	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:			103

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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	10/1/2017	Establishment of an intern program designed to assist members of the community	Fall Quarter Intern for New Day	1	Executive Producer
2	10/1/2017	Establishment of an intern program designed to assist members of the community	Fall Quarter Intern for Community Relations Dept	1	Dir of Comm and Comm Relations
3	10/1/2017	Establishment of an intern program designed to assist members of the community	Fall Quarter Intern for Programming Dept.	1	Director of Local Programming
4	10/1/2017	Establishment of an intern program designed to assist members of the community	Fall Quarter Intern for Digital Media	1	Digital Director
5	10/1/2017	Establishment of an intern program designed to assist members of the community	Fall Quarter Intern for Sports News	1	Sports Producer
6	10/2/2017	Establishment of training programs for station personnel	TEGNA Labor Relations Training – 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	HRBP
7	10/12/2017	Sponsorship of events in the community designed to increase public awareness	Mentoring with the Veterans Mentorship Program	1	Reporter
8	11/9/2017	Establishment of an intern program designed to assist members of the community	Sharing an informational interview session at the UW on Internships in Sales	1	Manager Local Sales
9	11/17/2017	Sponsorship of events in the community designed to increase public awareness	Speaking at Foster Business School Marketing Students, the Principles of Selling.	1	Manager Local Sales
10	11/27/2017	Sponsorship of events in the community designed to increase public awareness	Student Mentoring on demo regarding Professional Sports Reporter	1	Anchor

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11	12/1/2017	Establishment of an intern program designed to assist members of the community	Winter Quarter Intern for New Day	1	Executive Producer
12	12/1/2017	Establishment of an intern program designed to assist members of the community	Winter Quarter Intern for Evening Magazine	1	Director of Local Programming
13	12/1/2017	Establishment of an intern program designed to assist members of the community	Winter Quarter Intern for Sports News	1	Content Manager
14	12/1/2017	Establishment of an intern program designed to assist members of the community	Winter Quarter Intern for Community Relations Dept.	1	Dir of Comm and Comm Relations
15	12/6/2017	Establishment of training programs for station personnel	Connected with other TEGNA stations going through the Brand Health study. Gained a better understanding of what's required to run a station through this process including the impact of brand health on audience interest and loyalty, as well as employee engagement.	1	Marketing
16	12/14/2017	Sponsorship of events in the community designed to increase public awareness	Spoke at 2 "Career Track" sessions	1	Anchor
17	1/5/2018	Sponsorship of events in the community designed to increase public awareness	WSU college journalism Student reached out to the KING anchor regarding jobs in the journalism field and day-to-day duties required as an anchor/reporter. The anchor setup several Q&A sessions and an phone interview to assist the request.	1	Anchor
18	1/5/2018	Sponsorship of events in the community designed to increase public awareness	Job Shadow in the News Room.	1	Anchor
19	1/16/2018	Establishment of a mentoring program	The Director of Photojournalism worked with the TEGNA trainers to develop a more inclusive environment to shooting video. He participated in several break-out sessions with Multi-Skilled Journalists & shared best practices techniques and innovative storytelling practices.	1	Director of Photojournalism

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
20	1/26/2018	Participation in events or programs sponsored by educational institutions	Mentoring Seattle University's "Redhawk Entertainment Network.	1	Content Manager
21	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.	245	All Station Staff
22	1/29/2018	Sponsorship of events in the community designed to increase public awareness	Job Shadow, Q&A and station tour.	1	Anchor
23	1/29/2018	Sponsorship of events in the community designed to increase public awareness	Spoke to broadcast class at Lamar University regarding Internship and career opportunities in the broadcasting industry.	1	Intern
24	1/30/2018	Co Sponsoring Job Fair	Director of Local Sales co-sponsored and hosted a KING 5 Career Fair booth for the University of Washington's annual Sales Career Fair. This is a recruitment opportunity to hire future sales interns.	1	Director of Local Sales
25	2/7/2018	Sponsorship of events in the community designed to increase public awareness	Mentoring UW students on careers in the broadcasting industry, in particular the sales and marketing roles.	1	Director of Local Sales
26	2/12/2018	Sponsorship of events in the community designed to increase public awareness	Training on Media Press Release, etc. for Advocacy Journalism Program.	1	Anchor
27	2/15/2018	Sponsorship of events in the community designed to increase public awareness	Selected as part of the AAJA Mentor Match program which support Mentoring relationships with members through resources and program support.	1	Anchor
28	2/15/2018	Sponsorship of events in the community designed to increase public awareness	Spoke at KUOW Youth Radio Program about Storytelling and the changes in media landscape has changed	1	Digital Content/Social Media

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29	2/22/2018	Participation in events or programs sponsored by educational institutions	Middle School boys sat in studio audience for a live daily talk show and got a tour of the news studio. Discussed careers in the broadcast industry.	3	HR Business Partner Audience Coordinator Studio Engineer
30	2/26/2018	Participation in events sponsored by community groups	Pre-sales workshop focused on digital strategies with Tegna. Discuss new products and potential selling points, with a focus on GO Digital and Premion products	1	Sales
31	2/26/2018	Participation in events sponsored by community groups	Pre-sales workshop focused on digital strategies with Tegna. Discuss new products and potential selling points, with a focus on GO Digital and Premion products	1	Sales
32	3/1/2018	Establishment of an intern program designed to assist members of the community	Spring quarter Intern for Digital Media	1	Dir of Digital Media
33	3/1/2018	Establishment of an intern program designed to assist members of the community	Spring quarter Intern for News Dept.	1	Content Manager
34	3/1/2018	Establishment of an intern program designed to assist members of the community	Spring Quarter Intern for New Day	1	Executive Producer
35	3/1/2018	Establishment of an intern program designed to assist members of the community	Spring Quarter Intern for Evening Magazine	1	Director of Local Programming
36	3/2/2018	Sponsorship of events in the community designed to increase public awareness	Career Day, Spoke at Tacoma's Steward Middle School to students	1	Anchor
37	3/5/2018	Sponsorship of events in the community designed to increase public awareness	The Director of Local Sales provides mentoring to UW students, provides feedback on their resumes and LinkedIn accounts, and answers questions regarding internships & careers in the broadcasting industry.	1	Director of Local Sales
38	3/7/2018	Sponsorship of events in the community designed to increase public awareness	Lecture and performed experiments for students- Seattle Hebrew Academy	1	Meteorologist

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39	3/14/2018	Sponsorship of events in the community designed to increase public awareness	Lectured and performed Experiments for students at Beverly Park Elementary School.	1	Meteorologist
40	3/17/2018	Participation in events sponsored by community groups	NPPA News Video Workshop at Oklahoma State University. Discussed virtual reality storytelling and sound gather techniques to journalism, marketing and public relations students and professionals, among other things.	1	Dept head
41	3/17/2018	Establishment of training programs for station personnel	NPPA News Video Workshop at Oklahoma State University. Watched speakers from all backgrounds discuss a variety of video storytelling techniques.	1	Dept head
42	3/20/2018	Establishment of training programs for station personnel	Station Diversity Awareness Training	50	General Manager News Director Asst News Director Director of Sales
43	3/26/2018	Establishment of training programs for station personnel	Diversity Awareness Training	50	General Manager News Director Director of Digital Media Director of Sales
44	3/26/2018	Sponsorship of events in the community designed to increase public awareness	Mentoring UW students interested in careers in broadcasting industry.	1	Director of Local Sales
45	3/28/2018	Participation in events sponsored by community groups	Connected with other TEGNA stations going through Brand Health studies.	1	Marketing
46	4/8/2018	Establishment of training programs for station personnel	Industry-wide trade show exploring new technologies.	1	Director Technology
47	5/8/2018	Establishment of training programs for station personnel	May 8-10, 2018 TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales

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48	5/10/2018	Sponsorship of events in the community designed to increase public awareness	Provided a tour of the weather center & answered questions regarding weather broadcasting, forecasting, building weather graphics, etc.	4	Weather Anchor/Meteorologists Weather Anchor/Meteorologists Weather Anchor/Meteorologists HR Business Partner
49	6/12/2018	Establishment of training programs for station personnel	Seller Inside Out Training - New Account Executives attend 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
50	6/17/2018	Sponsorship of events in the community designed to increase public awareness	School Year "Equitable Volunteer Support" Initiative. Steve Bunin with Mentoring teen in program	1	Anchor
51	6/18/2018	Establishment of training programs for station personnel	Content Summit (June 18-21) 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	News Director Marketing Director General Manager
52	6/18/2018	Participation in events or programs sponsored by educational institutions	On the panel discussing FEMA media engagement training class. Also include Q & A. How to give a great interview for journalism.	1	Anchor
53	7/19/2018	Establishment of training programs for station personnel	Received "After Effects" training through Jason Hirsch's Zoom meeting classes for a TEGNA pilot innovation project.	1	Visual Design Editor
54	7/19/2018	Establishment of training programs for station personnel	Watched speakers from all journalism backgrounds discuss a variety of video storytelling techniques. Provided feedback and best practices.	1	Director of Photojournalism

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55	7/19/2018	Participation in events sponsored by community groups	Taught several classes on photography fundamentals, content transformation, logistics for storytelling, social media and other topics to journalism students, documentary film makers, public relations and journalists.	1	Director of Photojournalism
56	7/23/2018	Establishment of training programs for station personnel	Microsoft Business Application Summit Training Sessions on Microsoft applications: Power BI and Excel.	1	Finance
57	8/7/2018	Participation in other activities designed by the station employment unit	Station tour for 12 Bryant Elementary students. Discussed careers in the broadcast industry and working hard in school.	1	Marketing
58	8/13/2018	Establishment of training programs for station personnel	August 13-31, 2018 Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	100	All Content Staff
59	8/20/2018	Establishment of an intern program designed to assist members of the community	Job Shadow with our News Room, Editorial Meeting, Photographer, and Asst. News Dir. (watching noon news).	3	News Room Director Photographer Asst. News Director
60	8/24/2018	Establishment of training programs for station personnel	The Director of Photojournalism received training by speakers from all journalism backgrounds & markets. Shared a variety of video storytelling techniques and best practices.	1	Director of Photojournalism
61	8/24/2018	Participation in events sponsored by community groups	Teaching the building blocks of storytelling and critiquing work in Asheville, NC.	1	Director of Photojournalism
62	8/25/2018	Participation in events sponsored by community groups	Gathering of TV marketing professionals around the country to network and learn about the state of our industry.	1	Marketing
63	9/14/2018	Participation in events or programs sponsored by educational institutions	Keynote address to group of high school journalists, explaining what it takes to succeed in journalism	1	Anchor

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64	9/14/2018	Participation in events or programs sponsored by educational institutions	“Women on the Rise” program. The News Director spoke about women working in the field of media, sat in on a panel discussion with Q&A from the audience. She also answered several questions from college students.	1	News Director
65	9/14/2018	Participation in events or programs sponsored by educational institutions	Visited the University of Illinois and spoke to journalism students, did a presentation, and delivered a keynote address at a high school journalism conference. Discussed careers in the broadcast industry.	1	Multimedia Journalist