

WTOL-TV
EEO PUBLIC FILE REPORT
May 21, 2022 - May 20, 2023

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-12635	1-6, 8-12, 14-15, 17	15
Digital Content Producer-12635	1-6, 8-12, 14-15, 17	15
Broadcast Engineer - 12663	2, 7, 15	15
Sports MSJ/Anchor-012723	1-4, 6-12, 14-17	15
Local Sales Assistant-12755	1-4, 6-12, 14-15, 17	2
Multi-Skilled Journalist-12858	1-4, 6, 8-12, 14-15, 17	15
Receptionist-12990	1-12, 14-15, 17	15
MSJ Reporter-13296	1-12, 14-17	16
Associate Producer-13317	1-4, 6, 8-12, 14-15, 17	15
Photojournalist/MSJ-13443	1-4, 6-12, 14-15, 17	7
Sales Assistant-13522	1-12, 14-15, 17	5
Marketing Producer - 13681	1-6, 8-12, 14-15, 17	2
Broadcast Engineer - 13684	1-6, 8-12, 14-15, 17	15
Producer-14076	1-6, 8-15, 17	5

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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	Bluffton College 1 University Dr. Bluffton, Ohio 45817 Phone : 419-358-3030 Email : career@bluffton.edu Jacqui Singer	Y	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://careerbuilder.com Job Listings Manual Posting	N	9
3	Defiance College 701 N. Clinton Defiance, Ohio 43512 Phone : 419-783-2349 Email : tarmey@defiance.edu Laura Hartpence	N	0
4	IBEW Local 245 705 Lime City Road Rossford, Ohio 43604 Phone : 419-356-5689 Email : shane@ibew245.com Mr. SHANE BAUMAN	N	0
5	Indeed 6433 Champion Grandview Way Austin, Texas 78750 Phone : 512-459-5300 Url : http://indeed.com Job Listings Manual Posting	N	6
6	James C. Caldwell Community Center 3201 Stickney Ave Toledo, Ohio 43608 Phone : 419-729-4654 Url : http://www.caldwellcenter.org Email : jcaldwell@toledofoodbank.org James Caldwell	Y	0

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7	LinkedIn 501 Pistachio Pl Windsor, California 95492 Phone : 650-687-3600 Url : http://linkedin.com Job Listings Manual Posting	N	11
8	National Association of Hispanic Journalists NAHJ Career Center PO Box 117 Windsor, California 95492 Phone : 626-792-3846 Url : http://nahjcareercenter.com Email : info@nahjcareers.org Job Listings	N	0
9	Native American Journalist Assoc. 395 W. Lindsey St Norman, Oklahoma 73019 Phone : 405-325-1649 Url : https://www.naja.com Email : rebeccalandsberry@naja.com Rebecca Landsbury	N	0
10	Northwest State Community College 22600 St. Rt. 34 Archbold, Ohio 43502 Phone : 419-267-5511 Email : mjacobs@northweststate.edu Kristan Clady	N	0
11	Ohio Association of Broadcasters 17 South High Street Suite 1010 Columbus, Ohio 43215 Phone : 614-228-4052 Url : http://oab.org/job-board Email : cmerritt@oab.org Katie Lovell	N	0
12	Ohio Media School 5330 East Main St Columbus, Ohio 43213 Phone : 614-655-5250 Url : https://beonair.com/locations/columbus/ Email : Jdixon@beonair.com Job Listings	N	0

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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
13	Self Referral	N	1
14	Specs Howard School of Broadcast 19900 West Nine Mile Road Southfield, Michigan 48075 Phone : 248-358-9000 Email : bcarey@specshoward.edu Kevin Scollin	N	0
15	TEGNA Careers Site 8350 Broad Street Suite 2000 Tysons, Virginia 22102 Phone : 703 873-6231 Url : http://www.tegna.com/job-listings/ Job Listings Manual Posting	N	50
16	Walk In/Self-Referral	N	2
17	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			79

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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	Ongoing Event	Participation in events sponsored by organizations representing the community	Our Marketing Producer is on the Penta Career Center's Digital Video Production's Advisory committee. Penta Career Center is a public vocational high school, serving 16 school districts from 5 counties in Northwest Ohio. Topics of discussion surround career technical student highlights, equipment reviews for the department, and skills required to enter the local job market. The marketing producer sits as a judge on final digital video productions for selection to who will move on to State and National competitions.	1	Marketing Producer
2	6/6/2022	Establishment of an intern program designed to assist members of the community	WTOL actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences a live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. This internship primarily supports news but can touch other departments as well. During this reporting period, WTOL hired and trained 1 intern for this program.	1	Intern
3	6/24/2022	Establishment of training programs for station personnel	This was the second of Secure TEGNA quarterly training modules focused on social engineering. This important training includes real-life examples of how social engineering works using online and offline manipulation and deception to convince users to succumb to phishing attacks or surrender confidential information.	120	Various

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4	6/27/2022	Establishment of a mentoring program	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIR's, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on -the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends and the PIR has 2-years of on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.</p>	1	Producer in Residence

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5	8/11/2022	Provision of training to management	One leader of WTOL participated in the Ohio Association of Broadcaster's virtual training course, Embracing Diversity to Increase Your Station's Success: Hiring & Developing Diverse Talent. This course focuses on the roles of leaders, managers and supervisors in building and maintaining work environments that are inclusive and strive to focus on sourcing, recruiting, hiring, and promoting candidates in underrepresented groups. During this course, participants identify sources of inclusion for hiring retaining and developing diverse talent and explore the effectiveness of inclusion initiatives by focusing on developing equity in recruitment, interviewing, and hiring, internal preparedness (retention) demonstrating and organizational commitment to diversity through offering and environment that celebrates diversity and embraces inclusion and developing and promoting diverse talent.	1	Digital Sales Manager
6	9/23/2022	Establishment of training programs for station personnel	TEGNA launched a mandatory Q3 cybersecurity training across all stations. This Internet Security and You segment is intended to not only increase employee awareness of cybersecurity threats that can compromise the company's data and networks, but how to safeguard against them as well.	111	Various
7	10/12/2022	Provision of training to management	Three station members attended the Ohio Association of Broadcasters Fall Diversity Dialogue Series, Leveraging Our Individual Diversity to Cultivate Inclusive Work Environments hosted by Sharon D Fitzpatrick, CEO of the Fitzpatrick Group. They each had the opportunity to have a voice in sharing perspectives, experiences, and expectations in today's diverse environment.	3	Vice President/General Manager Director of Marketing Digital Sales Manager

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8	10/26/2022	Establishment of training programs for station personnel	Two of WTOL's leaders attended TEGNA's Manager Development Program, which is an incremental learning series consisting of both virtual and classroom sessions, each of which will focus on three major objectives stemming from TEGNA's Critical Leadership Skills. This 3 day in-person training was hosted in Indianapolis.	2	Director of Sales Director of News
9	10/31/2022	Establishment of training programs for station personnel	Our Digital Sales Manager and an account executive attended a webinar for NEXT Women. The seminar helps identify, prepare and advocate for women in the local broadcast TV industry. This series helps women grow into leadership roles.	2	Digital Sales Manager Account Executive
10	12/12/2022	Establishment of training programs for station personnel	Assistant News Director and Assignment Editor completed TEGNA/Poynter talent development seminar on leadership and inclusivity training for newsroom employees.	2	Assistant news director Assignment editor
11	12/15/2022	Provision of training to management	Three station employees participated in TEGNA/Poynter talent development seminar on transforming crime coverage including ethics, perception, inclusion, and diversity.	3	Assistant news director Reporter Anchor/Reporter
12	12/15/2022	Establishment of training programs for station personnel	This is the final Secure TEGNA quarterly training module for 2022, Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help employees to recognize risks and increase understanding of the ever-changing threat landscape.	112	Various
13	1/27/2023	Establishment of training programs for station personnel	Code of Ethics Training: Our Shared Purpose, an online course that focuses on section three of the TEGNA Ethics Policy, addressing fair dealings and open competition, must be taken. It outlines the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations.	112	Various

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14	2/20/2023	Participation in events sponsored by organizations representing the community	Our Director of Sales and an Account Executive attended a student Athlete networking event at the University of Toledo. He spoke to numerous students who are interested in a career in sales.	2	Director of Sales Account Executive
15	2/23/2023	Participation in Job Fairs	Our Director of Sales and Director of Marketing participated in the John B. and Lillian E. Neff College of Business and Innovation Job Fair at the University of Toledo where they spoke with numerous students about the endless career opportunities that broadcast media offers.	2	Director of Sales Director of Marketing
16	3/6/2023	Establishment of training programs for station personnel	This was the first Secure TEGNA quarterly training module for 2023, Find the Phish. This interactive exercise offers you an opportunity to sharpen your cyber skills and reminds you of the common methods criminals use to access confidential information.	112	Various
17	3/24/2023	Participation in scholarship programs	Our President/General Manager is on the board of the Ohio Association of Broadcasters. He participates/judges applications each year to award a scholarship to one high school student entering college in the fall. Applicants are children of OAB member station employees.	1	Vice President/General Manager
18	4/20/2023	Participation in events or programs sponsored by educational institutions	Our News Director, spoke to a class of digital journalism students enrolled in Comm 310 at Bethany College. She shared her industry experience and advice about digital journalism and discussed how to put their educations to use upon graduating at WTOL.	1	News Director