

WTOL
EEO PUBLIC FILE REPORT
June 1, 2019 - May 31, 2020

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
Meteorologist - 006754	1-7, 9-10, 12-17, 19-33, 35-51	40
Weekend Anchor/Multiskilled Journalist - 006519	1-7, 9-14, 16-17, 19-33, 35-51	40
Multiskilled Journalist - 006516	1-7, 9-10, 12-14, 16-17, 19-51	34
Multiskilled Journalist - 006516	1-7, 9-10, 12-14, 16-17, 19-51	34
Account Executive - 006999	1-7, 9-14, 16-17, 19-33, 35-51	40
Multiskilled Journalist - 007749	1-7, 9-10, 12-14, 16-33, 35-36, 38-51	40
Senior Digital Sales Specialist- 007868	1-7, 9-12, 14, 16-17, 19-36, 38-51	40
Morning Executive Producer	4, 8, 19, 25, 40, 44	44
Managing News Editor - 008377	1-7, 9-10, 12-33, 35-36, 38-51	40

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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	Adrian College 110 S. Madison St. Adrian, Michigan 49221 Phone : 517-265-5161 Career Services Center Manual Posting	Y	0
2	Asian American Journalist Assoc. 5 Third St Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : https://jobs.aaja.org Job Listings Manual Posting	N	0
3	Bowling Green State University 318C Math Sciences Building Bowling Green, Ohio 43403 Phone : 419-372-2356 Url : https://bgsu-csm.symplicity.com//employers Career Center Manual Posting	Y	0
4	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://careerbuilder.com Job Listings Manual Posting	N	0
5	Central Michigan University Ronan Hall 240 Central Michigan University Mount Pleasant, Michigan 48859 Phone : 989-774-3068 Career Services Center Manual Posting	N	0
6	Central State University P.O. Box 1004 Wilberforce, Ohio 45384 Phone : 937-376-6011 Job Listings Manual Posting	N	0

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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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	City of Toledo Human Resources Dept. 1 Government Cntr. Suite 1920 Toledo, Ohio 43604 Phone : 419-245-1500 Kelly Murphy Manual Posting Prong 2 Ended Date: 5/20/2020	N	0
8	Current Employee	N	1
9	Defiance College 701 N. Clinton Defiance, Ohio 43512 Phone : 419-783-2349 Email : tarmey@defiance.edu Laura Hartpence Prong 2 Ended Date: 5/20/2020	N	0
10	Eastern Michigan University University Advising and Career Development Center 200 McKenny Hall Ypsilanti, Michigan 48197 Phone : 734-487-4099 Career Services Center Manual Posting	N	0
11	Employee Referral	N	4
12	Heidelberg University 310 E. Market St. Tiffin, Ohio 44883 Phone : 419-448-2330 Url : http://www.collegecentral.com/heidelberg Career Services Manual Posting	N	0
13	IBEW Local 245 705 Lime City Road Rossford, Ohio 43604 Phone : 419-666-3350 Email : larry@ibew245.com Mr. Larry Tscherne Prong 2 Ended Date: 5/20/2020	N	0

WTOL
EEO PUBLIC FILE REPORT

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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	Indeed 6433 Champion Grandview Way Austin, Texas 78750 Phone : 512-459-5300 Url : http://indeed.com Job Listings Manual Posting	N	0
15	Internal Candidate	N	2
16	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
17	Jerusalem Baptist Church 445 Dorr Street Toledo, Ohio 43603 Phone : 419-248-2139 Rev H.M. Crenshaw Manual Posting	Y	0
18	Linked In	N	2
19	LinkedIn 501 Pistachio Pl Windsor, California 95492 Phone : 650-687-3600 Url : http://linkedin.com Job Listings Manual Posting	N	1
20	Lourdes University 6832 Convent Blvd. Sylvania, Ohio 43560 Phone : 419-824-3704 Url : http://www.collegecentral.com/lourdes Ms. Kay Bishop Manual Posting	N	0

WTOL
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June 1, 2019 - May 31, 2020

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21	Lucas County Department of Planning & Development/The Source 1 Government Center 8th Floor Toledo, Ohio 43604 Phone : 419-213-3300 Lewis Huerta Manual Posting	Y	0
22	Manpower 316 W. Dussel Drive Maumee, Ohio 43537 Phone : 419-893-4413 Patty Bernal Manual Posting	N	0
23	Miami University 501 W. High Street Oxford, Ohio 45056 Phone : 513-529-1809 Dr. Bruce Drushel Manual Posting	N	0
24	Monroe County Community College 1555 South Raisinville Rd. Monroe, Michigan 48161 Phone : 734-242-7300 Url : http://www.collegecentral.com/monroeccc Mr. Barry Kinsey Manual Posting	N	0
25	MyJobHelper 33 Irving Pl. New York, New York 10003 Phone : 347-326-4653 Url : https://myjobhelper.com/ Job Listings Manual Posting	N	0
26	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

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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27	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
28	News Blues 2515 Sparrow Crest Dr. Katy, Texas 77494 Phone : 913-217-0685 Url : https://www.medialine.com Job Listings Manual Posting	N	0
29	Northwest State Community College 22600 St. Rt. 34 Archbold, Ohio 43502 Phone : 419-267-5511 Email : mjacobs@northweststate.edu Kristan Clady	N	0
30	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
31	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
32	Ohio Northern University 525 S. Main St. Ada, Ohio 45810 Phone : 419-772-2000 Url : http://onu-csm.symplicity.com/employers Ms. Priscilla West Manual Posting	N	0

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	Ohio University 185 Lindsey Hall Athens, Ohio 45701 Phone : 740-593-2909 Url : https://ohio-csm.symplicity.com/employers/index.ph Mr. Thomas Korvas Manual Posting	N	0
34	Other Source	N	3
35	Owens Community College P.O.Box 10,000 Oregon Rd. Toledo, Ohio 43699 Phone : 567-661-7000 Url : http://collegecentral.com/owens Ms. Gentry Dixon Manual Posting	N	0
36	Pathway 505 Hamilton St. Toledo, Ohio 43602 Phone : 419-242-7304 Tarvis Parks Manual Posting	Y	0
37	Specs Howard School of Broadcast 19900 West Nine Mile Road Southfield, Michigan 48075 Phone : 248-358-9000 Email : bcarey@specsward.edu Kevin Scollin	N	0
38	St. Paul AME Zion Church 946 Belmont Ave. Toledo, Ohio 43607 Phone : 419-243-1065 Claude Christopher Manual Posting	Y	0
39	State of Michigan Workforce Development Agency 1040 S. Winter Street Suite 1014 Adrian, Missouri 49221 Phone : 517-266-5600 Michael G. Manual Posting	Y	0

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	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	17
41	Terra State Community College 2830 Napoleon Road Fremont, Ohio 43420 Phone : 419-334-8400 Joan Gamble Manual Posting	N	0
42	The Ohio State University 2200 Olentangy River Rd. Columbus, Ohio 43210 Phone : 614-292-2200 Url : https://myinterfase.com/osualumiconsortium OSU Alumni Consortium Manual Posting	N	0
43	Tiffin University 155 Miami Street Tiffin, Ohio 44883 Phone : 419-447-6442 Carol McDannell Manual Posting	N	0
44	tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Mark Holloway Manual Posting	N	1
45	University of Detroit Mercy Reno Hall - 1st Floor 4001 W. McNichols Road Detroit, Michigan 48221 Phone : 313-993-1017 Url : https://myinterfase.com/udmercy Career Education Center Manual Posting	N	0

WTOL
EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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46	University of Findlay 1000 N. Main Street Findlay, Ohio 45840 Phone : 419-422-8313 Url : https://app.purplebriefcase.com Career Services Center Manual Posting	N	0
47	University of Michigan University of Michian School of Education 610 E. University Ave Ann Arbor, Michigan 48109 Phone : 734-764-1817 Career Services Center Manual Posting	N	0
48	University of Toledo Student Union 1532 MS112 2801 West Bancroft St. Toledo, Ohio 43606 Phone : 419-530-1327 Url : https://utoledo-csm.symplicity.com Career Services Center Manual Posting	Y	0
49	Wayne State University 1001 Faculty Adm. Bldg. 656 W. Kirby Street Detroit, Michigan 48202 Phone : 313-577-4781 Ms. Arlene Pringle Manual Posting	N	0
50	Western Michigan University Career and Student Employment Service Western Michigan University Kalamazoo, Michigan 49008 Phone : 269-387-2745 Url : https://wmich.edu/career/planning Career Services Center Manual Posting	N	0
51	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:			31

WTOL
EEO PUBLIC FILE REPORT
June 1, 2019 - May 31, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/2/2019	Establishment of an intern program designed to assist members of the community	Internships – WTOL offers internship opportunities to eligible students to provide hands-on learning experience for students looking to gain knowledge and insight about the broadcasting industry. Students must be enrolled in a college or university. All internships are unpaid, so students must be receiving academic credit to work or observe at the station. Hours can be flexible to accommodate class schedules and school requirements, however most inters are usually required to attend a minimum of 15-20 hours per week. Internships are offered in a variety of departments at the station including Marketing/On-Air Promotions/ Programming, Sales, Graphic Design and Community/Public Affairs	1	Assistant News Director
2	6/17/2019	Establishment of training programs for station personnel	Marketing Director attended Promax Station Summit — the only business event created exclusively for and by Television Station Marketing and Creative Services professionals. Promax Station Summit brings together the top broadcast networks, program distributors and station ownership groups under one roof for the most powerful week in the broadcast industry.	1	Marketing Director
3	6/18/2019	Establishment of training programs for station personnel	News, Digital, 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 transformation journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	2	President & General Manager News Director

WTOL
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June 1, 2019 - May 31, 2020

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4	7/15/2019	Establishment of training programs for station personnel	<p>Integrity is a core value at TEGNA. As a media company, we must comply with all laws and take the necessary safeguards to prevent any action or association that may adversely impact our business and the trusted information and services we provide to our communities.</p> <p>Knowing, understanding and abiding by our TEGNA Ethics Policy is fundamental to our ability to serve our communities with the highest of standards.</p> <p>Because it is critical that we hold ourselves to the highest levels of ethics and professionalism, we require all employees to complete “Conflicts of Interest: Protecting Company Interests” training as well as a brief survey on ethics.</p>	132	All Station Employees
5	8/13/2019	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	2	Marketing Director Digital Marketing Director
6	9/1/2019	Establishment of a mentoring program	Station representative mentored two college students attending Bowling Green State University College of Business. Students meet regularly with their mentor throughout the semester.	1	Account Executive
7	11/11/2019	Participation in other activities designed by the station employment unit	Hosted students from Word of Truth Youth Group for a station tour. Students visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	President & General Manager

WTOL
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June 1, 2019 - May 31, 2020

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8	12/1/2019	Participation in other activities designed by the station employment unit	Hosted students from Middle School Technology CLubl for a station tour. Students visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	Assistant News Director
9	12/6/2019	Participation in events or programs sponsored by educational institutions	Served as a member of the Marketing Advisory Board for students attending Bowling Green State University. Advised students enrolled in the American Marketing Association chapter on career goals.	1	Account Executive
10	1/9/2020	Participation in Job Fairs	Participated in the job and internship 1 HR Business Partner fair hosted by College Now. This event is designed to connect employers to gifted and diverse talent pipeline of interns and employees.	1	HR Business Partner
11	1/16/2020	Establishment of training programs for station personnel	When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. To help, TEGNA launched in annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into their daily work routine. Every employee was required to take the Byte Back Challenge to test their knowledge on how they can prevent cyberattacks. The challenge is a seven-question online simulation based on the topics featured throughout the campaign.	132	All Station Employees
12	1/16/2020	Participation in other activities designed by the station employment unit	Hosted students from Maumee Valley Country Day School for a station tour. Students visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	Assistant News Director

WTOL
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June 1, 2019 - May 31, 2020

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	2/1/2020	Participation in other activities designed by the station employment unit	Hosted students from Bowling Green State University enrolled in Intro to Public Relations class for a station tour. Students visited with each department and learned about the operation as well as the different careers available within the broadcast industry.	1	Account Executive
14	2/5/2020	Participation in other activities designed by the station employment unit	Hosted the Boy Scouts for a station tour. Troops visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	IT Manager
15	2/10/2020	Participation in other activities designed by the station employment unit	Hosted the Boy Scouts for a station tour. Troops visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	IT Manager
16	2/19/2020	Participation in events or programs sponsored by educational institutions	Station representatives were invited as guest speakers at Eastwood Middle School. Representatives talked to students about the industry, showed them examples of stories, allowed them to shoot their own segments.	2	MSJ Anchor/MSJ
17	2/20/2020	Participation in other activities designed by the station employment unit	Hosted the Boy Scouts for a station tour. Troops visited with each department and learned about the different careers available within the broadcasting industry and the qualifications needed.	1	IT Manager
18	2/25/2020	Participation in events or programs sponsored by educational institutions	Invited as a guest speaker to a group of elementary students, hosted by TEACH Co-op . Spoke to students about working at a TV station and about the different careers available within the broadcast industry.	1	Account Executive
19	2/27/2020	Participation in events sponsored by community groups	A representative from the station attended a professional networking event hosted by the Toledo Catholic Business Professionals of Northwest Ohio. Shared information on personal career journey within the broadcast industry.	1	Account Executive

WTOL
EEO PUBLIC FILE REPORT
June 1, 2019 - May 31, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
20	5/13/2020	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Anchor
21	5/14/2020	Establishment of training programs for station personnel	A representative from the Station attended a webinar hosted by From Day One on Keeping Diversity at the Forefront During Crisis Times. Training included tips on how to progress with D&I efforts when the bottom line is under pressure.	1	HR Business Partner
22	5/18/2020	Participation in events sponsored by community groups	A representative from the station was selected to participate in the selection committee for the Ohio Broadcasters Foundation's 2020 OAB Kids Scholarship.	1	President & General Manager
23	5/20/2020	Establishment of training programs for station personnel	Station representative attended a webinar hosted by LifeWorks, Building Resilience in Uncertain Times. This training covered topics to help employees become more resilient during challenging times.	1	HR Business Partner
24	5/21/2020	Establishment of training programs for station personnel	A representative from the Station attended a webinar hosted by From Day One on Recruitment in the New Normal. This training provided tools and techniques for hiring during a crisis from digital interviews to onboarding platforms.	1	HR Business Partner
25	5/28/2020	Establishment of training programs for station personnel	A representative from the Station attended a webinar hosted by From Day One on How Employee Resource Groups Drive Diversity. Training topics included a panel discussion that discussed how to preserve and advance years of efforts towards an inclusive workspace.	1	HR Business Partner