

WZZM
EEO PUBLIC FILE REPORT
May 21, 2018 - May 20, 2019

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
Building Maintenance Technician	1-6, 8-12, 14, 18-27, 29	22
Multi-Skilled Journalist	1-6, 8-12, 14-15, 18-29	22
Multi-Skilled Journalist	1-6, 8-12, 14-15, 18-29	22
Multi-Skilled Journalist	1-6, 8-12, 14-15, 18-29	22
Multi-Skilled Journalist	1-6, 8-12, 14-15, 18-29	15
Digital Content Director	1-6, 8-12, 14, 17-21, 23-29	23
Multi-Media Photojournalist	1-6, 8-12, 14, 18-29	22
Multi-Media Photojournalist	1-6, 8-12, 14, 18-29	22
Multi-Media Photojournalist	1-6, 8-12, 14, 18-29	22
Multi-Media Photojournalist	1-6, 8-12, 14, 18-29	22
Major Accounts Sales Manager	1-14, 18-21, 23-29	7
Digital Content Director	1-6, 8-14, 16, 18-21, 23-29	23
Account Executive	1-14, 18-27, 29	22
Digital Content Producer	1-6, 8-14, 17-21, 23-29	17
Multi-Skilled Journalist /Anchor	1-6, 8-15, 18-21, 23-29	15
Multi-Skilled Journalist /Anchor	1-6, 8-15, 18-21, 23-29	15

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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	Asian American Journalist Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : www.aaja.org Email : national@aaja.org Fax : 1-415-346-6343 Kathy Chow	N	0
2	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Url : www.Baker.edu Fax : 1-231-777-6501 Margie Broton	N	0
3	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : www.Calvin.edu Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
4	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	0
5	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : http://www.careers.cmich.edu/ Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0

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6	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
7	Corporate Recruiter	N	22
8	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : http://www.davenport.edu/career-services Email : grandrapids.cs@davenport.edu Director of Placement	N	0
9	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Url : http://career.emich.edu/ Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	N	0
10	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
11	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Url : http://www.gvsu.edu/careerresources/ Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	0
14	Hope College 100 E. 8th Street Suite 210 Holland, Michigan 49423 Phone : 616-395-7811 Email : davis@hope.edu Fax : 1-616-395-7169 Carla Davis	N	0
15	Indeed.com	N	3
16	Internal Candidate	N	1
17	Linked In	N	2
18	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
19	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Url : www.michworks.org Fax : 1-517-371-1140 Career Service	N	0
20	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Url : www.michmab.com Email : jobbank@michmab.com Career Service	N	0

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21	Michigan Dept. of Career Dev., MDCD/Project MOVE 201 N. Washington Square 5th Floor Lansing , Michigan Phone : 517-241-1189 Email : mckayr1@michigan.gov Fax : 1-517-241-8217 Ralph McKay	N	0
22	Station Website	N	9
23	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	3
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	0
25	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Url : www.careercenter.umich.edu Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	N	0
26	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
27	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Url : http://www.grwrc.org/ Email : info@grwrc.org Fax : 1-616-458-9933 Dantzler Brunswick	N	0

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28	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
29	WZZM13.com 645 – 3 Mile Rd. NW Grand Rapids, Michigan Url : www.WZZM13.com Career Service Manual Posting	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			41

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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	6/1/2018	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	HR Business Partner
2	6/6/2018	Establishment of training programs for station personnel	TEGNA provided Kronos Mobile training for all employees and managers. The classes covered instructions on how to install and use the mobile application. Two webinars were offered on June 6, 2018 and June 7, 2018	103	All Employees
3	6/7/2018	Establishment of training programs for station personnel	602 Communications held a two day training session on September 6-7, 2018. All producers, on air talent including meteorologists, and marketing team (approximately 35 people) received training on tease writing. Topics discussed included the fundamentals of writing a good tease as well as intro's to stories. The group reviewed examples of prior work and took a deep dive into the Stations shows identifying areas of improvements.	35	All News Employees
4	6/14/2018	Establishment of training programs for station personnel	Investigative Reporters & Editors Conference - Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops	1	Multiskilled Journalist
5	6/28/2018	Establishment of training programs for station personnel	News, Marketing and General Manager attended TEGNA HQ Content Summit. The focus was exploring new ways to examine content, increase audience on all platforms and discuss best practices on hiring diverse talent representative of the viewing community.	3	President & General Manager Marketing Director News Director

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6	8/13/2018	Establishment of training programs for station personnel	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.	103	All Employees
7	10/11/2018	Establishment of training programs for station personnel	Ethics and Conflict of Interest training. TEGNA will always follow the law, behave ethically and avoid conflicts of interest. Correct ethical and legal conduct is particularly at the heart of the operation of a company engaged in communications with and on behalf of the public. This is especially important as TEGNA pursues a mission of providing trusted news and information and actively supporting the people and business in the communities we serve.	103	All Employees
8	11/26/2018	Establishment of training programs for station personnel	All non-content employees were asked to complete TEGNA's Anti-Trust Training, a component of TEGNA's Ethics Policy. This training provided employees with the knowledge and resources they need to ensure employees follow existing law, conduct business with the highest ethical standards and remain committed to the concept of fair dealings and free, fair and open competition.	103	All Employees
9	12/6/2018	Establishment of training programs for station personnel	Station trained the news room on the new TEGNA One platform. TEGNA One is the new Content Management System that will be used in newsroom. All news employees were trained over the course of two days.	35	All News Staff
10	12/6/2018	Participation in events or programs sponsored by educational institutions	Maintenance Engineer hosted students from Grandville Middle School for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Maintenance Engineer

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11	1/1/2019	Establishment of training programs for station personnel	HR Business Partner is enrolled in an ongoing monthly diversity training class administered through The Diversity Center of NE Ohio. The course objectives are to create a greater awareness of personal identity and train on how to incorporate and improve inclusion in the work space. This is a 6-month monthly training course.	1	HR Business Partner
12	3/12/2019	Participation in events or programs sponsored by educational institutions	Multiskilled Journalist hosted students from Grand Rapids Montessori for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Multiskilled Journalist
13	3/20/2019	Participation in events or programs sponsored by educational institutions	WZZM's Weather Dept hosted students from CTC Straight School for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Receptionist
14	3/27/2019	Participation in events or programs sponsored by educational institutions	WZZM's Weather Dept hosted students from Muskegon Community College for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Receptionist
15	4/21/2019	Participation in events or programs sponsored by educational institutions	IT Supervisor hosted students from Sparta High School Theatre for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	IT Supervisor

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16	5/6/2019	Participation in events or programs sponsored by educational institutions	Multiskilled Journalist hosted students from St. Francis de Sales High School for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Multiskilled Journalist
17	5/6/2019	Participation in events or programs sponsored by educational institutions	WZZM's Weather Dept hosted students from North Pointe Christian School for a station tour. Students were given a tour of the station and insights on each dept in the building. Students learned about different roles within the industry as well as discussed recent and relevant media issues.	1	Receptionist