

WPMT-TV
EEO PUBLIC FILE REPORT
March 21, 2021 - March 20, 2022

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
Production Assistant #8226	2-6, 8-14, 16-25	6
IT Specialist - 9272	2-5, 8, 10-14, 16-17, 20-22, 24-25	17
Producer - 009961	2-5, 10-14, 16-17, 20-22, 24-25	17
Producer - 009961	2-5, 10-14, 16-17, 20-22, 24-25	17
Photojournalist - 010062	2-5, 10-14, 16-17, 20-22, 24-25	17
Anchor/MSJ	2-5, 10-17, 20-22, 24-25	15
Production Assistant/MSJ	2-5, 7, 9-17, 20-22, 24-25	15
Photojournalist/Editor	2-5, 7, 10-14, 16-17, 20-22, 24-25	17
Digital Desk Producer - 10629	2-5, 10-14, 16-17, 20-22, 24-25	17
Digital Desk Producer - 10629	2-5, 10-14, 16-17, 20-22, 24-25	17
Morning Reporter/MSJ - 10630	2-5, 10-17, 20-22, 24-25	2
MSJ/Anchor - 11062	2-5, 9-14, 16-17, 20-22, 24-25	9
Sports Reporter/Producer-11439	2-5, 10-14, 16-17, 21-22, 24-25	17
Multi-Skilled Journalist-11779	1-5, 10-14, 16-17, 21-22, 24-25	17

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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	Call In	N	1
2	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	2
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : info@michaelsmedia.com Michael Bille	N	0
4	Crispus Attucks Job Center 605 South Duke Street York, Pennsylvania 17403 Phone : 717-848-3610 Email : Cmaxfield@crispusattucks.org Chuck Maxfield	N	0
5	Howard University 525 Bryant Street, NW Room 107 Washington, District of Columbia 20059 Phone : 202-806-5806 Email : cdudley@howard.edu Carol Dudley	N	0
6	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting	N	2
7	Indeed.com	N	2
8	JFC Staffing Associates 430 Loucks Road York, Pennsylvania 17404 Phone : 717-755-3100 Email : heatherw@jfcstaffing.com Heather Walters	N	0
9	Linked In	N	3

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10	Medialine 1209 Wood Valley Road Pacific Grove, California 93950 Phone : 706-364-7564 Email : medialine@medialine.com Rich Eberitt	N	0
11	Millersville University PO Box 1002 Career Services Millersville, Pennsylvania 17551 Phone : 717-872-3312 Email : careers@millersville.edu Patty Taggart	N	0
12	Morgan State University C-224 Montebello Complex 1700 E Cold Spring Lane Baltimore, Maryland 21251 Phone : 443-885-3110 Email : careers@morgan.edu William Carson	N	0
13	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
14	Penn State - Harrisburg 777 W Harrisburg Pike Middletown, Pennsylvania 17057 Phone : 717-948-6260 Email : cmg11@psu.edu Colleen Monismith	N	0
15	Self Referral	N	3
16	Susquehanna University Center for Career Services Selinsgrove, Pennsylvania 17870 Phone : 570-372-4146 Email : moorelt@susqu.edu Keesha Moore	N	0

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17	TEGNA 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting	N	43
18	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : http://www.tribunemediacareers.com Online Posting	N	0
19	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : http://www.tribunemediacareers.com Online Posting	N	0
20	tvjobs.com P.O. Box 4116 Oceanside, California Online Posting Manual Posting	N	0
21	WPMT Station Website 2005 South Queen Street York, Pennsylvania Phone : 216-432-4293 Cheryl Thorne Manual Posting	N	0
22	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
23	York College of Pennsylvania Career Development Center York, Pennsylvania 17405 Phone : 717-815-1908 Email : abaldwin@ycp.edu Alice Baldwin	N	0

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24	York County Economic Alliance 1440 Roosevelt Drive York, Pennsylvania 17401 Email : mcumor@yceapa.org Michela Cumor	N	0
25	YTI Career Institute 1405 Williams Road York, Pennsylvania 17404 Phone : 717-757-8124 Email : monica.young@yti.edu Monica Young	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			56

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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	3/25/2021	Establishment of training programs for station personnel	Sales managers and account executives participated in WOMS Selling Books Training. Training on the use of Selling Books in WOMS to present campaigns across multiple months.	8	Local Sales Manager Director of Sales Account Executive Account Executive
2	4/1/2021	Establishment of training programs for station personnel	Digital Content Manager participated in Watch Page OTT Training, a virtual TEGNA Training on how to activate videos on the watch section of WPMT, APP.	1	Digital Content Manager
3	4/4/2021	Establishment of training programs for station personnel	Digital Content Team participated in Social News Desk Training, a virtual TEGNA Training on how to use auto-pilot on social News Desk.	4	Digital Content Manager Digital Content Producer Digital Content Producer Digital Content Producer
4	4/5/2021	Participation in events or programs sponsored by educational institutions	Digital Content Manager spoke to a Digital Journalism & Social Media class of 20 students at Shippensburg University. He spoke about his experience in the industry, nuances of digital journalism, and the inner workings of working at a television station.	1	Digital Content Manager
5	5/4/2021	Establishment of training programs for station personnel	Local Sales Manager participated in TEGNA's Attribution Plus Training. Attribution is the addition of the capabilities and POL and Aerialists.	1	Local Sales Manager
6	5/27/2021	Establishment of training programs for station personnel	Local Sales Manager attended The Impact Sales Leadership System. A series for leaders which talks about managing people, the sales process, the plan and evaluation performance.	1	Local Sales Manager
7	6/18/2021	Establishment of training programs for station personnel	MSJ participated in TEGNA's Storytelling Program. The program focused on the learning of important skills in journalism and ability to tell stories that can touch the hearts and souls of your audience.	1	MSJ

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8	6/28/2021	Establishment of training programs for station personnel	We are partnering with Poynter to offer the Inclusive Journalism Program, specifically for ALL TEGNA Journalists and Marketers. To equip every member of every content team with the knowledge and tools to consistently deliver on our promise to provide inclusive coverage and storytelling for ALL the communities we serve. The goal of this program is to provide a foundation for every team to develop local accountability action plans, with TEGNA's support. The Inclusive Journalism Program will be a customized, multi-phased audit and training program that will provide our Journalists and Marketers with the tools, knowledge, and accountability they need to create inclusive content.	6	Newscastr Producer/Assignment Editor Anchor/MSJ Producer/Marketing Account Executive
9	7/1/2021	Establishment of training programs for station personnel	Sales Managers participated in a TEGNA review to plan for the "new normal." The five key strategies for thriving in the new normal. Key communication tips and techniques. Effective policy and procedure reviews. Leading effectively with compassion and empathy.	2	Director of Sales Local Sales Manager
10	7/12/2021	Establishment of training programs for station personnel	Newsroom and marketing staff and managers take part in Unconscious Bias Training and discussing and managing race-related content. There will be three training sessions over the course of two weeks totaling 4.5 hours.	12	News Director Digital Content Manager Sales Director
11	7/26/2021	Provision of training to management	From the Inclusive Journalism Program: Inform managers of their responsibilities related to local diversity, equity, and inclusion efforts. Leaders will also take part in facilitated team planning.	7	Marketing Director Local Sales Manager Assistant News Director Sales Director
12	7/29/2021	Establishment of training programs for station personnel	Sales staff participated in TV Squared, which is a power cross-platform, closed loop measurement and attribution for thousands of its advertisers, delivering incremental reach and web, location and app outcomes for local data-driven linear television and CTV and OTT campaigns.	8	Account Executive Account Executive Account Executive Account Executive

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13	10/14/2021	Provision of training to management	<p>This training educated leaders how to recruit diverse candidates. More specifically, it took a deep dive into resources to leverage in order to build a more diverse talent pipeline as well as educational resources to better understand Diversity, Equity and Inclusion in the workplace. Below is a list of topics that were covered.</p> <ul style="list-style-type: none"> • Learn about DEI • Leverage colleges/universities • Diversity job boards/local organizations • Data and Diversity • Candidates w/transferrable skills • Bias and recruiting • Best practices 	9	<p>News Director Production Manager President & General Manager Local Sales Manager</p>
14	11/4/2021	Establishment of training programs for station personnel	<p>Sales managers participated in TEGNA refresher on Political best practices. Topics include: Political Files, Compliance, Billing and Reconciliation, Disclosures.</p>	2	<p>Local Sales Manager Director of Sales</p>
15	1/13/2022	Establishment of training programs for station personnel	<p>News Leadership staff participated in News Leadership Forum: How to write SMART Performance Goals.</p>	6	<p>News Director Executive Producer Production Manager Assistant News Director</p>
16	1/19/2022	Establishment of a mentoring program	<p>We're GOING ALL-In 2022! One hour training on how our sales organization is going ALL-IN to deliver the best performance, insights, solutions and service to our clients.</p>	8	<p>Account Executive Account Executive Account Executive Account Executive</p>
17	1/20/2022	Establishment of training programs for station personnel	<p>News Leadership team participated in News Leadership Forum: Ways to grow and Develop Employees.</p>	6	<p>Executive Producer Chief Photographer Assistant News Director Executive Producer</p>

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18	Ongoing Event	Establishment of a mentoring program	Confidence Builder + Training (once a month) Purpose: - Build additional confidence and develop expertise in specific verticals - Share key success stories and examples of prospecting, path to close and wins - Creating an engaging environment for peers to share/learn Every month will focus on one topic so the Account Executives will gain a better understanding on how to approach that vertical of selling.	8	Local Sales Manager Account Executive Account Executive Account Executive
19	2/23/2022	Participation in events or programs sponsored by educational institutions	Meteorologist, Danielle Miller spoke to the 8th grade science class at Fugett Middle School. She spoke about meteorology and the process of researching future weather reports. She also spoke about broadcasting (being an anchor) and the steps to get into broadcasting.	1	Meteorologist
20	2/23/2022	Participation in Job Fairs	News Director participated in a job fair at Temple University. The News Director recruited students for future job opportunities and started building professional relationships with potential hires.	1	News Director
21	2/24/2022	Participation in Job Fairs	News Director participated in a job fair at Penn State University. The News Director recruited students for future job opportunities and started building professional relationships with potential hires.	1	News Director

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22	Ongoing Event	Establishment of training programs for station personnel	Secure TEGNA Cybersecurity campaign to increase our awareness of cybersecurity threats that can compromise our data and networks. Secure TEGNA quarterly training modules focused on phishing and email safety. This training includes real-life examples of how phishing works, how it's different from spam, and what you can do to defend against all forms of attacks—whether you are using your TEGNA email or your own personal email account.	75	All Employees
23	3/17/2022	Sponsorship of events in the community designed to increase public awareness	FOX43 sponsored a Red Cross Blood Drive held at the Jewish Community Center. During the all day event, talent met and greeted viewers and answered questions about the steps of getting into broadcasting and how the news is produced day to day.	15	Anchor Anchor/MSJ Anchor/Sports Director Anchor