

WNEP-TV
EEO PUBLIC FILE REPORT
March 22, 2020 - March 21, 2021

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 |
|---------------------|--|-------------------------------|
| Anchor/MSJ - 009320 | 1-23 | 19 |

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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 | 602 Communications 1101 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Email : slizik@602communications.com Sandy Lizik | N | 0 |
| 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 | 0 |
| 3 | Current Employee | N | 2 |
| 4 | Devereux Pocono Programs & Services Organization 1547 Mill Creek Road Newfoundland, Pennsylvania 18445 Phone : 570-676-3052 Email : kjames2@devereux.org Kyle James | N | 0 |
| 5 | GorillaLogic 138 View Drive Greentown, Pennsylvania 18426 Phone : 607-794-0682 Email : idhill75@gmail.com Ian Hill | N | 0 |
| 6 | Kings College 133 N. River Street Wilkes-Barre, Pennsylvania 18711 Phone : 888-KINGSPA Url : http://www.kings.edu Email : thresakinney@kings.edu Fax : 1-570-208-5941 Theresa Kinney | N | 0 |
| 7 | Marywood University 2300 Adams Avenue Scranton, Pennsylvania 18509 Phone : 570-348-6211 Url : https://www.collegecentral.com/marywood/ Online Posting Manual Posting | N | 0 |

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|------------------|---|--|---|
| 8 | Medialine.com medialine.com North Carolina Career Services Manual Posting | N | 0 |
| 9 | National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks | N | 0 |
| 10 | PA Career Link Carbon County 69 Broadway Jim Thrope, Pennsylvania 18229 Email : gawentz@ptd.net Gary Wendt | N | 0 |
| 11 | PA Career Link Delaware County at Chester City 701 Crosby Street Suite 8 Chester, Pennsylvania 19013 Phone : 6107231222 Fax : 1-610-447-3173 n/a n/a | N | 0 |
| 12 | PA CareerLink Bucks County at Bristol 1260 Veterans Highway Bristol, Pennsylvania 19007 Phone : 2157811073 Email : bcummings@buckscarerlink.org Brian Cummings | N | 0 |
| 13 | PA CareerLink Delaware County at Media Delaware County Community College 901 South Media Line Road Media, Pennsylvania 19063 Email : sbond@dccc.edu Susan Bond | N | 0 |
| 14 | PA CareerLink Lackawanna County 135 Franklin Street Scranton, Pennsylvania 18503 Email : c-cgerard@pa.gov Cathy Gerard | N | 0 |

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|------------------|---|--|---|
| 15 | PA CareerLink Luzerne County at Hazleton Hazleton Center 75 N. Laurel Street Hazleton, Pennsylvania 18201 Email : christinejensen@lswib.org Christine Jensen | N | 0 |
| 16 | PAB 8501 Paxton Street Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Url : http://www.pab.org Gail Ponti Manual Posting | N | 0 |
| 17 | Penn State University Penn State University Park State College, Pennsylvania 16802 Phone : 814-865-2377 Url : https://psu-csm.symplicity.com/employers/ Online Posting Manual Posting | N | 0 |
| 18 | Syracuse University Syracuse, New York 13244 Phone : 315-443-1870 Url : http://www.syr.edu Email : careers@syr.edu Career Services | N | 0 |
| 19 | TEGNA 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting | N | 1 |
| 20 | The University of Scranton 800 Linden Street Scranton, Pennsylvania 18510-4580 Phone : 5709416557 Url : www.collegecentral.com/scranton Email : careers@scranton.edu Christina Whitney | N | 0 |

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|--|--|--|---|
| 21 | tvjobs.com tvjobs.com North Carolina Career Services Manual Posting | N | 0 |
| 22 | Wilkes University 84 W. South Street Wilkes-Barre, Pennsylvania 18766 Url : http://www.wilkes.edu Email : careers@wilkes.edu Fax : 1-570-408-4061 Career Services | N | 0 |
| 23 | 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: | | | 3 |

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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 | Establishment of training programs for station personnel | Jay Donovan from Local.com holds biweekly sessions to discuss owned and operated digital training. Topics have included: transitioning our digital and client offerings to TEGNA from Tribune, TENG Targeted Email, TEGNA Search Marketing, TEGNA's Digital products for Social Ad and Premion. | 11 | Director of Sales Sales |
| 2 | 4/1/2020 | Establishment of training programs for station personnel | The Sales team participated in a TEGNA Training Webinar that covered the following topic: How does consumer behavior change during a crisis, and how should this change strategy? | 11 | Director of Sales Sales |
| 3 | 4/23/2020 | Establishment of training programs for station personnel | The Sales team participated in the TVB Webinar: Hot Categories. This training was designed to inform and educate sales teams of new areas of success during a crisis. | 11 | Director of Sales Sales |
| 4 | 4/24/2020 | Establishment of training programs for station personnel | Google Trends: Big Data in Local Markets. TEGNA hosted meetings to teach what trends and competitive opportunities exist in your local market. Topics included: opportunities hidden in the data, how to demonstrate the need for a change in strategy in light of the markets current conditions. | 11 | Director of Sales Sales |
| 5 | 5/13/2020 | Establishment of training programs for station personnel | Managing Stress & Social Isolation in Times of Crisis. Becca Mikolashek hosted a training to discuss the signs of stress and social isolation, identify positive ways to cope with stress that works for you and shared resources TEGNA is providing in case you want to leverage them. | 14 | Director of Sales Sales Traffic |
| 6 | 5/16/2020 | Participation in events or programs sponsored by educational institutions | WNEP Reporter was the commencement speaker at Marywood University. He touched on his job, broadcasting career and pandemic shifts in the workplace. | 1 | News Reporter |
| 7 | 5/21/2020 | Establishment of training programs for station personnel | The Sales team participated in the TVB Webinar: Winning with Home Improvement. This sales seminar focusing on needs close to home as consumers spend less on travel this year. | 11 | Director of Sales Sales |

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| 8 | Ongoing Event | Establishment of a mentoring program | WNEP MSJ mentored members of WNEP Ryan's Run to help them pivot our fundraising campaign to a virtual participation platform. Led Zoom workshops on how to engage with our WNEP viewers and best practices for social media. MSJ discussed career paths into the broadcast news industry with other attendees and sponsors at this event. This program ran from June 2020 to November 2020. | 1 | News Reporter |
| 9 | 6/25/2020 | Participation in events sponsored by community groups | WNEP Reporter was a guest speaker in virtual "NEPA Rainbow Alliance's" pride month activities. He also produced his personal story of "coming out" for educational use by this nonprofit organization. | 1 | News Reporter |
| 10 | 9/17/2020 | Establishment of training programs for station personnel | <p>All TEGNA employees completed the Respect & Integrity Employee Training. As part of a culture of professionalism and integrity, each of us has a personal responsibility to treat our colleagues with respect and uphold our high ethical standards.</p> <p>This responsibility includes completing annual training on these very important topics:</p> <ul style="list-style-type: none"> • "Sexual Harassment: A Matter of Respect" training that reviews our long-standing policies and values surrounding harassment and discrimination. • "Responsible Use of Social Media" training that covers using social media respectfully and protecting sensitive or private company information. <p>In addition, all employees must complete a brief annual Conflicts of Interest survey to disclose any issues that may conflict with TEGNA's interests.</p> | 120 | All Employees |

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| 11 | 10/1/2020 | Establishment of training programs for station personnel | TVB/Annual Conference on 10/1/2020. It was a full day virtual conference discussing the latest going on in the industry. Some of the topics were the future of measurement, wide orbit, matrix, political forecast and automated TV demo/impressions. | 10 | Sales |
| 12 | 10/7/2020 | Establishment of a mentoring program | WNEP reporter attended TEGNA's sponsored Tagboard social media training to learn how to better merge linear to digital content. And, improve our news gathering through social storytelling. | 1 | News Reporter |
| 13 | 10/22/2020 | Establishment of training programs for station personnel | The Sales team participated in a TEGNA Webinar: Wining Digital Strategies. This webinar covered new training on emerging Digital products to reach targeted consumers. | 11 | Director of Sales Sales |
| 14 | 11/10/2020 | Participation in events sponsored by community groups | WNEP reporter was a guest speaker on Johnson College's Presidential podcast. He discussed his role in media/Tegna by sharing pivots made during pandemic for safe news gathering. He also discussed LGBTQ+ initiatives in our viewing area and how they relate to our TV coverage. The podcast is heard by students and those interested in a career in media. | 1 | News Reporter |
| 15 | 11/18/2020 | Participation in events sponsored by community groups | WNEP Director/Producer did an hour long Zoom call with a Syracuse University student interested in production. The call also included a mini tour of the television station. | 1 | Director/Producer |
| 16 | 1/14/2021 | Participation in events or programs sponsored by educational institutions | WNEP anchor spoke to students at MMI Prep in Freeland via Zoom about TV news and current events. | 1 | News Anchor |
| 17 | 1/21/2021 | Establishment of training programs for station personnel | The Sales team participated in a TEGNA Webinar: 2021 Strategies. TEGNA corporate staff introduced the 2021 campaign with go to market strategies for the Station staff. | 11 | Director of Sales Sales |
| 18 | 2/10/2021 | Participation in events or programs sponsored by educational institutions | WNEP meteorologist had a question and answer science session video for students at Wallenpaupack School District. | 1 | Meteorologist |

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| 19 | 2/11/2021 | 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, TENGGA 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. | 120 | All Employees |
| 20 | 2/19/2021 | Participation in events or programs sponsored by educational institutions | WNEP anchor, chief photographer and MMJ participated in Penn State's (virtual) 22nd Annual JobExpo.Comm (unications) Internship/Career event. WNEP personnel have been attending this for many years. This year it was on -line. Although not well attended, one student logged on to chat about communications careers. | 3 | Chief Photographer News Anchor MMJ |
| 21 | 3/10/2021 | Establishment of training programs for station personnel | Sales team participated in the TEGNA Webinar: PREMION 2021 Sales Summit. TEGNA Corporate staff discussed the latest key factors when choosing an OTT partner for your business. This was a two day training (3/10 & 3/11). | 11 | Director of Sales Sales |