

WKYC-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
Sales Assistant-11513	1-11, 13-14, 16, 18, 20-24, 26-31	26
Anchor-011953	1-11, 13-16, 20-31	26
IT Specialist - 012202	1-11, 13-14, 16, 18, 20-24, 26-31	26
Multi-Skilled Journalist - 012482	1-11, 13-14, 16-17, 21-24, 26-29, 31	17
News Producer-12597	1-11, 13-16, 18, 21-24, 26-29, 31	18
News Producer-12597	1-11, 13-16, 18, 21-24, 26-29, 31	26
Director-13013	1-2, 4-11, 13-14, 16, 21-24, 26-29, 31	26
Graphic Designer/Marketing Producer-13227	1-2, 4-11, 13-16, 18, 21-24, 26-29, 31	18
News Producer- 13385	1-2, 4-11, 13-16, 18-19, 21-28, 31	26
Photojournalist/Editor-13479	1-2, 4-12, 14, 16, 18, 21-29, 31	12
Reporter/MSJ-13489	1-2, 4-11, 14, 16-17, 21-29, 31	17
Anchor/Reporter 13972	1-2, 4, 6-11, 14, 16, 19, 21-29, 31	26

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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	Bluffton University 1 University Drive Bluffton, Ohio 45817 Phone : 419-358-3247 Url : www.bluffton.edu Email : career@bluffton.edu Fax : 1-419-358-3399 Katherine Dickson	N	0
2	Bryant & Stratton College (Parma) 12955 Snow Road Parma, Ohio 44130 Phone : 216-265-3151 Email : dmjohns@bryantstratton.edu Deborah Johns	N	0
3	Bryant & Stratton College(online) 12955 Snow Road Parma, Ohio 44130 Phone : 800-787-5216 Email : Lettipio@bryantstratton.edu Fax : 1-216-265-2362 Lisa Eттіpio-lauciello	N	0
4	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	0
5	Career Center/Jewish Family 29125 Chagrin Blvd Pepper Pike, Ohio 44122 Phone : 216.292.3999 Email : ajohnson@JFSA-Cleveland.org Andrea Johnson	N	0
6	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Url : http://www.cwru.edu/ Email : employers@case.edu Tasha Fryfogle	N	0

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7	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : http://www.centralstate.edu/index.php Email : careerservices@centralstate.edu Career Services	N	0
8	Central State University-Central Career Services PO Box 1004 Wilberforce, Ohio 45384-1004 Phone : 937-376-6383 Email : Kharper@centralstate.edu Fax : 1-937-376-6638 Karla Harper	N	0
9	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Url : http://csucareerline.erecruiting.com Email : a.rufyoung@csuohio.edu Anita Ruf-Young	N	0
10	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
11	Cuyahoga Community College 700 Carnegie Avenue Cleveland, Ohio 44115 Phone : 800-954-8742 Email : customerservice@tri-c.edu Customer Service	N	0
12	Employee Referral	N	1

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13	Engage! Cleveland 2020 Center Street (inside Fathom) Cleveland, Ohio 44113 Phone : Unknown Url : www.engagecleveland.org Email : info@engagecleveland.org The Engage: Cleveland Team Unknown	N	0
14	Hiram College P.O. Box 67 Hiram, Ohio 44234 Phone : 330-569-5131 Email : careercenter@hiram.edu Career Center	N	0
15	Indeed.com	N	4
16	International College of Broadcasting 6 South Smithville Rd Dayton Dayton, Ohio 45431 Phone : 1-937-258-8251 Email : swackkid@yahoo.com Kenny Pyles	N	0
17	Job Board	N	2
18	Linked In	N	11
19	Lorain County Community College 1005 N. Abbe Road Elyria, Ohio 44035 Phone : 800-995-LCCC College Recruiter Manual Posting	N	0
20	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

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21	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.natasingl.org Email : administrator@natasingl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
22	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0
23	Ohio Association of Broadcasters (OAB) 17 S High St Ste 1010 Columbus, Ohio 43215 Phone : (614) 228-4052 Url : www.oab.org Email : cmerritt@oab.org Fax : 1-614-228-8133 C. Merritt	N	0
24	Ohio Media School Cleveland Campus 9885 Rockside Road Suite 160 Valley View, Ohio 44125 Phone : 234-203-2768 Email : lleciejewski@beonair.com Lynda Leciejewski	N	0
25	Self Referral	N	9
26	TEGNA.com 8350 Broad Street Suite 2000 Tysons, Virginia 22102 Phone : 216-344-3362 Url : Tegna.com Corporate Site Manual Posting	N	26

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27	The Art Institute of Pittsburgh 420 Boulevard of the Allies Pittsburgh, Pennsylvania Phone : (412) 291-6531 Url : http://www.aionline.edu/ Email : cflood@aii.edu Cynthia Flood	N	0
28	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
29	wkyc.com/opportunities , Ohio Url : www.wkyc.com/opportunities Career Service Manual Posting	N	0
30	Wooster College Career Services Wooster, Ohio 44691 Phone : 330-263-2496 Email : lkastor@wooster.edu Lisa Kasto	N	0
31	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:			53

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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	5/21/2022	Participation in events sponsored by organizations representing the community	One of the Station's anchors and a multi-skilled journalist emceed the Cleveland Asian Festival in Cleveland, Ohio. Both discussed their careers in broadcast with the attendees.	2	Anchor Multi-skilled Journalist
2	6/9/2022	Sponsorship of events in the community designed to increase public awareness	WKYC was the media sponsor for a fundraiser benefitting the America SCORES program, a free afterschool program that gives Cleveland elementary school students experience in creative writing and in performing their writing. One of WKYC's Multi-skilled Journalists co-emceed the event. Additionally, she talked to the students about her career in journalism and provided public speaking tips.	1	Multi-skilled Journalist
3	6/10/2022	Participation in events sponsored by organizations representing the community	President and General Manager and Content Director hosted 14 college interns attending various campuses in Cleveland, Ohio at WKYC Studios as part of the Campus Cleveland Scavenger Hunt organized by Cleveland Leadership Center. WKYC leaders spoke to the interns about their positions, shared general broadcast media information, and discussed the variety of careers that are available at WKYC.	2	President and General Manager News Content Director
4	6/23/2022	Provision of training to management	Four of WKYC's leadership team attended Ohio Association of Broadcasters' webinar, Cultivating an Inclusive Work Environment, hosted by Sharon Fitzpatrick of The Fitzpatrick Group. The webinar explored the various tools available to leaders necessary for building, motivating, and working on diverse teams.	4	President and General Manager Director of Sales National Sales Manager HR Business Partner
5	6/24/2022	Establishment of training programs for station personnel	This was the second of Secure TEGNA quarterly cybersecurity training modules focused on social engineering. This important training included 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.	151	Various

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6	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 to 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
7	7/7/2022	Provision of training to management	<p>AG Collaborative's facilitators, Kat Schulte and Kari Bergman, hosted a series of 2-hour virtual leadership sessions focused on essential people leader skills. Six sessions were conducted from 7/7/2022 to 8/18/2022. Key skills acquired were understanding a leadership mindset, your leadership strengths, connection and trust, interpersonal communication, hosting one-on-one meetings and tough conversations, and building a leadership strategy specific to you.</p>	8	President and General Manager Director of Sales News Director Marketing Director

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8	Ongoing Event	Participation in other activities designed by the station employment unit	WKYC Studios “adopted” Harvey Rice Wraparound School for the 2022-23 school year (8/25/22 through 5/20/2023) and exposed the student body to journalism careers. Over the course of the school year, a team from WKYC visited Harvey Rice Wraparound School in Cleveland to do occasional stories, which provided students with valuable exposure to the TV news business. In one of our collaborations, we partnered with the school to do a month-long literacy campaign during April 2023, which highlighted the importance of being a strong reader in order to pursue journalism careers.	3	Reporter Multi-platform Anchor Director of Advocacy
9	9/23/2022	Establishment of training programs for station personnel	This was the third of Secure TEGNA quarterly training modules, Internet Security and You. This important course included real-life examples of criminal practices often used to convince employees to surrender confidential data to gain access to data and networks.	151	Various
10	Ongoing Event	Sponsorship of events in the community designed to increase public awareness	WKYC employees helped design, promote and implement a citywide eight-week program that introduced high school students to careers in journalism and media through the Cleveland Media Academy. WKYC's Director of Advocacy coordinated WKYC's sponsorship and served on the steering committee that designed the curriculum. WKYC's Producer participated on the planning committee.	2	Producer Director of Advocacy
11	10/1/2022	Participation in events or programs sponsored by educational institutions	WKYC's Investigative Reporter developed a 45 minute presentation and spoke to a group of students at the Media Academy. She explained what investigative journalism is, shared her most successful stories, and gave tips on how to interview people on tough topics.	1	Investigative Reporter

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12	10/13/2022	Establishment of training programs for station personnel	TEGNA's Diversity, Equity and Inclusion team arranged training for WKYC's leaders on Defining DEI, implicit bias, and microaggressions training hosted by Jenna Ortiz - Senior Equity, Diversity, Inclusion Consultant for the National Civil and Human Rights Commission. The two hour virtual training focused on understanding diversity, equity and inclusion, spotting microaggressions, and understanding perspectives.	28	President and General Manager Multi-skilled Journalist HR Business Partner Digital Anchor
13	10/20/2022	Participation in other activities designed by the station employment unit	Multi-platform Anchor spoke to a Kent State University journalism student about media and broadcast careers and the training and education required to be successful in these fields.	1	Multi-platform Anchor
14	10/24/2022	Participation in other activities designed by the station employment unit	3 Questions from the I Promise School is a journalism exposure program for middle school students spearheaded by WKYC. WKYC's Journalist visited the I Promise School located in Akron, Ohio as a guest of 3 Questions and spoke to middle school students about his career path as a pioneering black journalist.	1	Journalist
15	10/26/2022	Provision of training to management	Two of WKYC's leadership members attended TEGNA's Manager Development Program, which is an incremental learning series consisting of both virtual and classroom sessions. This three day in-person training hosted in Indianapolis on 10/26/2022 through 10/28/2022, focused on three major objectives stemming from TEGNA's Critical Leadership Skills.	2	Director of Marketing Director of News Operations
16	11/12/2022	Participation in events or programs sponsored by educational institutions	WKYC's Producer developed a 45 minute presentation and spoke to a group of students at Media Academy. The discussion topic was how advocacy journalism began and how students can use their voice to tell good stories for a good cause.	1	Producer

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17	11/12/2022	Sponsorship of events in the community designed to increase public awareness	WKYC sponsored the annual Black Professionals Association Charitable Foundation gala. As part of the Station's sponsorship, the Director of Advocacy and a producer were paired with a Kent State University journalism student to share knowledge about the industry. The student attended a one-day shadow experience at the station, which was conducted on 3/27/23.	2	Producer Director of Advocacy
18	12/16/2022	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 recognize risks and increase understanding of the ever-changing threat landscape.	151	Various
19	1/9/2023	Establishment of training programs for station personnel	All employees completed TEGNA initiated quarterly ethics training focused on building employees' knowledge and ability to avoid unethical behavior and conflicts of interest.	151	Various
20	1/24/2023	Participation in events sponsored by organizations representing the community	President and General Manager served on the Host Committee, Cleveland Leadership Center, for Accelerate 2023. She coached young entrepreneurs from the community on how to message their ideas. She offered insight on how to leverage partnerships with the media and the products/services that are available to enhance their marketing strategies.	1	President and General Manager
21	2/3/2023	Participation in other activities designed by the station employment unit	3 Questions from the I Promise School is a journalism exposure program for middle school students spearheaded by WKYC. WKYC's Chief Meteorologist was interviewed by school students and taught a student a weather word and how to use the green screen. She also discussed her career path and how her interest began in meteorology.	2	Chief Meteorologist Videographer

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22	2/14/2023	Participation in events or programs sponsored by educational institutions	Meteorologist spoke with two groups of students at Media Day hosted by the Cleveland Metropolitan School District about the wonders of weather, careers in science, and the training and education required to be successful in these fields.	2	Meteorologist Videographer
23	2/24/2023	Participation in events or programs sponsored by educational institutions	Anchor visited Heskett Middle School located in Bedford, Ohio and spoke with students about careers in journalism and broadcasting and the education and training involved in such careers.	1	Multi-platform Anchor
24	3/1/2023	Participation in Job Fairs	News Content Director and Digital Operations Manager participated in Inspire to Hire career fair at the Football Hall of Fame Village in Canton, Ohio attended by 2000 high school students. WKYC's leadership team demonstrated usage of TV cameras, Chromakey and a news drone, allowed students to try their hands at delivering a weather forecast with a green screen, and informed students on how to prepare in college for jobs in broadcast television.	2	Digital Operations Manager News Content Director
25	3/2/2023	Participation in events or programs sponsored by educational institutions	Our multi-skilled journalist met with Mercer Elementary School's 3rd and 4th grade International Baccalaureate (IB) Ambassadors to discuss why providing a school news broadcast is important, the top things to do for preparing for a broadcast, and how their education will align them for future roles in broadcast.	1	Multi-skilled Journalist
26	3/2/2023	Participation in events sponsored by organizations representing the community	WKYC's Multi-platform Anchor participated in Read Across America Day at Harvey Rice Wraparound School where she read aloud to students in a 3rd grade class from a book written by a fellow broadcaster. She also talked about media careers and her path inside broadcast news.	1	Multi-platform Anchor
27	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.	151	Various

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28	Ongoing Event	Establishment of training programs for station personnel	HR business partner is hosting monthly training sessions, Ohio Leaders Connect, for TEGNA leaders to enhance their communication style, deliver quality feedback to their teammates, and to assist in their professional growth. This training is built around author Kim Scott's, Radical Candor.	9	President and General Manager Director of Sales Director of Content Director of Innovation
29	3/25/2023	Participation in events or programs sponsored by educational institutions	Anchor hosted a job shadow experience for a high school student interested in a career in journalism and broadcasting.	1	Multi-platform Anchor
30	4/19/2023	Participation in events or programs sponsored by educational institutions	John Carroll University, Boler College of Business invited WKYC's President and General Manager to offer coaching on presentation skills to two students enrolled in the Executive Leadership course. She provided critiques on the students' presentations and discussed the importance of media awareness.	1	President and General Manager
31	4/19/2023	Participation in events or programs sponsored by educational institutions	News Content Director, Director of Innovation, and Digital Operations Manager spoke with students at Kent State University about careers in journalism/broadcasting and the education and training required in order to be successful in these careers. WKYC's leaders observed TV2's 6 pm newscast and provided feedback to the students.	3	News Content Director Director of Innovation Digital Operations Manager
32	4/20/2023	Participation in events sponsored by organizations representing the community	Director of Advocacy & Community Initiatives was a panelist at the Cleveland.com Women's Summit hosted at Cleveland State University where she spoke to 200+ attendees about networking and mentoring. She provided tips for managing one's career and guidance on how to pursue careers in journalism and broadcasting. The event was emceed by WKYC's Multi-Platform Anchor.	2	Director of Advocacy Multi-platform Anchor
33	4/21/2023	Participation in other activities designed by the station employment unit	Anchor mentored journalism student from Clark Atlanta University on their resume and offered feedback on her reel. In addition, she provided career development experience and advice to the student.	1	Multi-platform Anchor

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34	4/29/2023	Participation in other activities designed by the station employment unit	Kent State University journalism student visited WKYC and shadowed the Multi-platform Anchor. She also provided the student career development experience and advice.	1	Multi-platform Anchor
35	5/1/2023	Participation in other activities designed by the station employment unit	WKYC leadership hosted eighteen 7th and 8th grade students from the I Promise School News Team at WKYC studios for a tour and provided the students hands-on experiences in the news business. It was a full behind-the-scenes experience; they learned how to use the teleprompter and green screen, learned how commercials are made, and a panel of 16 employees talked to students about TV careers. Two of the students made guest appearances on our 4 pm newscast and gave news and weather reports.	16	President and General Manager Chief Meteorologist Meteorologist News Marketing Specialist
36	5/11/2023	Participation in events or programs sponsored by educational institutions	Director of Advocacy visited St. Francis School in Cleveland and spoke with students about her career as a journalist. She explained the importance of how being well-read positively impacts a journalism career.	1	Director of Advocacy
37	5/17/2023	Participation in other activities designed by the station employment unit	Revere Public School's high school student shadowed a Station Producer and Director of Advocacy at WKYC. The student learned how to time a show and observed the producer as she produced a show. The student observed the 4pm newscast and met with various professionals around the building who explained their jobs in news reporting, producing, and marketing.	2	Producer Director of Advocacy