

**KREM, KSKN-TV**  
**EEO PUBLIC FILE REPORT**  
**September 21, 2022 - September 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
Multiskilled Journalist-12841	1, 3-7, 9, 11, 13-21	14
Multiskilled Journalist-12841	1, 3-7, 9, 11, 13-21	14
Digital/TV Producer-12842	1, 3, 5-6, 9, 11, 13-21	14
Digital Account Manager-13209	1-3, 5-7, 9-21	10
Editor/Photojournalist-13375	1-3, 5-6, 9, 11-21	14
Broadcast Director-13400	1-3, 5-6, 9, 11-21	14
Account Manager -	1-3, 5-7, 9-21	10
Assistant News Director-14312	1-3, 5-6, 8-9, 11-21	14
Digital Account Manager- 14510	1-3, 5-6, 9-21	14
IT Specialist -14758	1-3, 5-7, 9-21	10
Account Executive -014924	1-3, 5-6, 9, 11-21	14

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	AARP Foundation -Work Search 222 W. Mission Ave Suite 118 Spokane, Washington 99201 Phone : 509-325-7712 Email : scsreiter@aol.com Fax : 1-509-325-7729 Annie Shaw	N	0
2	American Indian Community Center 801 E. 2nd Ave Suite 10 Spokane, Washington 99202 Phone : 509-535-0880 Url : <a href="http://www.aiccinc.ning.com">http://www.aiccinc.ning.com</a> Fax : 1-509-534-7210 Community Organization	N	0
3	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Online Job Listings Manual Posting	N	1
4	Career Fair	N	4
5	Eastern Washington University - Career Services 114 Showalter Hall Cheney, Washington Phone : 509-359-6365 Url : <a href="https://ewu-scm.symplicity.com/employers">https://ewu-scm.symplicity.com/employers</a> Email : careers@ewu.edu Career Office	N	0
6	Gonzaga University 502 E. Boone Ave MSC2462 Spokane, Washington 99258 Phone : 509-313-4231 Email : careercenter@gonzaga.edu Mary Ritter Heitkemper	N	0
7	Indeed.com	N	5
8	Juju juju.com New York, New York 10003 Online Job Listings Manual Posting	N	0

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9	LDS Employment Resource Services 200 N. Mullan Suite 220 Spokane, Washington 99206 Phone : 509-928-2534 Email : wel-ec-spokane@ldschurch.org Fax : 1-509-922-3556 Bret Clifton	N	0
10	Linked In	N	5
11	Martin Luther King Jr Family Outreach Center 845 Sherman Street Spokane, Washington 99202 Phone : 509-455-8722 Url : <a href="http://www.mlkspokane.org">http://www.mlkspokane.org</a> Email : fes@mlkspokane.org Fax : 1-509-455-3643 Community Organization	N	0
12	Martin Luther King Jr. Community Center 500 S. Stone Street Spokane, Washington 99201 Phone : 509-625-6699 Email : info@mlkspokane.org Fax : 1-509-455-3643 Martin Luther King Jr. Community Center	N	0
13	Northeast Community Center 4001 N. Cook Street Spokane, Washington 99207 Phone : 509-487-1603 Email : aburnett.necca@gmail.com Fax : 1-509-489-3849 Amber Burnett	N	0
14	TEGNA 7950 Jones Branch Drive McLean, Virginia 22102 Phone : 753-854-6000 Url : <a href="http://www.TEGNA.com">www.TEGNA.com</a> Job Board Manual Posting	N	31

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15	TVJobs.com PO Box 4116 Oceanside, California Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> Fax : 1-760-754-2115 Mark Halloway	N	0
16	University of Montana - School of Journalism 32 Campus Drive Don Anderson Hall Missoula, Montana 59812 Phone : 406-243-4001 Url : <a href="http://www.jour.umt.edu">http://www.jour.umt.edu</a> Email : <a href="mailto:denise.dowling@mso.umt.edu">denise.dowling@mso.umt.edu</a> Denise Dowling	N	0
17	Washington State Association of Broadcasters 724 Columbia Street NW Suite 310 Olympia, Washington 98501 Phone : 360-705-0774 Url : <a href="http://www.wsab.org">http://www.wsab.org</a> Email : <a href="mailto:kshipman@wsab.org">kshipman@wsab.org</a> Keith Shipman	N	0
18	Whitworth University 300 West Hawthorne Road Spokane, Washington 99251 Phone : 509-777-3272 Url : <a href="http://www.whitwork.edu/careerservices">http://www.whitwork.edu/careerservices</a> Email : <a href="mailto:careerservices@whitworth.edu">careerservices@whitworth.edu</a> Andrew Pyrc	N	0
19	WorkSource Spokane Business Solutions 130 S. Arthur Street Spokane, Washington 99202 Phone : 509-532-3136 Url : <a href="http://www.go2worksource.com">http://www.go2worksource.com</a> Email : <a href="mailto:jemiller@esd.wa.gov">jemiller@esd.wa.gov</a> Fax : 1-509-532-3186 Jeff Miller	N	0

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20	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
21	YMCA Women's Resource Center 930 Monroe Street Spokane, Washington 99201 Phone : 509-326-1190 Fax : 1-509-326-1597 Community Organization	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>46</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	9/23/2022	Establishment of training programs for station personnel	TEGNA launched a company-wide cybersecurity training program; Secure TEGNA, to increase employee understanding of cybersecurity threats and what they can do to protect their own digital life as well as that of the company. All TEGNA employees were required to complete Secure TEGNA Cybersecurity Awareness training.	91	All employees
2	9/28/2022	Participation in events or programs sponsored by educational institutions	TEGNA senior content recruiter and KREM's news director visited Washington State University's Murrow School of Journalism to lecture and answer questions about broadcast journalism, industry trends, and careers with senior students.	2	Sr. Content Director News Director
3	10/18/2022	Establishment of training programs for station personnel	KREM's news director and TEGNA brought in KUSA's director of visual journalism to conduct some one-on-one training with journalists, and a group training on visual journalism with KREM staff.	13	Sr. MSJ MSJ
4	10/27/2022	Establishment of training programs for station personnel	KREM's senior reporter inaugurated a quarterly internal review and feedback session for field reporters in the newsroom to expose participants to peer critiques and suggestions for style, aesthetic and content.	10	Sr. Reporter Reporter Reporter Reporter
5	11/5/2022	Participation in scholarship programs	Presented at a Boy Scout troop's meeting about how we do weather on broadcasting and digital platforms for their merit badges. During this event, discussed opportunities within the broadcast industry.	1	Meteorologist
6	12/15/2022	Establishment of training programs for station personnel	The Poynter Institute conducted 3 training sessions for News, Marketing and digital employees on the topic of inclusive journalism. This training covered unconscious bias, identity traits, fault lines, types of power, empathy vs. sympathy and ally-ship; how to discuss & monitor issues of race in content and working with police information and mugshots. KREM's team was provided the opportunity by TEGNA, our parent company.	9	Producer Producer MSJ MSJ

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7	12/15/2022	Establishment of training programs for station personnel	Three KREM producers attended an online Poynter-led training called "Transforming Crime Reporting into Public Safety Journalism." This workshop focused on investing existing resources in documenting crime trends and holding law enforcement accountable, as well as some immediate steps journalists can take to improve coverage.	3	Sr. Producer Executive Producer Producer
8	12/16/2022	Establishment of training programs for station personnel	Quarterly cybersecurity training for all station employees. The final launch of TEGNA's quarterly training module for 2022, Spot the Phish. This interactive exercise demonstrated the subtle differences between legitimate online communications and scams. This training helped employees recognize risks and increase their understanding of the ever-changing threat landscape. Keeping our systems safe requires constant vigilance.	95	All Station Staff
9	12/21/2022	Establishment of training programs for station personnel	KREM's IT specialist hosted a Microsoft Teams training to help all employees gain a better understanding of the functions of the app and how it can be used effectively to aid communications internally and externally.	40	IT Specialist Receptionist GM & President
10	1/20/2023	Establishment of a mentoring program	KREM news producers attended online training provided by TEGNA's Content Management Team. The "Produce This! Training" consisted of four sessions for TV producers to get back to producing basics. Topics included; Write like you talk, Going bold with bold opens, Make every minute a moment and Don't tease me, entice me.	9	Producer-In - Residence Digital Producer Sr. Digital Producer Producer

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11	1/20/2023	Establishment of training programs for station personnel	To help support the ongoing growth and development of our leaders across all leadership levels, TEGNA will be providing a learning series designed to help enhance one's leadership skills. For this session, TEGNA's Manager Development Program instructors covered Leading for Engagement & High Performance. The focus was on: Communicating for Engagement; Building Accountability for Performance; and Developing and Motivating Employees.	5	Creative Services Manager Assignment Editor Broadcast Supervisor Digital Director
12	1/27/2023	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 principals 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.	93	Producers News Managers Journalists
13	1/27/2023	Establishment of training programs for station personnel	TEGNA's annual Code of Ethics Training and Survey. To fulfill TEGNA's purpose of serving the greater good of our communities, it is vital that we maintain the highest level of ethical standards. As part of having an inclusive and ethical workplace, we all have a personal responsibility to maintain the highest standards of integrity and ethical behavior in every aspect of our work and interactions. All KREM employees completed the survey and training covering conflicts of interest, addressing fair dealings and open competition. It outlined the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations.	94	President & GM News Director Director of Sales Asst. News Director



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### III. RECRUITMENT INITIATIVES

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
14	1/28/2023	Participation in events sponsored by organizations representing the community	KREM 2 news anchor emceed Spokane's Lunar New Year event, representing as a member of AAPI, Asian American Pacific Islander. He spoke about the city's Lunar New Year history and related it to his personal experience as a member of the Asian American Pacific Islander community and his work at the station. During this event, discussed opportunities within the broadcast industry.	1	Anchor
15	1/30/2023	Participation in events or programs sponsored by educational institutions	KREM's senior reporter spoke to Washington State University broadcasting students, speaking about careers in journalism, giving tips on first jobs and answering student questions about the business.	1	Sr. MSJ
16	2/4/2023	Participation in events or programs sponsored by educational institutions	Meteorologist presented to two groups of home-schooled students about how we do weather on broadcasting and digital platforms. During this event, discussed opportunities within the broadcast industry.	1	Meteorologist
17	2/11/2023	Participation in events sponsored by organizations representing the community	KREM news anchor emceed Spokane Public Library's event "Resources & Empowerment: Honoring Spokane's Black History at the Central Library", highlighting her career in journalism and KREM's Let's Talk diversity group.	1	News Anchor
18	2/13/2023	Participation in events or programs sponsored by educational institutions	News director and executive producers hosted a WSU Murrow School student in a job shadow in the station's newsroom. Discussed the many opportunities within the broadcast industry.	2	News Director Executive Producer
19	2/22/2023	Participation in events or programs sponsored by educational institutions	Hosted a job shadow for a middle school student interested in becoming a journalist and meteorologist. The student shadowed the operations crew for live news, attended an editorial meeting, shadowed a producer and met with our meteorologist to understand how a weather report is put together and reported.	3	Executive Producer Producer Meteorologist

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20	2/22/2023	Participation in Job Fairs	TEGNA selected KREM's assistant news director to serve as a TEGNA ambassador for this virtual recruiting event. This is a partnership with NAB, NABLF, BEA and Jacobs Media and the event is aimed at putting broadcasters in direct contact with college students from around the country to answer their questions about our business and get them excited about the prospect of entering our field.	1	Assistant News Director
21	2/24/2023	Participation in events or programs sponsored by educational institutions	KREM evening news anchor participated in a panel hosted by Washington State University, "Women's Leadership Summit." Panelists shared a presentation of their experiences at WSU and how their education has contributed to their career success followed by a Q & A session with attendees. KREM's news director attended the virtual event.	2	Anchor News Director
22	3/5/2023	Participation in events or programs sponsored by educational institutions	A KREM meteorologist spoke to a Boy Scouts troop about what a meteorologist does and answered questions about a career in the field and being a weather anchor.	1	Meteorologist
23	3/6/2023	Participation in scholarship programs	TEGNA senior content recruiter, and KREM's news director visited a classroom of journalism students at Washington State University to talk about careers in journalism and opportunities at KREM.	1	News Director
24	3/17/2023	Establishment of training programs for station personnel	KREM's news director, digital director and head of technology & operations all traveled to Denver to attend management & leadership trainings held by TEGNA for newer managers.	3	Digital Director Head of Technology & Operations News Director
25	3/24/2023	Establishment of training programs for station personnel	TEGNA quarterly training module for Q1 2023, Find the Phish. This interactive exercise presented an opportunity for employees to sharpen cyber skills and reminded of the common methods criminals use to access confidential information.	94	President & GM News Director Digital Director Assignment Manager

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26	3/29/2023	Participation in events or programs sponsored by educational institutions	KREM morning news Anchor presented at Spokane Falls Community College's 2023 Get Connected Conference, speaking about careers in journalism and broadcast.	1	Anchor
27	3/29/2023	Participation in events sponsored by organizations representing the community	KREM's news director attended University of Montana's Journalism Job and Internship Fair. Students interested in positions in news were given the opportunity to interview for positions across all platforms, production, promotion, web and social media, marketing and design.	1	News Director
28	4/17/2023	Participation in events or programs sponsored by educational institutions	KREM's reporter and journalist attended East Valley High School's career fair, sharing and discussing all the careers at KREM and answering questions.	2	Sr. Reporter MSJ
29	4/25/2023	Participation in events or programs sponsored by educational institutions	KREM's director of sales and creative services director participated in an online panel of professionals for University of Idaho's Introduction to Strategic Communication class, talking about careers in Sales and Marketing and broadcast.	2	Director of Sales Creative Services Director
30	6/6/2023	Establishment of an intern program designed to assist members of the community	KREM is participating in TEGNA Inc.'s Internship Program. TEGNA Inc. established this Program to train and provide experience to college students interested in a career in broadcasting/producing. The Program affords each selected Intern the opportunity to gain real-life experience as a news room environment.	1	News Producer Intern
31	6/18/2023	Participation in events or programs sponsored by educational institutions	KREM provided material support for an MSJ to participate in the National Press Photographers Association's Best of Photojournalism award show, lectures, workshops and one-on-ones held June 16-18, 2023 in Seattle, WA.	1	MSJ

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32	6/26/2023	Establishment of a mentoring program	KREM 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.	1	Producer in Residence
33	6/29/2023	Participation in events sponsored by organizations representing the community	KREM's chief journalist participated in a panel titled The Changing Face of Journalism, put on by Spokane Library. The discussion explored the changing landscape of journalism. This event featured a cross-generational lineup of journalists, each bringing a unique perspective from their distinct experiences within the field.	1	Chief Journalist

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34	7/14/2023	Establishment of training programs for station personnel	Company-wide cyber security training focused on Reporting of Security Incidents. The training helped employees identify and isolate a breach if it occurs and reminded them to immediately report any incident to a leader.	94	Receptionist President & GM Digital Director Head of Technology & Operations
35	7/20/2023	Establishment of training programs for station personnel	KREM brought the National Press Photographers Association Co-Chair and Director of Photojournalism from sister-station, KING5-TV, to Spokane to lead three days of workshops with the MSJ and anchor teams at KREM to help hone storytelling through photojournalism, focusing on basic photography, lighting, framing shots, pacing, and editing.	13	Chief Journalist MSJ Sports Director MSJ
36	7/23/2023	Participation in events or programs sponsored by educational institutions	KREM provided material support to our two members of Asian American Journalists Association to attend the 2023 convention in Washington, D.C. Workshops our participants attended included Freedom of Information Act 101, Power of Mentoring, Pay Negotiation, Art of a LIVE Shot, Voice Coaching and Broadcast Strategies in an Inclusive Digital Space. Takeaways from the convention were presented to the news room and station leadership at a later date.	2	MSJ Anchor
37	8/17/2023	Establishment of training programs for station personnel	Takeaways from Asian American Journalists Association's 2023 convention were presented to newsroom employees by KREM's Anchor and MSJ who participated there in July. Topics included Freedom of Information Act 101, Power of Mentoring, Pay Negotiation, Art of a LIVE Shot, Voice Coaching and Broadcast Strategies in an Inclusive Digital Space. Takeaways from the convention were presented to the news room and station leadership at a later date.	26	MSJ Anchor Executive Producer Assistant News Director

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38	8/17/2023	Establishment of training programs for station personnel	KREM sent one of our senior producers to the TEGNA AI Innovation Summit in McLean, VA to participate in discussions on how AI can responsibly help us improve the quality of our content with topics such as: Concerns over the dangers of artificial intelligence and how to implement guidelines to keep our content credible and trustworthy; How AI can address some of the biggest challenges facing local journalism; How AI can help reduce the amount of time our journalists, producers, photojournalists and assignment editors, etc. spend on non-journalism tasks that keep them from working on higher quality content. Takeaways from the summit were later presented to the management team.	1	Sr. Producer
39	9/12/2023	Establishment of training programs for station personnel	Takeaways from the 2023 TEGNA AI Innovation Summit were presented to KREM's leadership team by the Senior Producer who attended the event, which took place on 8/17/23. Topics included: How AI can responsibly help us improve the quality of our content with topics such as: Concerns over the dangers of artificial intelligence and how to implement guidelines to keep our content credible and trustworthy; How AI can address some of the biggest challenges facing local journalism; How AI can help reduce the amount of time our journalists, producers, photojournalists and assignment editors, etc. spend on non-journalism tasks that keep them from working on higher quality content.	11	President & GM Director Community Marketing News Director HR Business Partner