

KFMB-TV
EEO PUBLIC FILE REPORT
August 1, 2022 - July 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
San Diego Living Editor/Photographer-13246	3, 5-7, 9-15, 17-26, 29-32, 34-35	18
Marketing Producer-13288	3, 5-7, 9-15, 19-26, 29-31, 34-35	30
Account Executive-13486	1, 3, 5-7, 9-15, 18-19, 21-26, 29-31, 34-35	30
Account Executive-13486	1, 3, 5-7, 9-15, 18-19, 21-26, 29-31, 34-35	30
Photographer -	3-7, 9-15, 18-19, 21-26, 29-31, 34-35	30
Producer - 14060	2-19, 21-31, 33-35	17
Producer - 14060	2-19, 21-31, 33-35	30
Digital Content Producer - 14063	2-16, 18-19, 21-31, 33-35	30
Digital Account Manager - 014259	3, 5-7, 9-19, 21-26, 29-31, 33-35	30
Broadcast Engineer - 014316	3, 5-7, 9-15, 17-19, 21-26, 29-31, 34-35	30
Account Executive - 14578	3, 5-7, 9-15, 17, 19, 21-26, 29-31, 34-35	30

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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	Agency Referral	N	1
2	AllAccess.com 28955 Pacific Coast Highway Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : http://www.allaccess.com Job Board Manual Posting	N	0
3	American Sportscasters Association 225 Broadway Suite 2030 New York, New York 10007 Phone : 212-227-8080 Email : LSchwa8918@aol.com Lou Schwartz	N	0
4	AMFMJobs.com P.O. Box 4116 Oceanside, California 92053 Phone : 760-754-8177 x112 Url : http://www.amfmjobs.com Mark Holloway Manual Posting	N	0
5	Black Business Association 3550 Wilshire Blvd 5th Floor Los Angeles, California 90032 Phone : 323-291-9334 Url : http://www.bbala.org Email : mail@bbala.org Earl Cooper	N	0
6	CA. Chicano News Media Association 725 Arizona Ave Suite 404 Santa Monica, California 90401 Phone : 424-229-9482 Url : http://www.cnma.org Email : cnmainfo@cnma.org Julio Moran	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
7	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
8	California Broadcasters Association 915 "L" Street Suite 1150 Sacramento, California 5814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
9	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Online Job Listings Manual Posting	N	4
10	Center for Employment Training 3295 Market Street San Diego, California 92102 Phone : 619-233-6829 Url : http://www.cetweb.org Email : danm@cet2000.org Daniel Morales	N	0
11	Chinese Service Center of San Diego 5075 Ruffin Road Suite A San Diego, California 92123 Phone : 858-505-9906 Url : http://www.cscsandiego.org Email : chineseschoolsd@yahoo.com Sally Wong Avery	N	0
12	Collective Talent.com , California Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Bille Michael	N	0

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13	Cuyamaca College 900 Rancho San Diego Parkway El Cajon, California 92019 Phone : 619-660-4436 Email : fleure_fraser@gcccd.edu Fleure Fraser	N	0
14	Employment Development Department 4389 Imperial Avenue San Diego, California 92113 Phone : 619-266-4220 Url : http://www.caljobs.ca.gov Email : andrew.weatherspoon@edd.ca.gov Andrew Weatherspoon	N	0
15	Grossmont College 8800 Grossmont College Drive El Cajon, California 92020 Phone : 619-644-7611 Email : nancy.davis@gcccd.edu Pamela Abuka	N	0
16	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : 650-282-8066 Url : http://www.indeed.com Sunday Bejide Manual Posting	N	0
17	Indeed.com	N	6
18	Linked In	N	8
19	Miramar College 10440 Black Mountain Road San Diego, California 92126 Phone : 619-338-7379 Email : jhankins@sdccd.edu Joseph Hankinson	N	0
20	National Association for the Advancement of Colored People P.O. Box 152086 San Diego, California 92195 Phone : 619-263-7823 Email : dodenesq@ogtlaw.com Doug Oden	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
21	National Association of Black Journalists 1100 Knight Hall, College Park, Maryland 20742 Suite 3100 College Park, Maryland 20742 Phone : 301- 405-0248 Url : http://www.nabj.org Email : taylor.nabj@gmail.com Taylor Osborn-Smith	N	0
22	National Lesbian & Gay Journalists Association 1420 K Street, NW Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 x10 Email : lcorona@nlgja.org Lorena Corona	N	0
23	North County Career Centers 1949 Avenida del Oro Ste. 106 Oceanside, California 92056 Phone : 760-414-3536 Email : HollyChilds@workforce.org Holly Childs	N	0
24	San Diego City College - Radio & TV Program 1313 Park Blvd A-122A San Diego, California 92101 Phone : 619-388-3043 Email : lcastane@sdccd.edu Laura Castaneda	N	0
25	San Diego State University (SDSU) - Career Services 5500 Campanile Drive San Diego, California 92182 Phone : 619-594-4379 Email : pnieves@mail.sdsu.edu Preston Chipps	N	0
26	San Diego State University (SDSU) - Department of Journalism 5500 Campanile Drive Dept of Journalism San Diego, California 92182 Phone : 619-594-5450 Email : jmsdesk@mail.sdsu.edu Diane Borden	N	0

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27	Society of Broadcast Engineers, Inc. [SBE] National 9102 North Meridian Street Suite 150 Indianapolis, Indiana 46260 Phone : (317) 846-9000 Url : http://www.sbe.org Scott Jones Manual Posting	N	0
28	Southern California Broadcasters Association 5670 Wilshire Blvd Suite 300 Los Angeles, California 90036 Phone : (323) 930-5597 Url : http://www.scba.com Thom Callahan Manual Posting	N	0
29	Southwestern Community College 900 Otay Lakes Rd Chula Vista, California 91910 Phone : 619- 482-6356 x5715 Url : http://www.swccd.edu Email : jswanson@swccd.edu Julie Swanson	N	0
30	TEGNA 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 7548546000 Url : www.TEGNA.com Job Boards Manual Posting	N	28
31	The National Academy of Television Arts & Sciences P.O. Box 80255 San Diego, California 92138 Phone : 602-888-3669 Url : http://www.nataspw.org Email : admin@nataspw.org Ena Newell	N	0
32	Traffic Directors Guild of America 26000 Avenida Aeropuerto San Juan Capistrano, California 92675 Phone : (949) 429-7063 Url : http://www.tdga.org Email : tdga@cox.net Larry Keene	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
33	TVJobs.com P.O. Box 4116 Oceanside, California 92053 Phone : 760-754-8177 x112 Url : http://www.tvjobs.com Mark Holloway Manual Posting	N	0
34	University of Southern California-Annenberg School for Communication & Journalism 3502 Watt Way Los Angeles, California 90089 Phone : 213-740-6180 Url : http://annenberg.usc.edu Email : suzannea@usc.edu Suzanne Alcantara	N	0
35	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:			47

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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	8/16/2022	Establishment of training programs for station personnel	The Innovation Summit consisted of a great group of innovators for an exciting ideation session. The Innovation Summits' focus was on transforming our content on TV, digital and streaming. This brainstorming/training session helped to gather ideas for a round of news content pilots.	1	Executive Producer
2	9/27/2022	Establishment of training programs for station personnel	Storytelling training conducted by TEGNA corporation. The training consisted of 10 sessions and included a toolkit on how to create stories the audience will remember not just for a day, but for their lifetime.	2	MSJ Anchor/MSJ
3	10/11/2022	Establishment of training programs for station personnel	Training on how to use the new texting/social media platform, heyMARKET. The purpose of this training was to better assist the Content Team.	5	Director, Digital Content Executive Assistant Programming Specialist Manage Editor
4	11/28/2022	Establishment of training programs for station personnel	Secure TEGNA Cybersecurity Training. Secure TEGNA quarterly training module for 2022, Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. The training helped to recognize risks and increase understanding of the ever-changing threat landscape.	140	President & General Manager Executive Assistant Programming Specialist & Admin Asst Financial Analyst
5	1/12/2023	Provision of training to management	Crime Coverage Summit 2023. CBS 8's Executive Producer of Digital Content, attended. This summit helped her to gain insight into best practices around covering crime in our community and that information has helped to create a Crime Coverage plan at CBS 8.	1	Executive Producer, Digital Content

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6	1/14/2023	Participation in events or programs sponsored by educational institutions	Students from PLNU marketing-communications course (held at Southwestern Community College Campus) toured the KFMB Stations. KFMB Station's staff and the students and teacher had a sit-down discussion on the broadcast industry. We talked about the broadcast industry and the direction it is headed. Many of these students were studying marketing and we gave them guidance on best ways to submit a story idea.	2	Director, Digital Content Executive Producer, Digital Content
7	1/17/2023	Provision of training to management	Mid-Level Management Development Program – 2-day training, held in Sacramento, CA. In an effort to help support the ongoing growth and development of our leaders across all leadership levels, TEGNA provided a learning series designed to help enhance one's leadership skills. This session covered Leading for Engagement & High Performance portion. The focus was on: Communicating for Engagement, Building accountability for Performance, Developing and Motivating Employees.	11	Sales Operator Supervisor Executive Producer, Senior Managing Editor Commercial Production Manager

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8	1/23/2023	Establishment of an intern program designed to assist members of the community	This station is participating in TEGNA's Producer-In-Residence ("PIR") Program. TEGNA 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 participating in the PIR Program. The selected PIRs fulfill 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 checking 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.	3	Producer In Residence Producer In Residence Producer In Residence
9	1/27/2023	Establishment of training programs for station personnel	Trust In the Media - The newsroom staff recently went through a training session that covered a Power Point presentation TEGNA prepared in partnership with RTDNA about "Trust in the Media". We held three sessions so staffers could attend.	56	Reporter/MSJ Reporter/MSJ Producer Executive Producer

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10	2/8/2023	Establishment of training programs for station personnel	Employees from KFMB CBS 8 attended a legal training seminar put on by TEGNA's Associate General Counsel. The training focused on Copyright laws, Libel, and privacy rights.	50	President & General Manager Manager, Assignment Desk Editor Director, Creative Services
11	2/14/2023	Establishment of training programs for station personnel	An "Innovation Summit" workshop was held for our news team. It was facilitated by one of CBS 8 News Executive Producers. This 2.5 hour meeting was essentially a brainstorming session for how to continue to transform our content so that it is more relevant and engaging for our audiences.	24	Executive Producer Producer, Marketing Photographer Anchor
12	2/16/2023	Provision of training to management	KFMB Human Resources Business Partner attended a 1-hour webinar entitled, "An Essential Guide to Contingent Labor Pay Transparency." This webinar provided best practices with the new law; and how salary ranges are required on all job postings.	1	Human Resources Business Partner
13	2/23/2023	Provision of training to management	A Talent Acquisition Partner and Talent Acquisition Manager were in San Diego and presented an interactive PowerPoint entitled, "Recruiting Best Practices." This 25-minute presentation followed by 5-15 minutes of Q&A/discussion (30-40 min total) gave hiring managers the key best practices we are currently seeing working across all job categories. All hiring managers were strongly recommended to attend this presentation.	8	Human Resources Business Partner Brand Manager Director, Digital Content Manager, Assignment Desk

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14	2/23/2023	Participation in events or programs sponsored by educational institutions	"Black In the Newsroom" was a taped documentary, hosted by a CBS 8 News Anchor. This event was in partnership with Online News Association San Diego, The San Diego State University Chapter of the National Associations of Black Journalists, San Diego Association of Black Journalist, Media 2070, The SDSU Department of Journalism and CBS8. The event focus was to provide the foundation for equity in media and provide education on what constitutes newsroom care for black journalist. Our Anchor shared her career path and journey in media and journalism, from a high school newsroom to present day.	1	Anchor
15	3/2/2023	Establishment of training programs for station personnel	An outside Advertising Consultant conducted a training session for our sales team. The topic was Growing Enterprise with The Inflation Reduction Act + Tapping Into The BOOM with Retail Medical/Medicare & ESA.	12	Director, Sales Manager, Local Sales Account Executive Account Executive
16	3/2/2023	Establishment of training programs for station personnel	An outside Advertising Consultant held a training session for our sales team. The topic was Media Math. Discussions included subject matters such as, how to arrive at the budget a client should be spending.	11	Manager, Digital Sales Manager, Local Sales Account Executive Account Executive
17	3/9/2023	Establishment of training programs for station personnel	Tagboard training. Discussions included learning more about Tagboard Producer, which is the newer system used to showcase viewer video and comments. This was a 1-hour informative training session.	2	Executive Producer Producer
18	3/14/2023	Provision of training to management	Leading for Engagement, Performance, Collaboration & Change. This was a director level training, targeted for department heads. The training was held for 3.5 days in Denver, CO. Examples of areas of discussion and topics were, Communication for Engagement, Developing and Motivating Employees, Strategic Leadership.	3	Head of Technology Director, Digital Content Director, Content

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19	3/21/2023	Provision of training to management	KFMB Station's Research Director attended a 2-day TEGNA Insights Summit for Research Directors across the company (hosted on Zoom). This involved some training as well as sessions designed for research collaboration, the sharing of best practices and looking at the future of measurement.	1	Research Director
20	3/24/2023	Establishment of training programs for station personnel	Secure TEGNA quarterly training module for 2023, Find the Phish. This interactive exercise offers TEGNA employees an opportunity to sharpen cyber skills and reminds us of the common methods criminals use to access confidential information.	140	President & General Manager Executive Assistant Programming Specialist & Admin Asst Financial Analyst
21	3/24/2023	Participation in events or programs sponsored by educational institutions	The Annual Women's Symposium was held at Our Lady of Peace (OLP) historic San Diego campus. The OLP Women's Symposium brings together women leaders from around the world to share their insights and pathways to success with students and adult community-members - an audience of over 1,000 individuals. CBS 8 Reporter was a presenter at this event. The CBS 8 Reporter/MSJ shared with the attendees about her career path and journey in broadcast media and journalism. careers in media.	1	Reporter/MSJ
22	4/14/2023	Participation in events or programs sponsored by educational institutions	KFMB CBS 8 News Anchor was a guest instructor at UCSD. The CBS 8 Anchor lectured during their master's program in climate science and policy. She spoke to the undergraduates about how to communicate science to a public audience.	1	Anchor
23	4/25/2023	Participation in events or programs sponsored by educational institutions	The Sportsmanship Conference is an empowerment conference for student athletes put on by Riverside County Office of Education. CBS 8's Sports Anchor was a special guest speaker. He talked to the students about his story and his career. The Sports Anchor also spoke to them about how they can become a sports broadcaster.	1	Sports Anchor/MSJ

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24	4/27/2023	Participation in events sponsored by organizations representing the community	Game Face Academy presented their 2023 Bootcamp Graduates at a special graduation event. The Guest Speaker was a CBS 8 News Reporter. The Reporter spoke to the graduates about working in the broadcasting field.	1	MSJ
25	5/2/2023	Participation in events or programs sponsored by educational institutions	Students from San Diego State University's Journalism class toured the CBS 8 studios. The tour was hosted by CBS 8 and conducted by their professor, who is a former CBS 8 Senior Executive News Producer. The students learned what it takes to produce a newscast. All of the 20 students were also able to observe a newscast as it was being broadcast live on the air.	1	Director, Content
26	5/9/2023	Provision of training to management	Inclusive Hiring Training. This training was provided by TEGNA Corporation for all Managers. Topics of discussion included: Diversity and what it means, what the benefits are for a diverse team, combatting unconscious bias, Leveraging College, Universities, and local organizations. Other Inclusive hiring practices were discussed as well.	12	Manager, Digital Sales Supervisor, Sales Operations Supervisor, Technology & Operations Director, Digital Content
27	5/13/2023	Participation in Job Fairs	CBS 8's Director of News Content attended the San Diego State University School of Journalism and Media Studies mixer event. The purpose of the event was to bring together SDSU graduates of 2023, alumni and San Diego media professionals. This networking event had over 300 college graduates in attendance.	1	Director, Content
28	5/22/2023	Participation in events or programs sponsored by educational institutions	A group from Poway Unified School District's Studio701 Internship Program (11 students) toured the CBS 8 news studio. CBS 8's morning News Anchor hosted them and spoke about his career in broadcast journalism. He talked about what his job duties are and discussed how our station operates.	1	Anchor

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29	6/12/2023	Establishment of training programs for station personnel	TEGNA's Inclusive Journalism Training. This course provided insight on unconscious bias, identity traits, fault lines, types of power, empathy vs. sympathy and ally-ship, best practices around inclusive journalism. The goal of this course was to expand the tools and soft skills newsroom leaders can use to engage their team to further goals to enhance diversity, equity, and inclusion.	6	Digital Producer Producer Producer In Residence Producer
30	6/13/2023	Establishment of training programs for station personnel	WideOrbit Training. The purpose of this training was to introduce new advertiser profiles, which is intended to allow for much more accurate reporting for marketers.	3	Programming Specialist & Admin Marketing Coordinator Director, Creative Services
31	7/6/2023	Participation in events or programs sponsored by educational institutions	CBS 8's News Anchor was a guest instructor during Scripps MBC Summer Course. The theme was "Extremes," from environments (e.g., polar, deep sea, intertidal) to adaptations (e.g., physiological, anatomical, behavioral) to conditions (e.g., acidity, pressure, salinity). She spoke about career opportunities in the media industry and shared details of her career path in media, journalism, and meteorology.	1	Anchor