

KSDK-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
Creative Director-12944	1-22, 24-32	26
Digital Media Producer - 13564	1-21, 24-32	26
Account Executive-13956	1-5, 7-16, 18-21, 24-32	11
Show Me St. Louis Executive Producer-14111	1-5, 7-16, 18-22, 24-26, 28-32	11
Multi-Skilled Journalist-014274	1-5, 7-16, 18-26, 28-32	26
Account Manager-014295	1-5, 7-10, 12-16, 18-21, 23-26, 28-32	2
Associate Producer-14416	1-5, 7-10, 12-16, 18-21, 23-26, 28-32	26
Digital Audience Producer-14607	1-10, 12-16, 18-21, 23-26, 28-32	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	American Federation of Television and Radio Artists 1310 Papin #103 St Louis, Missouri Email : MV@SAGAFTRA.org Career Service	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	1
3	Culver- Stockton College One Chicago Hill Canton, Missouri 63435 Phone : 573-288-6000 Url : www.culver.edu Email : advancement@culver.edu Career Placement	N	0
4	Harris-Stowe State University 3026 Laclede Ave St Louis, Missouri 63103 Phone : 314-340-3366 Url : www.hssu.edu Email : careerengagement@hssu.edu LaTonia Collins Smith	N	0
5	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : hectorericksen@me.com Carlos Ericksen-Mendoza	N	0
6	Indeed.com	N	3
7	International Brotherhood of Electrical Workers Local 4 1610 S. Kingshighway St Louis, Missouri Email : broadcast@ibewlocal4.com Elaine IBEW Local 4	N	0

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8	Jefferson College 1000 Viking Drive Hillsboro, Missouri 63050 Phone : 636-481-3223 Email : lwarner@jeffco.edu Lora Warner	N	0
9	KSDK 1000 Market Street St. Louis, Missouri 63101 Url : www.KSDK.com Career Service Manual Posting	N	0
10	Lindenwood University 209 S. Kingshighway St Charles, Missouri Phone : 636.627.4307 Email : swright@lindenwood.edu Shannon Wright	N	0
11	Linked In	N	5
12	Media-Match 714 North La Brea Los Angeles, California Phone : 323-284-5589 Url : www.media-match.com Email : info@media-match.com Tammy Romaniuk	N	0
13	Missouri Broadcaster's Association 1025 Northeast Drive Jefferson City , Missouri 65109 Phone : :573 636-6692 Url : mbaweb.org Email : tharper@mbaweb.org Terry Harper	N	0
14	Missouri School of Journalism in Columbia 201 Student Success Center Columbia, Missouri 65201 Phone : 573-882-6801 Email : career@missouri.edu Fax : 1-573-882-5440 Connor Flood	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
15	Missouri State University 901 S. National Avenue Springfield, Missouri 65804 Phone : 417-836-6861 Url : http://careercenter.missouristate.edu Email : careercenter@missouristate.edu Fax : 1-417-836-5656 Chalanda Johnson	N	0
16	N.E. Missouri State University Business Placement Center Violette Hall 112 Kirksville, Missouri 63501 Phone : 6605621250 Url : truman.edu Email : career@nwmissouri.edu Fax : 1-660-785-4366 Lori Haws	N	0
17	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
18	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint	N	0
19	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0

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20	National Television Academy, Mid-America Chapter 1001 Highlands Plaza Dr. W #320 St Louis, Missouri Phone : 314-647-3669 Url : www.emmymid-america.org Email : Maggie@emmymid-america.org Fax : 1-314-512-9653 Maggie Eubanks	N	0
21	Northwest Missouri State University no listing Maryville, Missouri 64468 Phone : 816-562-1212 Email : career@nwmissouri.edu Northwest Missouri State University Northwest Missouri State University	N	0
22	Self Referral	N	4
23	Southern Illinois University PO Box 1620 Edwardsville, Illinois 62026 Phone : 314-243-1717 Email : aanton@teгна.com Ashleigh Anton	N	0
24	St Louis Community College Meramec 11333 Big Bend Road Room AD249 Kirkwood, Missouri 63122 Phone : 314-984-7611 Email : ces@stlcc.edu Career and Employment Services	N	0
25	St. Louis University 3840 Lindell Blvd #110 St Louis, Missouri Phone : 314-997-2828 Url : http://careers.slu.edu/employers.html Email : karl.aldrich@slu.edu Barb Koskolos	N	0

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26	TEGNA 7950 Jones Branch Dr McLean , Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting	N	21
27	Truman State University Career Center Kirksville, Missouri 63501 Phone : 660-785-4353 Url : https://career.truman.edu/employers/job-posting-event-registration/ Email : ucc3@truman.edu Fax : 1-660-785-4366 Dave Lusk	N	0
28	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holoway	N	0
29	University of Missouri 100 Corporate Lake Dr. Columbia, Missouri 65211 Phone : (573) 882-6898 Email : reiskem@missouri.edu Mathew Reiske	N	0
30	University of Missouri - St Louis 278 Millennium Student Center One University Blvd St Louis, Missouri 63121 Phone : 314-516-5113 Email : careerservices@umsl.edu Fax : 1-314-516-6535 Tegan Klevorn	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
31	Webster University 470 East Lockwood Webster Groves, Missouri 63119 Phone : 314-968-7143 Url : https://www.webster.edu/career-services/about-career-services/meet-staff.html#employserv Email : kerrylee70@webster.edu Rebecca Spear	N	0
32	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:			34

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/23/2022	Establishment of training programs for station personnel	KSDK Sr. Video Digital Producer attended the Online News Association (ONA) convention. The conference gathers the world's most engaging minds in digital media for an unparalleled blend of learning, networking and inspiration. Over 1,000 people attended the conference. Dozens of workshops and interactive panels deliver best practices and the latest trends in five areas: audience development and metrics, emerging technology, innovative news storytelling, leadership development, and revenue models, including content and product strategy.	1	Sr. Video Digital Producer
2	9/23/2022	Establishment of training programs for station personnel	In September of 2022, third quarter Secure TEGNA cybersecurity training was launched. Employees across the company are required to complete this 15-minute online class designed to help ensure the security of our data and networks no later than Friday, September 24. The training provides information on social engineering, a series of manipulative practices cyber criminals adopt to convince users to surrender confidential information or fall victim to phishing attacks. Human awareness and action are the best ways to prevent cybercrimes.	140	General Manager Regional Finance Director Human Resources Business Partner News Director

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3	10/22/2022	Establishment of training programs for station personnel	KSDK Department Heads along with several other staff members attended the online TVB Conference on 9/22/2022. TVB is the not-for-profit trade association representing America's local broadcast television industry. Its members include the US television stations, television broadcasters group, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best of local ad dollars. The conference had key note speakers and several breakout sessions.	7	General Manager Regional Finance Director Director of Sales News Director
4	10/25/2022	Participation in events or programs sponsored by educational institutions	KSDK Meteorologist/MSJ visited the 4th grade class at Trautwein Elementary School. She spoke to 65 4th graders about her job at 5 On Your Side and what education she needed to be a meteorologist as well as what she does on a regular basis. She then had a segment of science experiments that represented how weather happens.	1	Meteorologist & MSJ

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5	10/27/2022	Establishment of training programs for station personnel	KSDK employees attended training at St. Louis Community College under the direction of Lou Gerst. The training was on the topic of "Building an Environment of Trust". An environment of trust is a vital element of leading teams and meeting shared goals. Leaders who demonstrate trust and trustworthiness inspire higher levels of performance and commitment to team and organizations success. In the workshop, participants learned how trust in the workplace affects business results, to recognize common behaviors that can either build or break trust, and to apply trust-building techniques in challenging situations.	10	Special Projects Director Chief Meteorologist Director of Content News Director
6	11/1/2022	Establishment of training programs for station personnel	TEGNA's Human Resources Director met with all of KSDK's managers to discuss feedback and documentation. The training centered around when a manager needs to have a discussion with one of their employees regarding their behavior or performance. The model used was situation, behavior, impact and change needed. The Director encouraged the managers to ensure empathy to the employee and to be candid and upfront with the employee. She advised them to detail an action plan when needed, proper documentation with a quick memo or email to self and record specific dates. She also advised that written warnings and termination should happen after due process and always consult an HR representative when going through the discipline process and/or termination process.	17	General Manager, Reg. Financial Director, Director of Sales, Director of News, Strategy Specialist,
7	11/2/2022	Participation in events or programs sponsored by educational institutions	KSDK Chief Meteorologist went to Seckman Elementary School and gave his weather academy presentation to 80 third graders on everything related to weather. He discussed the schooling it takes to become a meteorologist and the career path he has taken.	1	Chief Meteorologist

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8	11/4/2022	Participation in events or programs sponsored by educational institutions	KSDK Meteorologist/Multiskilled Journalist visited the St. Louis County Spencer Road Library. She spoke to 80 children from grade 1 to grade 6. The topic of her visit was to explore weather. She spoke about the climate around the world and she showed the children on a map what the climate is like in different areas of the world. She talked about her job and what she does on a daily basis. She also talked about the education she needed to have to become a meteorologist. She talked about when the weather is very hot and the dangers of being in a hot car and she also talked about icy conditions and heavy winds and wind damage. Later in the presentation, she performed weather experiments for the kids to enjoy.	1	Meteorologist & MSJ
9	11/4/2022	Participation in events or programs sponsored by educational institutions	KSDK's Chief Meteorologist gave a presentation at the St. Charles County Library on climate change. He spoke to approximately 40-45 people on how climate is changing worldwide and what we are seeing locally. He talked about his education and what it takes to become a meteorologist and eventually a Chief Meteorologist.	1	Chief Meteorologist

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10	11/15/2022	Establishment of training programs for station personnel	KSDK's Director of Content held two training sessions titled "Trust Study". This was a required session for everyone who works in the News Department. She shared a power point and had a small video on Trust in Journalism: things journalist can do to earn the trust of their viewers and keep their trust. The main focus of the session was to instill BE Right, BE Your Community, BE Real and Be Objective. A journalist helps build the trust of their viewers along with the journalist owning up to making a mistake as a sign of strength. It explained how important it is to be completely accurate, list experts, show sources, have a strong second set of eyes and remember to fact check. From this session four groups were formed - Be Right, Be Our Community, Be Real and Be Objective. These groups will meet and recommend actions to take as a newsroom/station.	63	News Director, Director of Content, News Managers, News Producers, News Anchors, News Journalists
11	11/16/2022	Participation in events or programs sponsored by educational institutions	KSDK Meteorologist/Multiskilled Journalist spoke to 60 6th graders at Seckman Elementary School about her job as a meteorologist at KSDK. She talked to them about the education she needed to get and her job responsibilities on a day to day basis. She brought materials with her and performed several science experiments for the students. She wrapped up her time by answering questions that the students had for her.	1	Meteorologist/MSJ

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12	11/19/2022	Participation in events or programs sponsored by educational institutions	KSDK Chief Meteorologist spoke at the St. Louis Science Center SciFest. The SciFest connects with (STEM) Science, Technology, Engineering and Math professionals who gather for a day-long science and technology themed event. He spoke to approximately 30 people about winter weather, safety and forecasting. He talked about college and what courses he needed to take to become a meteorologist and his long career eventually becoming chief meteorologist. The St. Louis Science Center traces its roots to the Academy of Science of St. Louis founded in 1856 as the first scientific organization west of the Mississippi River.	1	Chief Meteorologist
13	11/21/2022	Participation in events or programs sponsored by educational institutions	KSDK Anchor was invited to Confluence Academy. He spoke to 10 Journalism Club students. He spoke about the news business, having confidence, and being a good listener. He titled his appearance: "I believe the children are our future."	1	Anchor
14	11/28/2022	Establishment of training programs for station personnel	All TEGNA employees were required to take TEGNA Cybersecurity Training. This training marked the final training of 2022. The training was titled "Spot the Phish Game" which involved an interactive exercise which demonstrated the subtle difference between legitimate online communication and scams. The training will help all employees recognize risks and increase their understanding of the ever-changing threat landscape.	144	General Manager Director of Sales News Director Director of Content
15	12/16/2022	Participation in events or programs sponsored by educational institutions	KSDK News Director delivered the commencement address to 700 Missouri School of Journalism's December graduates. During his address, he talked about his path to journalism school, his career path and the many things he learned about succeeding in journalism. He explained about difficult situations and opportunities that didn't go his way and how he handled them.	1	News Director

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16	1/17/2023	Participation in events or programs sponsored by educational institutions	KSDK Meteorologist/Multiskilled Journalist went to Red Bud Elementary where they were holding a STEM night. She talked to the students about her job at KSDK and the education she needed to do it. She discussed her daily routine while at work and what she does on a regular basis. When she was finished talking, she conducted science experiments for the students.	1	Meteorologist/MSJ
17	1/26/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor/Multiskilled Journalist traveled to Northwestern University to talk to 26 students about how she started in news and why local news is so important. She talked about the Very Asian Foundation and how it was born through journalism and responding to a hurtful voicemail. She talked about how you can be a journalist for all the while understanding that your experiences may bring richer context to your newsroom.	1	Anchor/MSJ
18	1/31/2023	Establishment of training programs for station personnel	KSDK welcomed employees from PREMION to St. Louis to help coach our team on TEGNA's streaming TV platform and the new capabilities we have around the automotive vertical. They spent time meeting with a few clients and held individual one-on-one trainings with each Account Executive.	19	Director of Sales Local Sales Manager Local Sales Manager Digital Sales Specialist
19	2/1/2023	Participation in Job Fairs	KSDK's News Director and Producer in Residence attended the University of Missouri Recruiting Fair along with TEGNA Senior Content Recruiter and TEGNA Talent Acquisition Partner. They held two sessions for students, one at noon and one at 6:45 and spoke to approximately 30 students. They interviewed students and the Producer in Residence went to KOMU Channel 8 to connect with students and answer questions they had about, post grad life, TEGNA, and being a Producer in Residence and other programs TEGNA offered like Reporter in Residence and Internships.	2	News Director Producer in Residence

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20	2/3/2023	Establishment of training programs for station personnel	TEGNA Talent Acquisition Partners came to KSDK to present "Recruiting - Best Practices" to 10 station managers. They discussed how to develop talent and how to entice someone to come to the station and not to scare them but to attract them and connect with them on a personal level. They encouraged everyone to emphasize authenticity, to be yourself not anyone else. They also discussed adding value to the station and what their experience is going to be like if they get hired. And finally, they discussed that once a candidate has been found not to wait too long. It is important to close faster and get the offer in front of them before others beat you to it.	10	Director of Content Human Resources Business Partner Managing Editor News Director

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21	2/9/2023	Participation in events or programs sponsored by educational institutions	KSDK Senior Investigative Reporter spoke to a group of about 10 people as part of the Edward R. Murrow Program for Journalists. It was organized the by U.S. State Department and the World Affairs Council of St. Louis. The group included working journalists from Brazil, Luxembourg, and Mozambique, along with translators and organizers. She spoke about the importance of factchecking, the role of social media, along with the benefits and risks of technology in investigations. In talking about the importance of factchecking, she also talked about TEGNA'S national series called "Verify," dedicated to helping the public separate fact from false information. She also talked about some of her personal views about being a working mom in news. The investigative reporter moved into broadcast reporting first as a general assignment and enterprise reporter in New York City, and then as an investigative reporter in Louisville, KY. And now, St. Louis! The World Affairs Council of St. Louis promotes business, cultural understanding and relationships, introducing world leaders to the Gateway Region, providing education on global matters and opportunities for all in the region to be global citizens.	1	Investigative Reporter

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22	2/10/2023	Establishment of a mentoring program	KSDK's Investigative reporter presented information to 20 employees about how she began to build her network of sources and contacts throughout the community as well as how to set realistic goals on how to start from the ground up. Her suggestions included finding a subject area or beat so-to-speak you are interested in, then identifying key newsmakers from that beat, organizing coffee meetings, lunches or even just appointments with them to make an introduction that is not an interview, but rather a conversation, and opening a line of communication that way. She also covered the importance of keeping your word when you promise not to reveal a person's identity as the source of information. The presentation was recorded for those who could not attend the presentation.	1	Investigative Reporter
23	2/16/2023	Establishment of training programs for station personnel	KSDK's Diversity, Equity & Inclusion Task Force met and had guest speaker, Ohun Ashe, the founder of For the Culture STL. Ohun shared her mission and compilation of Black-owned businesses. Ohun shared her three pillars 1) Equity in Black businesses: by providing support, exposure and opportunities to Black-owned businesses. We work to close the pay wage gap between Black communities and other communities. 2) Mental/physical wellness: we are dedicated to providing the access we can to mental and physical health experts for our community members. 3) Community engagement/support: our belief is that community engagement is a foundation. We can't provide for a community that does not trust us. We host fun, innovative and engaging events to promote fellowship and love within the community. At the end of her presentation there was a Q/A session where Ohun answered questions.	18	Senior Investigative Reporter General Manager

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24	2/17/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor/Multiskilled Journalist talked to the Kirkwood school district teachers (800 in attendance) about how she got started in news and why local news is so important. She talked about the education she needed to become a journalist and anchor and how she got to KSDK. She also talked about the Very Asian Foundation and how it was born through journalism and responding to a hurtful voicemail. She talked about how anyone can be a journalist for all while understanding that your experiences may bring richer context to your newsroom. She co-led a breakout session on equity in our spaces.	1	Anchor/MSJ
25	2/24/2023	Participation in events sponsored by organizations representing the community	The Urban League of St. Louis honored a longtime KSDK anchor. She spoke in front of 250 people about when she first started at KSDK. She then proceeded to talk about the importance of journalism in our current times and how the basic tenets of journalism still stand the test of time. She talked about how representation matters and how important it is to have people of color and different ethnicities in our newsrooms as we do at KSDK. She also talked about mentoring and passing the baton to our younger journalists.	1	Anchor
26	2/26/2023	Participation in events or programs sponsored by educational institutions	A KSDK Producer and Meteorologist attended a Girl Scouts Career Day. They talked to 24 girl scouts, grades 6,7 & 8 in the Rockwood School District. They talked about KSDK and what they majored in while in college and how they got to KSDK. They then shared what goes into a typical day at the station. They discussed jobs of a producer, a reporter and a meteorologist. They showed them a rundown of sample scripts. They performed a weather experiment. The girl scouts asked if their job was stressful and then asked what advice we would give to someone who was interested in pursuing journalism as a career.	2	Producer Meteorologist/MSJ

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27	2/27/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor attended the Webster University DEI Conference. The keynote speaker spoke to 900 people about identities as women, as Asian women, with multiracial and multi-ethnic backgrounds, the real scarcity issues we see within the AAPI community and working in music, entertainment or journalism. She spoke about becoming a journalist and the education she received. She talked about transition from journalist to morning anchor and the training she needed to be in front of the camera every morning. They discussed the importance of telling their unique stories in all the places we live whether it's Eugene, Oregon, where she grew up or in St. Louis, MO.	1	Anchor/MSJ
28	2/28/2023	Participation in events or programs sponsored by educational institutions	KSDK Chief Meteorologist visited Forest Park Elementary School in the Fort Zumwalt School District. He spoke to 80 third graders about weather safety and how meteorologists forecast the weather. They also talked about careers in meteorology and the education needed to become one.	1	Chief Meteorologist
29	3/1/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor went to St. Charles Community College to talk to 100 students about how she started in the news and why local news is so important. She talked about how she always wanted to be a journalist and the education needed to become one. She also talked about the Very Asian Foundation and how it was born through journalism and responding to a hurtful voicemail. She talked about how you can be a journalist for all while understanding that your experiences may be richer context to your newsroom. She talked about how she always wanted to be a journalist and the education needed to become one.	1	Anchor/MSJ

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30	3/6/2023	Establishment of training programs for station personnel	TEGNA launched their first mandatory Secure TEGNA quarterly training for 2023, Find the Phish. This interactive exercise offered all employees to sharpen their cyber skills and reminded employees of common methods criminals use to access confidential information.	144	General Manager News Director Director of Sales Director of Content
31	3/7/2023	Establishment of a mentoring program	TEGNA's Director of Technology held a Zoom training for KSDK's Specials Project Director and several Photographers. The training was on TSC Workflow: Hot Loading Programs. In the training, Lee explained what "Hot Loading" was and how it gives you complete control over local programs instead of dropping one large file in the program individually to the local Content Folder and from there they can be managed locally using our AssetBase. He went on to give step by step directions on how to make the TSC Workflow work.	5	Special Projects Director Photographer Photographer Photographer
32	3/8/2023	Establishment of training programs for station personnel	KSDK Special Projects Producer and KSDK Anchor attended an on-line training with Kelly Jones on VERIFY. The focus was on special training when misinformation is received. Kelly led the training on how to use InVID and RevEye to fact-check viral videos and photos, and prove whether they are real or fact. These tools are also useful for big weather events as well as tracing social media profiles.	2	Special Projects Producer Anchor
33	3/9/2023	Establishment of training programs for station personnel	Editorial staff at KSDK were trained on the tool called "Tagboard." It shows social media posts in an appealing format for news broadcasts. These social posts can include comments, photos and video from the community, law enforcement, businesses, nonprofits and more. It adds a layer of engagement to broadcasts and allows additional voices to be included in our news coverage. Producers, anchors, reporters, photographers, directors and digital producers were offered the training.	12	Digital Director News Director Digital Producer Digital Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
34	3/14/2023	Establishment of training programs for station personnel	KSDK Director of Marketing and Director of Digital Content attended TEGNA Leadership Training. The training was focused on leading for engagement, performance, collaboration and change. It was a deep dive into leading and motivating individuals and teams to reach their maximum potential as individuals, teams and across departments. The training featured a broad cross-section of managers from local properties and corporate, most coming from western stations. This included news directors, directors of technology, marketing leads, digital directors and one DOS. The training was particularly applicable when leading a department of young talent involved in critical aspects of our business with impact that extends well past the Marketing Department. The information was very helpful to be an effective leader.	2	Director of Marketing Digital Content Director
35	3/16/2023	Participation in events or programs sponsored by educational institutions	KSDK Multi Skilled Journalist participated in a Mizzou Zoom event with 25 Mizzou Journalism Students. The discussion surrounded her experience post-grad and working full-time as a news reporter in St. Louis at KSDK. She discussed big stories she's covered and continues to cover, tips and tricks to both improve and stay happy, critiques and advice on pitching, storytelling, and live shots, and the art of staying hungry but giving yourself grace while navigating this industry. She mentioned to the students to check out KSDK's employee posting for an intern position or when they graduate, a full time position.	1	Multiskilled Journalist

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36	3/16/2023	Participation in events or programs sponsored by educational institutions	KSDK Investigative Multi-Skilled Journalist spoke for 90 minutes to 15 people who are involved with the Edward R. Murrow Program for Journalists Research and Investigation for Indo-Pacific and Central Asia. She participated in the IVLP (International Visitor Leadership Program) Research and Investigation. The participants learned about implementing strategies, communication, social media tools, and programs to enhance and develop the investigative area in the journalism field.	1	Investigative Multiskilled Journalists General Manager Account Executive News Director
37	3/18/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor is a member of 100 Black Men and he participated in their mentoring program. He spoke to 20 children from North St. Louis County; their ages ranging from elementary to high school. He spoke about peer pressure, having confidence, and writing skills. Brent discussed his job as a journalist and anchor of the 4pm news. He also discussed the education he needed to become a journalist.	1	Multiskilled Journalist
38	3/20/2023	Establishment of training programs for station personnel	Several KSDK newsroom leaders took an online training course for middle managers that was led by Poynter. The goal of the cohort is to expand the tools and people leadership skills newsroom leaders can use to engage their team to further goals to enhance diversity, equality, and inclusion.	3	Managing Editor News Content Manager Senior Video Digital Producer
39	3/25/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor/MSJ visited the University of Florida's newsroom and talked to about 20 students. He provided anchor and reporter coaching and a critique of the first five newscasts which airs on the only PBS affiliate in Florida that provides local news content.	1	Anchor/MSJ

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40	3/27/2023	Establishment of an intern program designed to assist members of the community	KSDK's Morning Content Manager attended Poynter's Leadership Academy for Women in Media. She was faced with tackling issues that we are all experiencing on the job. Not only did she learn about individual leadership style, she learned how to spot differences in people's personalities and play to their strengths. She learned how to deal differently with introverts and extroverts. She also learned that creative friction is necessary and if everyone shares the same views, there's the possibility of everyone missing blind spots. She learned how actively listening (turn off your phones, computers, no distractions) allows you to observe one's body language, get the tone of a person's voice and read between the lines and see what's not being said. She learned how to navigate tough subjects and interviews. She learned how to quiet that inner voice critic and beat imposter syndrome. She also learned why strategic thinking matters. Strategic leaders take a broad, long range approach to problem solving. Rely on objective analysis and think ahead. Think in multiple time frames and plan what has to happen to get there. Think systemically by identifying the impact their decisions will have on various segments of the organization. She also learned, to maximize your planning time when you have many projects to tackle, use the pomodoro method.	1	Morning Content Manager

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41	3/29/2023	Participation in events or programs sponsored by educational institutions	KSDK's News Director was the keynote speaker at the Missouri Interscholastic Journalism Association - J Day on March 29, 2023. 200 students gathered in Jesse Hall for a fun kickoff. Then it was a full day of speakers, workshops, awards and fun. Students had the opportunity to choose from five sessions featuring dozens of journalism-related workshops and learn hands-on from a variety of professionals. He had the opportunity to talk to the students about his experience going through Mizzou's J School and talking about his journalism career and his time at KSDK. He answered many questions from the students including what his typical day looks like.	1	News Director
42	4/6/2023	Participation in events sponsored by organizations representing the community	KSDK's Investigative Multi-Skilled Journalist hosted a panel for KSDK employees to discuss the topic of National Minority Health Month. They discussed the lack of access to health care. They talked about the impact of health disparities and encouraged action through health education, early detection, and control of disease complications. The panelists included the following: -Dr. Marcus Howard, founder and CEO of GreaterHealth Pharmacy & Wellness -Dr. Kendra Holmes, president and CEO of Affinia Healthcare -Patrick O'Neil, a GreaterHealth Pharmacy & Wellness customer.	1	Investigative Reporter
43	4/13/2023	Establishment of training programs for station personnel	TEGNA's National Storyteller Coach and Multi-Skilled Journalist conducted a 4-day in person workshop for the station. The sessions were for anyone involved in the storytelling process: reporters, anchors and photographers.	15	Director of Content News Director News Anchor Multi-Skilled Journalist
44	4/20/2023	Establishment of training programs for station personnel	TEGNA's National Storyteller Coach and Multi-Skilled Journalist conducted 2 workshops via Zoom. The sessions were for anyone involved in the storytelling process: reporters, anchors, and photographers.	15	News Director Director of Content Anchor Multi-Skilled Journalist

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45	4/21/2023	Participation in events or programs sponsored by educational institutions	KSDK Multiskilled Journalist was asked to be the keynote speaker at Brentwood Middle School Career Day. He spoke to approximately 60 middle school students, parents and staff. He spoke about his career in television news and communications. He spoke about some of the highlights in his career in television news, classes that would best prepare students for a career in communications. He also spoke about various experience he had at their age which prepared him for where he is today.	1	Multi-Skilled Journalist
46	4/24/2023	Establishment of training programs for station personnel	KSDK sent two Account Executives to training conducted at TEGNA HQ to help educate select TEGNA Account Executives on the latest innovations on the PREMION product while also sharing best practices amongst stations and geographical regions. This training is intended to advance the attendees knowledge base while also allowing them to gather information to share with the larger sales team at a future meeting.	2	Account Executive Account Executive
47	4/30/2023	Participation in events or programs sponsored by educational institutions	KSDK Associate Producer spoke to students at Rockwood Summit. She spoke to 15 students in the creative writing class and the radio class which had about 15 students. She also did a 30-minute show on their radio station, 92.7 KFTN FM (KFTN-LP), the high school radio station. She discussed the impact the journalism program at Summit had on her university and career choices after high school. She provided students advice on pursuing careers in media after high school and they watched Show Me St. Louis segments.	1	Associate Producer

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48	5/1/2023	Participation in events or programs sponsored by educational institutions	KSDK Anchor went to Harris Stowe State University and spoke to the Strategic Communication students. He discussed how breaking news is covered, providing news content without bias, working with Public Relations officials, and communicating with stakeholders during a crisis. The students asked insightful questions.	1	Anchor/MSJ
49	5/5/2023	Establishment of training programs for station personnel	KSDK leaders attended a training led by St. Louis Community College Workforce Solutions Group on the topic of "Effective Communication in a Multigenerational Workforce." Our modern workforce includes four generations: Baby Boomers, Generation X, Millennials, and Generation Z. This much generational diversity is sure to breed clashing communication styles and preferences, work styles, and world views. While having various generations in one workplace can present communication problems and conflicts, the benefits of such a variety in the workplace outweigh the potential difficulty. Learning how to navigate these generational divides can go a long way toward easing communication tensions between generations in the workplace.	14	News Director Content Director Director of Sales Digital Director
50	5/6/2023	Sponsorship of events in the community designed to increase public awareness	KSDK's Investigative Reporter organized speakers for Asian American and Pacific Islander Heritage Month as part of our DE&I TF. One of those speakers was from OCA St. Louis, a nonprofit that advocates for the Asian American community in St. Louis. He is also a voluntary chair of the Missouri of the Asian American Chamber of commerce of St. Louis. He talked about the history of efforts to increase representation.	1	Investigative Reporter

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51	5/10/2023	Provision of training to management	TEGNA Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who wanted a refresher on some best practices for conducting feedback sessions with their employees.	7	News Director Director of Marketing ITeam Producer Strategic Development Director
52	5/12/2023	Establishment of training programs for station personnel	KSDK's Digital Director held vMix trainings on 5 different days in May for 14 KSDK employees. Employees who specialize in weather forecasting and digital content learned how to use a video producing software. VMix allows the user to combine video, graphics and live camera shots to deliver information on a variety of platforms. These platforms include KSDK.com, the KSDK mobile app, social media, and even broadcast television. The training helped employees quickly respond to breaking news and dangerous weather conditions.	14	Digital Director Meterologist/MSJ Meterologist Meterologist
53	5/13/2023	Participation in events or programs sponsored by educational institutions	KSDK Multiskilled Journalist addressed the graduating class at East Central College in Union Missouri. He spoke to 165 graduates and their families, approximately 550 people. He spoke about having a "Plan B" and how important it is to know that your first plan won't always work out, so having a "Plan B" is a healthy safety net. He talked about his first plan of action not always working out and his "Plan B" always turned out for the best, in the long run. Plan B...it's a good plan. He spoke about his education and career path in journalism.	1	Multiskilled Journalist

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54	5/15/2023	Participation in events or programs sponsored by educational institutions	KSDK's Multiskilled Journalist recently visited Webster University and spoke to a beginner broadcasting class of about 12 students. She focused on three topics: finding story ideas, setting yourself apart, and finding your niche. She explained that in some ways all of the three topics connect. She shared her own experiences as a journalist. She gave them tips on how to get story ideas which seems to be a common thread among newer reporters. They asked her all sorts of questions like, what does your day to day look like, they asked about market sizes, handling multiple stories at a time and they asked her if she sees St. Louis as a home.	1	Multiskilled Journalist
55	5/16/2023	Establishment of training programs for station personnel	Day 1. TEGNA's HR Systems Administrator and Sr. Manager of HR Services conducted two training sessions on TT4U. This training provided an overview for employees on how to access HR when you need it but not always when it is convenient. TT4U provides employees 24/7 access to the most sought after HR information and services right at an employee's fingertips.	7	Morning Content Manager Sales Fulfillment Manager Digital Desk Producer Director
56	5/17/2023	Participation in events sponsored by organizations representing the community	KSDK's DE&I Group welcomed Peter Tao, Board member of OCA St. Louis, a non profit that advocates for the Asian American Community in St. Louis. He is also the voluntary chair of the Missouri Historical Society Chinese American Collecting Initiative. We also welcomed Omar Malik, President of the Asian American Chamber of commerce of St. Louis (AACC). Peter and Omar spent an hour talking to KSDK employees about the history of the Asian American community in St. Louis, the representation of that community in business, and efforts to increase representation. There was a Q&A session at the end of the presentation	10	General Manager Account Executive Promotions Producer Human Resources Business Partner

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57	5/17/2023	Establishment of training programs for station personnel	Day 2. TEGNA's HR Systems Administrator and Sr. Manager of HR Services conducted two training sessions on TT4U. This training provided an overview for employees on how to access HR when you need it but not always when it is convenient. TT4U provides employees 24/7 access to the most sought after HR information and services right at an employee's fingertips.	11	Director of Content Digital Director News Director Special Projects Director
58	6/12/2023	Participation in events sponsored by organizations representing the community	KSDK's chief Meteorologist attended the American Meteorological Society Broadcast Conference in Phoenix, AZ. This is an annual gathering of broadcast meteorologists from around the country to learn best practices, emerging science on climate and weather forecasting and social science of communicating weather information. There were seven courses the meteorologists could sign up for to sharpen their skills, Town Hall Meeting for two-way interaction and a networking event.	1	Chief Meteorologist
59	6/12/2023	Establishment of a mentoring program	KSDK's Chief Meteorologist invited a University of Missouri meteorology student from Washington Missouri to shadow him for the afternoon and evening shift. He showed him all of the weather equipment in the newsroom and talked about his own education and what it was like working at the station. The student was able to view in-person what it was like to work in a newsroom.	1	Chief Meteorologist
60	6/25/2023	Participation in events or programs sponsored by educational institutions	KSDK's Investigative Multi-Skilled Journalist attended the 2023 Investigative Reporters & Editors conference in Orlando. She attended panels that range from holding government officials accountable to investigating inequity in health care and mental health resources. She also attended as a recruiter for TEGNA. The conference featured panels and discussions as well as opportunities to network with fellow journalists.	1	Investigative Reporter

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61	6/26/2023	Establishment of an intern program designed to assist members of the community	<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 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 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.</p> <p>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

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62	7/11/2023	Provision of training to management	KSDK leaders attended a training led by St. Louis Community college Workforce Solutions Group on the topic of "Effective Communication in a Multigenerational Workforce". Our modern workforce includes four generations: Baby Boomers, Generation X, Millennials, and Generation Z. This much generational diversity is sure to breed clashing communication styles and preferences, work styles, and world views. While having various generations in one workplace can present communication problems and conflicts, the benefits of such a variety in the workplace outweigh the potential difficulty. Learning how to navigate these generational divides can go a long way toward easing communication tensions between generations in the workplace.	10	Director of Sales News Director Director of Content Managing Editor
63	7/11/2023	Establishment of training programs for station personnel	KSDK's Brand Manager attended an online training course titled Multigenerational Primer. The course explained that the current workforce consists of at least four generations. Each generation presents unique assets, views and challenges. The course helps managers learn more about the different generations, how they communicate, and how to best connect with them as a manager.	1	Brand Manager

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64	7/24/2023	Establishment of training programs for station personnel	KSDK's Meteorologist traveled to Andover, MA to attend training presented by IBM, A Weather Company for MAX users (which is the name of our weather computers/graphics system). The training was held over 3 days, July 24 – 26. There were about 50 people in attendance, mostly local meteorologists from all across the country, even Canada along with host meteorologists from IBM. The training included presentations from a couple veteran meteorologists to help improve ways we deliver local forecasts nowadays. It also included break-out sessions that were held by IBM that showed us some of their new technology and ways to use it. This new technology will help our weather team stay relevant in a changing environment where people are consuming news and weather in different ways. Certain upgrades are coming as well, which will help our systems run better in active weather scenarios. One of the biggest things that was discussed was “why are we still doing weather/news the same way we did 10-20 years ago?” The goal through the training was to find new ways to keep weather engaging, exciting, and relevant along with serving our streaming platforms with unique content.	1	Meteorologist

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65	7/26/2023	Participation in events sponsored by organizations representing the community	KSDK's Investigative Producer was invited to speak at the World Affairs Council to a group from Italy. He spoke about battling misinformation in reporting and on websites. He spoke about TEGNA's Verify franchise and the importance of factchecking and accountability. He spoke about KSDK's reach online, in the community and some of the projects we work on with all of TEGNA. He talked about open positions at KSDK. He walked them through our reporting and the national and global stories on politics in Missouri and Illinois.	1	Investigative Producer
66	7/26/2023	Establishment of training programs for station personnel	KSDK's Director of Content and TEGNA's Chief Ethics Officer led a discussion with members of the newsroom on common ethical dilemmas faced in newsgathering and the questions one should ask in arriving at the best decision for our product and audience. Participants considered about a dozen true scenarios and talked about how these situations should be handled, as guided by TEGNA's Principles of Ethical Journalism. Each person attending received hard copies of the TEGNA ethics guidelines, in addition to the company's social media policy. The in-person workshop lasted 90 minutes, TEGNA's Chief Ethics Officer attended via Zoom.	28	Director of Content Digital Director Chief Photographer Director of Marketing
67	7/31/2023	Establishment of training programs for station personnel	KSDK Account Executive attended "Local Broadcast Sales" training. The Account Executive was in training for 6 days. It included a wide variety of topics including, Broadcast and Digital, Branding, Key's to Personality Styles, and understanding auto dealers. There were 30 sections with 6 videos per section and a quiz at the end of the section. This training offered a path into starting the employee's sales career and has offered new ways for her to grow as a seller.	1	Account Executive

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68	8/2/2023	Participation in other activities designed by the station employment unit	KSDK's New Director attended the National Association of Black Journalists. His primary role at the 2023 NABJ-Birmingham convention was as a recruiter for TEGNA. He interviewed 10 people. In some cases, he looked at their reels and provided feedback, shared his personal background when appropriate, answered questions about KSDK and TEGNA opportunities, and exchanged contact information.	1	News Director
69	8/15/2023	Establishment of training programs for station personnel	KSDK's Digital Video Producer attended TEGNA's Innovation Summit-AI. The focus of the summit was to find ways and usage for journalists and producers to use Artificial Intelligence for tedious day-to-day tasks. The goal was to identify ways that they could benefit from current established AI programs. The Summit lasted three days with approximately 44 TEGNA employees in attendance.	1	Digital Video Producer
70	9/10/2023	Establishment of training programs for station personnel	KSDK's Chief Meteorologist attended training at the National Weather Association Annual Meeting. This was an annual gathering of meteorologists from all sectors with presentations on the new developments in climate and weather forecasting, social science of communicating weather information and best broadcast practices.	1	Chief Meteorologist
71	9/12/2023	Establishment of training programs for station personnel	TEGNA held a 4 day training at KSDK for managers from several TEGNA stations. There were 23 managers in attendance. The training was called Leading for Engagement, Performance, Collaboration & Change. The series introduced participants to concepts and skills for engaging and empowering individuals and teams to achieve high performance. The modules introduced participants to concepts and skills around personal influence, collaboration, political savvy, leading change, and problem solving.	23	Director of Research Director of Sales Head of Technology & Operations Creative Director

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72	9/13/2023	Establishment of training programs for station personnel	KSDK sent two Account Executives to training conducted at TEGNA HQ to help educate select TEGNA Account Executives on the latest innovations on the PREMION product while also sharing best practices amongst stations and geographical regions. This training is intended to advance the attendees knowledge base while also allowing them to gather information to share with the larger sales team at a future meeting.	2	Account Executive Account Executive