

**WBIR-TV**  
**EEO PUBLIC FILE REPORT**  
**March 22, 2023 - March 21, 2024**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Anchor-11249	1-4, 6-7, 9-10, 12-25, 27-29	4
Account Executive-13222	1-3, 6-7, 9-11, 14-29	18
Multi-Skilled Journalist-13520	1-3, 6-7, 9-11, 14-25, 27-29	18
Multi-Skilled Journalist-13520	1-3, 6-7, 9-11, 14-25, 27-29	18
Multi-Skilled Journalist-13520	1-3, 6-7, 9-11, 14-25, 27-29	18
Visual Storyteller - 14124	1-3, 6-7, 9-11, 14-25, 27-29	18
Meteorologist-14170	1-3, 6-7, 9-10, 14-25, 27-29	18
Producer-14224	1-4, 6-7, 9-10, 14-25, 27-29	4
Digital Content Producer - 014235	1-3, 6-7, 9-11, 14-25, 27-29	11
Broadcast Director/Production Assistant - 14237	1-3, 6-11, 14-25, 27-29	18
Broadcast Director/Production Assistant - 14237	1-3, 6-11, 14-25, 27-29	11
Weekend Anchor & MultiSkilled Journalist - 14386	1-2, 6-7, 9-10, 14-25, 27-29	18
Sports Reporter/MSJ - 14389	1-2, 6-7, 9-10, 14-29	18
Multi-Skilled Journalist - 14609	1-2, 5-7, 9, 14-15, 17-25, 27-29	5
Visual Story Teller-14689	1-2, 6-7, 9-11, 14-15, 17-25, 27-29	18
Executive Producer - 14742	1-2, 5-7, 9-10, 14-15, 17-25, 27, 29	5
Content Planning Producer-014874	1-2, 5-7, 9-10, 14-25, 27-29	5
Producer - 15026	1-2, 6-7, 9-11, 14-25, 27-29	18
Marketing & Consumer Insights Strategist-15131	1-2, 5-7, 9-10, 14-25, 27-29	5
Digital Storyteller - 015199	1-2, 6-7, 9-11, 14-25, 27-29	18
Visual Storyteller - 015227	1-2, 6-7, 9-11, 14-25, 27-29	18
Marketing Producer - 15299	1-2, 5-11, 14-25, 27-29	5
Marketing Producer - 15299	1-2, 5-11, 14-25, 27-29	8
News Content Manager 15314	1-2, 5-7, 9-10, 14-25, 27-29	5
Account Manager - 015416	1-2, 6-7, 9-10, 14-25, 27-29	18
Digital Producer - 15415	1-2, 6-7, 9-11, 14-25, 27-29	11
Visual Storyteller - 015445	1-2, 6-7, 9-11, 14-25, 27-29	18

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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	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	1
2	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : <a href="http://www.cn.edu">www.cn.edu</a> Email : <a href="mailto:bmclemore@cn.edu">bmclemore@cn.edu</a> Fax : 1-865-471-4989 Brent McLamore	N	0
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
4	Current Employee - Transfer/Promotion	N	2
5	Current Employee/Internal Promotion	N	6
6	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee 37614 Phone : (423) 439-5388 Url : <a href="http://www.atsu.edu/students/careers">www.atsu.edu/students/careers</a> Email : <a href="mailto:creek@etsu.edu">creek@etsu.edu</a> Susan Creek	N	0
7	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : <a href="http://www.fisk.edu">www.fisk.edu</a> Email : <a href="mailto:ngarvin@fisk.edu">ngarvin@fisk.edu</a> Natara Garvin	N	0
8	Indeed.com	N	2

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9	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Url : www.king.edu Email : dhfelty@king.edu Donna Felty	N	0
10	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : dcarr@thekaul.org Denise Carr	N	0
11	Linked In	N	18
12	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : elicia.ferrer@maryvillecollege.edu Elicia Ferrer	N	0
13	Media Line , Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
14	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Url : www.milligan.edu Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	N	0
15	National Assoc. of Broadcasters (NABEF) 1771 N. Street NW Washington, D.C., District of Columbia 20036 Phone : 202-429-5300 Email : tdotson@nab.org Tim Dotson	N	0

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<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>
16	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : careerservices@pstcc.edu Doris Rutledge	N	0
17	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : <a href="http://www.southcollegetn.edu/">http://www.southcollegetn.edu/</a> Email : blanders@south.edu Benjamin Landers	N	0
18	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : <a href="http://www.tegna.com">www.tegna.com</a> Janae Barker Manual Posting	N	69
19	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : <a href="http://www.tabtn.org">www.tabtn.org</a> Email : <a href="mailto:brenda@tabtn.org">brenda@tabtn.org</a> Fax : 1-615-365-1842 Brenda Heidt	N	0
20	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : <a href="mailto:wfain@tnstate.edu">wfain@tnstate.edu</a> William Faine	N	0
21	The Ohio Center for Broadcasting 9000 Sweet Valley Drive Volley View, Ohio Phone : 216-503-5900 Url : <a href="http://www.beonair.com/">http://www.beonair.com/</a> Email : <a href="mailto:hcrable@beonair.com">hcrable@beonair.com</a> Hoda Crable	N	0

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22	Tusculum College 60 Shiloh Rd Greenville, Tennessee 67743 Phone : 423.636.7300 Url : www.tusculum.edu Email : hhenson-ramsey@tusculum.edu Fax : 1-423-638-7166 Heather Henson-Ramsey	N	0
23	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
24	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6152 Email : Rachel.Schmillen@va.gov Rachel Schmillen	N	0
25	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
26	Walk In/Self-Referral	N	2
27	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : debbie.johnson@ws.edu Debbie Johnson	N	0

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28	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0
29	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>100</b>

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1	3/22/2023	Participation in events or programs sponsored by educational institutions	WBIR Anchor visits University of Tennessee Journalism class to discuss his career track and open positions available within TEGNA & WBIR.	1	Anchor/ Reporter
2	3/26/2023	Establishment of training programs for station personnel	Q1 Cybersecurity Training - The first Secure TEGNA quarterly training module for 2023, Find the Phish. Like many of TEGNA's past trainings, this interactive exercise offers employees an opportunity to sharpen their cyber skills and reminds them of the common methods criminals use to access confidential information.	100	All Station Staff
3	4/6/2023	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist visited Concord Christian School, presenting students with opportunities in the broadcast meteorology field and answering questions about jobs in broadcasting and meteorology.	1	Meteorologist
4	4/11/2023	Establishment of training programs for station personnel	Flourish is a data visualization and storytelling tool available to all TEGNA stations. In this training, employees learn to use their data to create maps, charts, and interactive stories.	1	News Technical Manager
5	Ongoing Event	Establishment of a mentoring program	WBIR Anchor collaborated with TEGNA Journalists to train WBIR newsroom employees on how to tell more impactful stories. The training employed various tools such as script reviews and emotional interviews.	10	Anchor/ Reporter Producer MSJ MSJ
6	4/12/2023	Participation in Job Fairs	WBIR participated in the Pellissippi State Community College Graduation and Career Fair, providing info to graduates about jobs in the broadcasting field.	1	Head of Tech & Operations
7	4/12/2023	Establishment of training programs for station personnel	WBIR News Technical Manager conducted training for interested employees to become visual observers whenever shooting drone video.	12	News Technical Manager Producer Editor MSJ
8	4/18/2023	Provision of training to management	The WBIR digital director attended TEGNA training: Leading for Engagement, Performance, Collaboration & Change.	1	Digital Director

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9	4/24/2023	Establishment of training programs for station personnel	WBIR anchors mentor MSJs, Producers, and Digital Team on interview techniques.	8	Anchor/ Reporter MSJ Anchor Reporter Producer
10	5/2/2023	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from Chilhowee Intermediate School, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	3	Information Ctr. Coordinator Supervisor of Tech and Operations Anchor Reporter
11	5/8/2023	Establishment of training programs for station personnel	WBIR Anchor and MSJ give tips to news staff on developing contacts and sources for stories.	14	Anchor/ Reporter Producer MSJ MSJ
12	5/10/2023	Provision of training to management	Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who would like a refresher on some best practices for conducting feedback sessions with their employees.	1	General Manager
13	5/16/2023	Establishment of training programs for station personnel	TEGNA HR Systems Administrator and Senior Manager of HR Services train employees on how to navigate and utilize the TT4U system.	4	Technical Broadcast Supervisor Engineering Technician Supervisor Technology & Operations Community Relations Coordinator
14	5/16/2023	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from West View Middle School Digital Media Class, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	3	Information Ctr. Coordinator Supervisor of Tech and Operations Anchor Reporter
15	5/17/2023	Provision of training to management	TEGNA HR Systems Administrator and Senior Manager, HR Services train employees on how to navigate and utilize the TT4U system.	2	General Manager Sales Manager
16	6/20/2023	Establishment of training programs for station personnel	Q2 Secure TEGNA: Identify. Isolate. Report--This new training course helps employees identify and isolate a breach if it occurs, and reminds them to immediately report any incident to their local head of technology and manager, leader, or general manager.	100	All Station Staff

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17	6/23/2023	Establishment of a mentoring program	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nationwide 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. 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
18	7/11/2023	Participation in events or programs sponsored by educational institutions	<p>WBIR Anchor participates as a mentor for tnAchieves which is a mentor and scholarship program for students interested in pursuing a degree past high school. The mission of tnAchieves is to enhance post-secondary opportunities and outcomes by providing holistic student support rooted in community and accountability.</p>	1	Anchor/ Reporter

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19	9/13/2023	Establishment of training programs for station personnel	All TEGNA employees completed the Q3 IT Training which focused on voice phishing, or vishing, a term used to describe crimes that take place over the phone. Organized crime rings often use vishing to obtain passwords, account numbers and other proprietary data that can be used to compromise networks and online accounts. The 4 P's of Vishing, help employees understand how to recognize a phone scam before your information or data has been compromised.	100	All Station Staff
20	9/19/2023	Establishment of training programs for station personnel	TEGNA's Digital Content Director provided training on digital strategy to WBIR's digital team.	5	News Manager Digital Producer Digital Producer Digital Producer
21	9/20/2023	Establishment of training programs for station personnel	TEGNA's Digital Content Director provided training on writing for digital to WBIR's digital team.	6	News Manager Digital Producer Digital Producer Digital Producer
22	9/20/2023	Establishment of training programs for station personnel	Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who would like a refresher on some best practices for conducting feedback sessions with their employees.	1	Digital Producer
23	9/22/2023	Establishment of training programs for station personnel	WBIR Executive Producer trained producers on how to write the best teases for their stories.	13	News Manager Producer Producer MSJ
24	9/25/2023	Participation in events or programs sponsored by educational institutions	WBIR Visual Storyteller (VST) spoke with high school students about what the VST job entails, specifically involving drone flight, and also answered questions from the students about jobs in broadcasting.	1	VST

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25	10/4/2023	Participation in Job Fairs	WBIR News Director, Assistant News Director and Marketing Director participated in the Communication and Information (CCI) Job and Internship Fair. This job fair typically brings in over 50+ corporate employers and non-profit organizations who are seeking students/alumni for full-time entry-level positions and/or internships.  The CCI Job and Internship Fair is for ALL majors and degree levels.	3	News Director Assistant News Director Marketing Director
26	10/4/2023	Establishment of training programs for station personnel	WBIR VST conducted Visual Observer training, which is required for drone flights.	8	VST VST VST Producer
27	10/5/2023	Establishment of training programs for station personnel	WBIR Sports Director presented information to newly hired personnel on everything one should know about Athletics at the University of TN.	11	Sports Director Digital Producer Meteorologist Producer
28	10/5/2023	Participation in events or programs sponsored by educational institutions	WBIR VST spoke with high school students at Powell High School about what the VST job entails, specifically involving drone flight, and also answered questions from the students about jobs in broadcasting.	1	VST
29	10/6/2023	Participation in Job Fairs	WBIR Commercial Producer participated in the Spring Hill Elementary School Career Fair. including information on how to use lights, cameras, and computers to make commercial videos.	1	Commercial Producer
30	10/11/2023	Participation in events or programs sponsored by educational institutions	WBIR VST spoke with high school students at Heritage High School about what the VST job entails, specifically involving drone flight, and also answered questions from the students about jobs in broadcasting.	1	VST
31	10/12/2023	Establishment of training programs for station personnel	WBIR Executive Producer trained producers on how to write the best teases for their stories.	6	VST Producer News Director News Manager

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32	10/17/2023	Establishment of training programs for station personnel	WBIR News Director presented a mandatory training for on-air employees, covering on-air presentation and clothing, conversation and emotion in stories, sourcing, and photography.	12	News Director MSJ MSJ MSJ
33	10/18/2023	Establishment of training programs for station personnel	WBIR Executive Producer presented a mandatory training for producers covering efficiency and time management, booting a show, writing for the anchor, tease writing, and answers to FAQ.	7	Producer Producer Producer Producer
34	10/19/2023	Participation in events or programs sponsored by educational institutions	WBIR VST spoke with high school students about what the VST job entails, specifically involving drone flight, and also answered questions from the students about jobs in broadcasting.	1	VST
35	10/20/2023	Sponsorship of events in the community designed to increase public awareness	WBIR anchor spoke to high school students in front of the East Tennessee Veterans Memorial about broadcast reporting on the service and sacrifice of our veterans.	1	Anchor/ Reporter
36	10/25/2023	Participation in events or programs sponsored by educational institutions	TEGNA Certified Drone Observer and WBIR VST discussed drone flight rules, FAA requirements, and how drones are used for covering news stories and broadcast promotions.	2	Commercial Producer VST
37	10/31/2023	Provision of training to management	Human Resources Business partner presented training to managers, covering the importance of connecting with employees regularly, thoughts and ideas on how to structure a 1:1, and tips on how to take the 1:1 to the next level.	7	News Director News Manager News Manager Sports Manager
38	11/1/2023	Establishment of training programs for station personnel	Human Resources Business partner presented training for station personnel, covering the importance of connecting with employees regularly, thoughts and ideas on how to structure a 1:1, and tips on how to take the 1:1 to the next level.	3	Producer Producer Producer
39	11/15/2023	Participation in Job Fairs	The Head of Technology & Operations, along with the Marketing Director participated in a job fair with college graduates, informing them about jobs and opportunities at WBIR & TEGNA.	2	Head of Tech & Operations Director of Marketing
40	11/16/2023	Provision of training to management	WBIR News Managers attended CareerBuilder and TEGNA Total For You (TT4U) training sessions.	2	Digital Director Assistant News Director Director

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41	11/16/2023	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist participated in STEM Night at Woodland Elementary School, giving information about jobs in broadcast meteorology and answering questions from students and parents.	1	Meteorologist
42	11/20/2023	Establishment of training programs for station personnel	WBIR Marketing Director presented training on the brand through content and promotables. The information included how to be true to the brand through content and guidelines, and what makes up a successful pitch for promotable content.	16	Marketing Director Digital Producer News Director Producer
43	11/27/2023	Establishment of training programs for station personnel	Q4 Secure TEGNA Training: Cyber Safe Holiday utilizing best practices for staying safe online and recognizing the tactics cyber criminals often employ during the holidays.	100	All Station Staff
44	12/5/2023	Establishment of training programs for station personnel	WBIR News Director trained newsroom personnel on how to use AI in the newsroom.	13	News Director Producer Meteorologist Anchor Reporter
45	12/12/2023	Provision of training to management	Leadership in Action Program--The LIA program is based on TEGNA's Critical Leadership Skills and is divided up into three main units, each with an overarching theme. The program delivers content that incrementally builds on previously learned material. Your employee began the program with Session 1 focused on increasing their self-awareness for how they operate as a leader. Session 2 focused on how they can lead individuals and teams more effectively. Session 3 will focus on how they can lead strategically for innovation and change.	1	Assistant News Director
46	12/19/2023	Provision of training to management	Human Resources Business partner presented training for station management, covering the importance of connecting with employees regularly, thoughts and ideas on how to structure a 1:1, and tips on how to take the 1:1 to the next level.	4	National Sales Manager Sales Manager Technical Broadcast Supervisor Supervisor Tech & Operations

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47	1/8/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist led a home school visit, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting and meteorology.	1	Meteorologist
48	1/10/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist visited Linden Elementary School presenting students with opportunities in the broadcast meteorology field and answering questions about jobs in broadcasting and meteorology.	1	Meteorologist
49	1/11/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist visited Mill Creek Elementary School, presenting students with opportunities in the broadcast meteorology field and answering questions about jobs in broadcasting and meteorology.	1	Meteorologist
50	1/11/2024	Establishment of training programs for station personnel	WBIR News Director presented guidelines on handling journalistic situations with the highest amount of thought and care. Social media policy and how / when to alert managers during editorial discussions were also discussed.	15	News Director General Manager Producer News Manager
51	1/17/2024	Establishment of training programs for station personnel	Annual Ethics Training--2024 TEGNA Ethics Training: Conflicts of Interest, an online course that demonstrates how a person's private interest may interfere with the interests of TEGNA and how to avoid these situations.	100	All Station Staff
52	1/30/2024	Establishment of training programs for station personnel	WBIR News Director presented guidelines on handling journalistic situations with the highest amount of thought and care. Social media policy and how / when to alert managers during editorial discussions were also discussed.	4	News Director News Manager Anchor Reporter MSJ
53	2/7/2024	Establishment of training programs for station personnel	Former 8th grade English teacher with 30 years experience, taught a grammar refresher class to WBIR news producers.	17	Producer Producer Producer Digital Producer
54	2/8/2024	Establishment of training programs for station personnel	WBIR News Director held a training session to help news producers and reporters hone their skills for writing teases.	8	Producer Marketing Meteorologist Assistant News Director

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55	2/8/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist visited Clayton Bradley Academy presenting students with opportunities in the broadcast meteorology field and answering questions about jobs in broadcasting and meteorology.	1	Meteorologist
56	2/15/2024	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from Farragut Middle School, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	3	Information Ctr. Coordinator Supervisor of Tech and Operations Anchor Reporter
57	2/22/2024	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from Catholic High's Digital Media Class, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	4	Information Ctr. Coordinator Supervisor of Tech and Operations Anchor Reporter Digital Director
58	2/22/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorologist participated in STEM Night at Hardin Valley Elementary, speaking to 300-400 people about Broadcast Meteorology as a career.	1	Meteorologist
59	2/27/2024	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from Farragut Intermediate School, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	3	Information Ctr. Coordinator Supervisor of Tech and Operations Anchor Reporter
60	3/1/2024	Participation in events or programs sponsored by educational institutions	WBIR Meteorology participated in Read Across America at Maynard Elementary School, reading and answering questions about broadcast meteorology.	1	Meteorologist
61	3/4/2024	Establishment of training programs for station personnel	Secure TEGNA training: Reporting Security Incidents. Information included how to recognize an alert from TEGNA or your station about an online threat or incident. If a cyber threat is identified and requires your attention, you will be notified through TEGNA's Emergency Alert system.	100	All Station Staff
62	3/5/2024	Establishment of training programs for station personnel	WBIR VST conducted Visual Observer Training which is required training for drone use.	4	VST News Manager Producer Meteorologist

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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>
63	3/12/2024	Establishment of training programs for station personnel	WBIR News Director conducted training on how to handle professional, personal, and more types of confrontation.	16	Anchor/ Reporter Producer Producer MSJ
64	3/20/2024	Establishment of training programs for station personnel	WBIR News Manager led a presentation on how to identify AI elements, what this means for newsrooms, upcoming elections, and how to be prepared.	25	News Manager MSJ Marketing Director Assistant News Director
65	3/21/2024	Participation in events or programs sponsored by educational institutions	WBIR Information Center Coordinator led a school visit from TN School for the Deaf, presenting students with opportunities in the broadcast field and answering questions about jobs in broadcasting.	3	Information Ctr. Coordinator Technology & Operations Supervisor Anchor Reporter