

**WQAD**  
**EEO PUBLIC FILE REPORT**  
**July 21, 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
Producer-011734	1, 3-11, 13-15, 17-21, 23-25, 28-40, 42, 44-46, 48-50, 52-53, 55	44
Multi Skilled Journalist-12854	1-3, 5-32, 34-55	30
Multi Skilled Journalist-12854	1-3, 5-32, 34-55	30
Photojournalist/Editor-13068	1, 3, 5-11, 13-15, 17-21, 23-25, 28-32, 34-40, 42, 44-46, 48-50, 52-55	44
Digital Content Producer-13100	1, 3, 5-11, 13-15, 17-25, 28-29, 31-32, 34-40, 42, 44-46, 48-50, 52-55	22
Anchor/Executive Producer-13156	1, 3, 5-11, 13-15, 17-25, 28-29, 31-32, 34-40, 42, 44-46, 48-50, 52-55	44
IT Engineer-13220	1, 3, 5-11, 13-15, 17-25, 28-32, 34-40, 42, 44-46, 48-50, 52-55	22
Digital Content Producer - 14049	2-3, 5-6, 8-21, 23-28, 30-32, 34-44, 47- 52, 54-55	44
Digital Sales Coordinator - 14050	2-3, 5-6, 8-28, 31-32, 34-44, 47-52, 54- 55	44
Visual Storyteller-14131	3, 5-6, 8-11, 13-15, 18-25, 28, 30-32, 34-40, 42, 44, 48-50, 52, 54-55	44
Producer-14130	3, 5-6, 8-11, 13-15, 18-21, 23-25, 28, 31-32, 34-40, 42, 44, 48-50, 52, 54-55	44
Director - 14398	3, 5-6, 8-11, 13-15, 18-21, 23-25, 28- 29, 31-32, 34-40, 42, 44, 48-50, 52, 54- 55	44

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Ashford University 400 N. Bluff Blvd Clinton, Iowa 52732 Phone : 866-974-5700 x18779 Email : contactus@uagc.edu Ashford University	N	0
2	Augustana College 639 38th Street Rock Island, Illinois 61201 Phone : 309-794-7338 Url : <a href="https://augustana.joinhandshake.com/employer_registrations/new">https://augustana.joinhandshake.com/employer_registrations/new</a> Laura Kestner-Ricketts Manual Posting	N	0
3	Blackhawk College 6600 34th Avenue Moline, Illinois 61265 Phone : 309-796-5136 Email : striegela@bhc.edu Fax : 1-309-796-5136 Angela Striegel	N	0
4	Blackhawk College 6600 34th Avenue Moline, Illinois 61265 Phone : 309-796-5293 Email : crcstudent@bhc.edu Email Email	N	0
5	Bradley University Burgess Hall Peoria, Illinois 61265 Phone : 309-677-2513 Email : careers@bradley.edu n/a n/a	N	0
6	Briar Cliff University 3303 Rebecca Street Sioux City, Iowa 51104 Phone : 712-279-5455 Email : Joshua.Cobbs@briarcliff.edu Joshua Cobbs	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>
7	Broadcast Center 2360 Hampton Avenue St Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Don Golaszewski	N	0
8	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
9	Career Center St. Ambrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6339 Email : CareerCenter@sau.edu Career Center	N	0
10	CCNMA/Job Posting 300 South Grand Avenue, Suite 3950 Los Angeles, California 90071 Phone : 213-437-4408 Email : ccnmainfo@ccnma.org Sylvia Wells	N	0
11	Civil Rights Commission 226 West 4th Avenue Davenport, Iowa 52801 Phone : 563-326-7888 Fax : 1-563-326-7956 Beth Badilla	N	0
12	Coe College Career Services 12120 First Avenue NE Cedar Rapids, Iowa 52402 Phone : 319-399-8660 Url : <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a> Dale Emerson Manual Posting	N	0

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13	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
14	Columbia College Chicago 600 S. Michigan Avenue Chicago, Illinois 60605 Phone : 312-344-8524 Email : clemaster@colum.edu Christy LeMaster	N	0
15	Des Moines Area Comm College 2006 S. Ankeny Blvd Ankeny, Iowa 50023 Phone : 515-964-6463 Email : careers@dmacc.edu Kara Donovan	N	0
16	Eastern Iowa Community College District , North Carolina Career Services Manual Posting	N	0
17	Hawkeye Community College P O Box 8015 Waterloo, Iowa Phone : 319-296-2320 Email : careerservices@hawkeyecollege.edu Hawkeye Community College	N	0
18	Illinois Broadcaster Association 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-942-2139 Url : http://www.ilba.org/about-us Email : lba@ilba.org Email Email	N	0
19	Illinois Central College #1 College Drive East Peoria, Illinois 61365 Phone : 309-694-5321 Email : dgries@icc.edu Dawn Gries	N	0

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20	Illinois Department of Employment Security 1515 East 71st St. Chicago, Illinois 60619 Phone : 309-796-5129 Email : Striegela@bhc.edu Angela Striegel	N	0
21	Illinois Department of Rehab Services 4711 44th Street #3 Rock Island, Illinois 61201 Phone : 309-786-5831 Email : Amanda.Lucki@illinois.gov Amanda Lucki	N	0
22	Indeed.com	N	7
23	Iowa Central Community College 330 Avenue M Fort Dodge, Iowa 50501 Phone : 800-362-2793 Email : careerservices@iowacentral.edu Fax : 1-515-576-7724 Jessica Kavanaugh	N	0
24	Iowa Division of Latino Affairs 321 E. 12th Street Des Moines, Iowa 50319 Phone : 515-281-4080 Email : sonia.reyes-snyder@iowa.gov Fax : 1-515-242-6119 Sonia Reyes-Snyder	N	0
25	Iowa Divison of the Status of African Americans Lucas State Office Building Des Moines, Iowa 50319 Phone : 515-281-3274 Email : kim.cheeks@iowa.gov Kim Cheek	N	0
26	Iowa State University 102 Catt Hall Ames, Iowa Phone : 515-294-0480 Url : <a href="https://cyhire.iastate.edu/employers/index.php?s=home">https://cyhire.iastate.edu/employers/index.php?s=home</a> Kim McDonough Manual Posting	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
27	Iowa Wesleyan University 601 N. Main Street Mount Pleasant, Iowa 52641 Phone : 319-385-6209 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Kathy Moothart Manual Posting	N	0
28	Iowa Workforce Development 4444 1st Ave. NE Suite 436 cedar rapids, Iowa 52402 Email : <a href="mailto:Region10.Web@iwd.iowa.gov">Region10.Web@iwd.iowa.gov</a> Katherine Pine	N	0
29	Job Service of Iowa 902 W. Kimberly Road Davenport, Iowa 52806 Phone : 563-445-3225 Email : <a href="mailto:mark.holloway@iwd.iowa.gov">mark.holloway@iwd.iowa.gov</a> Mark Holloway	N	0
30	Linked In	N	7
31	Loyola University 1032 W. Sheridan Rd Chicago, Illinois Email : <a href="mailto:mlimon@luc.edu">mlimon@luc.edu</a> Michael Limon	N	0
32	Martin Luther King Community Center 630 8th Street Rock Island, Illinois 61201 Phone : 309-732-2997 Fax : 1-309-732-2991 Fax Fax	N	0
33	Medialine.com Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone	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
34	Muscatine Community College 152 Colorado Street Muscatine, Iowa 52761 Phone : 563-288-6070 Email : cbishop@eicc.edu Chad Bishop	N	0
35	National Lesbian & Gay Journalists Assoc 1420 K Street NW; Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 X#10 Email : info@nlgja.org Brian Salkin	N	0
36	Northwestern University 620 Lincoln Street Eanston, Illinois 60208 Phone : 847-491-3700 Email : jobs@northwestern.edu Kira Davin	N	0
37	Ohio University 185 Lindley Hall Athens, Ohio 45701 Phone : 740-593-2580 Email : lombardi@ohio.edu Ryan Lombardi	N	0
38	Project Now, Inc CCA 418 19th Street Rock Island, Illinois 61201 Phone : 309-793-6391 Email : mhart@projectnow.org Maureen Hart	N	0
39	Safer Foundation 2827 7th Avenue Suite 9 Rock Island, Illinois 61201 Phone : 309-786-7711 Email : Maria.maldonado@saferfoundation.org Fax : 1-309-786-5546 Maria Maldonado	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
40	Scott Community College 500 Belmont Rd Bettendorf, Iowa 52722 Phone : 563-441-4020 Email : wcole@eicc.edu W Cole	N	0
41	Southern Illinois University Mail Code 4703 1100 Lincoln Drive Carbondale, Illinois 62901 Phone : 618-453-2391 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Career Services Manual Posting	N	0
42	St. Ambrose University 18 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6222 Email : schneiderdonaldl@sau.edu Fax : 1-563-333-6218 Don Schneider	N	0
43	Syracuse University 215 University Place Syracuse, New York Phone : 315-443-3616 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Career Services Manual Posting	N	0
44	TEGNA.com 7590 Jones Branch Drive McLean, Virginia HR HR Manual Posting	N	32
45	Tri-County Urban League 317 S. MacArthur Hwy Peoria, Illinois 61605 Phone : 309-673-7474 Email : uyepjobs@tcpul.com John Davis	N	0



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46	Truman State University 100 East Normal Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Fax : 1-660-785-4366 Truman State University	N	0
47	TVJobs.com P.O. Box 4116 Oceanside, California 92052 Url : <a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a> Career Services Manual Posting	N	0
48	Uni-cue 800 Sycamore Street Waterloo, Iowa 50703 Phone : 319-273-4772 Fax : 1-319-433-0160 Karen McNeil	N	0
49	University of Dubuque, Career Services 2000 University Avenue Dubuque, Iowa 52001 Phone : 563-589-3000 Email : abaus@dbq.edu Fax : 1-563-589-3419 Amy Baus	N	0
50	University of Southern Illinois Carbondale, Illinois 62901 Phone : 618-536-3369 Fax : 1-618-453-1353 Jennifer Watson	N	0
51	University of Wisconsin 821 University Avenue Madison, Wisconsin 53706 Phone : 608-263-4858 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Career Services Manual Posting	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
52	Western Illinois Career Service 1 University Circle Macomb, Illinois 61455 Phone : 309-298-1838 Email : careers@wiu.edu Al Waters	N	0
53	Western Illinois Career Service Sherman Hall 116 Macomb, Illinois 61455 Phone : 309-298-1838 Email : bs-short@wiu.edu Beverly Short	N	0
54	WQAD.com 3003 Park 16th St Moline , Illinois 61265 Phone : 1- Url : <a href="http://wqad.com/contact/job-opportunities-at-news-">http://wqad.com/contact/job-opportunities-at-news-</a> Online Posting Manual Posting	N	0
55	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>47</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Establishment of training programs for station personnel	WQAD Local Sales Manager attended TEGNA's Confidence Builder Series training taught by several TEGNA leaders, including Matt Ginn, Nicki Harkrider and the TEGNA marketing team. Training was filled with resources to help sales employees accelerate the sales process and WIN business. Trainings, including Leveraging AI to help Sales employees WIN, Successful GO Behaviors, Team TEGNA's "Street Talk", Accelerated Growth Verticals, Vertical Lingo to help Sales employees, How to Simplify Insights ("Be Brief. Be Brilliant"), Ideas & Tips on how to accelerate the Sales Process. This training took place on the following dates: 07/21/22, 07/22/22, 08/04/22, 08/18/22, 09/01/22, 09/15/22, 10/06/22, 10/20/22, 11/17/22, 02/07/23, 03/07/23, 04/04/23, 05/02/23 & 06/06/23.	1	Local Sales Manager Account Executive Account Executive
2	7/25/2022	Establishment of training programs for station personnel	WQAD Account Executives attended TEGNA's training on Auto Study: Exclusive Research Release .	2	Account Executive Account Executive
3	8/2/2022	Participation in Job Fairs	WQAD News Director participated in this journalism conference with TEGNA in Las Vegas. He interviewed students and current journalists over the course of 3 days for open and future positions within WQAD and TEGNA.	1	News Director
4	8/17/2022	Participation in other activities designed by the station employment unit	WQAD's News Director spoke with Illinois Media School journalism students. Completed one-on-one interviews with students for open positions within the station.	1	News Director
5	8/23/2022	Provision of training to management	WQAD Local Sales Manager attended a virtual Stowell Research Presentation/Training for manager about a new research tool.	1	Local Sales Manager
6	8/24/2022	Establishment of training programs for station personnel	WQAD newsroom employees and leaders attended a training hosted by Greg Derkowski. He trained news staff on how to write better teases. They also reviewed best practices from other stations.	70	News Director Anchor anchor producer

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7	8/25/2022	Establishment of training programs for station personnel	WQAD Digital Content Manager attended a training from the corporate digital team for best practices in posting content to YouTube.	1	Digital Content Manager
8	9/12/2022	Establishment of a mentoring program	WQAD newsroom anchors served as newsroom mentors to all five of the new MSJ hires in 2022. They were brought out on shoots, trained on how to work a camera, worked on editing skills, explored the WQAD/TEGNA software and showed them how to use it. In addition, they helped them with scripts. The mentors walked them through a day in the life as an MSJ. They worked together for about a week to help get them up to speed in their roles. This took place throughout the summer and fall of 2022 as each candidate was hired on. The anchors spent about a week together, then it was several weeks of being available as they troubleshoot questions and new situations.	2	Anchor Anchor
9	9/14/2022	Participation in Job Fairs	WQAD News Director attended a conference about journalism best practices. He attended different work sessions and staffed TEGNA's booth at the student job fair to recruit talent.	1	News Director
10	9/19/2022	Establishment of training programs for station personnel	WQAD newsroom leaders attended training on how to better use TEGNA Total which is our access to HR. Training was for best ways to navigate the site.	5	News Director Asst. News Director Digital Content Manager Executive Producer
11	9/21/2022	Establishment of training programs for station personnel	WQAD sales employees attended a TEGNA Total for you training about TEGNA's employee portal. The training went into detail about the tools and resources provided on the TT4U site.	4	Local Sales Manager Account Executive Account Executive Account Executive
12	9/28/2022	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executives attended virtually Stowell Research Team Training. They learned how to use the new research tool.	3	Local Sales Manager Account Executive Account Executive

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13	9/28/2022	Participation in Job Fairs	WQAD News and Marketing leaders attended a job fair for Augustina, St. Ambrose at the Western Illinois University job fair. They hosted a booth at this job fair and interviewed students for all open positions and future positions at WQAD.	4	News Director Digital Content Manager Digital Sales Manager Creative Service Producer
14	9/29/2022	Establishment of training programs for station personnel	WQAD Account Executive attended media training on how to help companies hire and winning the recruitment revenue opportunity.	1	Account Executive
15	10/6/2022	Establishment of a mentoring program	WQAD newsroom and marketing leaders attended a training, Election Best Practices, which was presented by TEGNA leaders about best practices for election coverage for Broadcast and Digital.	3	News Director Digital Content Manager Creative Services Manager
16	10/12/2022	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executives attended JDA Media training. The training was focused on recruitment, the number one issue facing local advertisers. The traditional method of “post and pray” isn’t working anymore. In this webinar, they shared today’s best practices to proactively approaching current clients and a new crop of non-traditional advertisers with talent acquisition strategies that are working. They covered creative strategies that deliver candidates quickly. They shared case studies in manufacturing, healthcare, government services and more. This training helped make sellers more confident in dealing with recruitment opportunities.	4	Local Sales Manager Account Executive Account Executive Account Executive
17	10/13/2022	Establishment of training programs for station personnel	WQAD News Leaders attended a BTI training for election night. They learned best practices for the election ticker and full screens for election results.	2	News Director Digital Content Manager
18	10/18/2022	Participation in other activities designed by the station employment unit	WQAD newsroom employees participated in an Innovation Summit. News staff gathered together to brainstorm new ideas for presenting news, covering content and better ways to increase YouTube views.	15	News Director Anchor Digital Content Producer producer

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19	10/19/2022	Participation in events or programs sponsored by educational institutions	WQAD News Director went to Quincy University and visited a journalism class. He watched a student run newscast and spoke to the class as a whole about job hunting and journalism. He also met with 5 students 1-on-1.	1	News Director
20	10/25/2022	Participation in events sponsored by organizations representing the community	WQAD News Director, Multi-skilled Journalists and Producers attended the Illinois Broadcasters Association Convention. They learned about the best journalism practices and story telling. They listened to key speakers throughout the day. They learned from the reporting-track sessions, led by two other TEGNA journalists.	7	News Director MSJ's Producers
21	10/27/2022	Establishment of a mentoring program	WQAD News Director, Multi-Skilled Journalist and Producers attended a News Writing Training. They learned how to write better news teases for newscasts with consultant Greg Derkowski. This training was for all reporters and producers.	18	News Director MSJ's Producers
22	11/1/2022	Participation in Job Fairs	WQAD News Director and Marketing Director attended Loyola University Job Fair. They met with students who are interested in journalism careers.	2	News Director Marketing Director
23	11/2/2022	Participation in events or programs sponsored by educational institutions	WQAD News Director and Marketing Director visited Loyola University Recruiting. They met with a journalism class and spoke about the industry and answered student's questions. They also conducted 1-on-1. interviews with students. In addition, they answered their questions and gave them resume feedback.	2	News Director Creative Services Manager
24	11/8/2022	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executive attended a virtual training: How to Quadruple your Local Direct training by LBS. This training was on how to increase local direct revenue.	2	Local Sales Manager Account Executive

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25	11/15/2022	Participation in events or programs sponsored by educational institutions	WQAD Assistant News Director and Photographer visited Illinois State University. They met with a journalism class and spoke about the industry and answered student's questions. They also conducted 1-on-1. interviews with students and answered their questions. In addition, they provided them with feedback.	2	Assistant News Director Photographer
26	11/15/2022	Participation in events or programs sponsored by educational institutions	WQAD News Director visited University of Nebraska. He met with leaders of the Journalism program. He spoke with a class and conducted 1-on-1.interviews with journalism students. He discussed potential openings and internships for summer 2023.	1	News Director
27	11/16/2022	Establishment of training programs for station personnel	WQAD Digital Content Manager and Digital Content Producer attended a TEGNA Corporate training presented by TEGNA Corporate Digital Leaders on the topic of Google Trends and how to utilize Google Trends when making content decisions.	4	Digital Content Manager Digital Content Producers
28	11/28/2022	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executives attended a TEGNA virtual training on Final Judgement and US antitrust Laws.	4	Local Sales Manager Account Executive Account Executive Account Executive
29	12/14/2022	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executive attended a virtual training called JDA Money Call. The training discussed upcoming promotions, target categories and hot leads.	4	Local Sales Manager Account Executive Account Executive Account Executive
30	Ongoing Event	Establishment of training programs for station personnel	All TEGNA employees completed the Secure TEGNA quarterly training module: Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training helps employees recognize risks and increase their understanding of the ever-changing threat landscape.	75	News Director Anchor engineer producer

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31	Ongoing Event	Establishment of a mentoring program	WQAD Account Executive is mentoring a WQAD Sales Assistant. She is training her on sales assets and sitting with her monthly and conducting a one-on-one meeting.	1	Account Executive
32	1/17/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager attended a virtual TEGNA training: Refuel with Polk: Automotive. Participants learned more information on Polk data and the Auto industry.	1	Local Sales Manager
33	1/18/2023	Establishment of training programs for station personnel	WQAD Newsroom attended a training on ENPS. The newsroom learned how to better use our newsroom rundown and script software.	15	News Director Anchor Assistant News Director Producer
34	1/19/2023	Establishment of a mentoring program	WQAD Newsroom Producer Training was facilitated by an Executive Producer for TEGNA. She reviewed producing better bold opens, how to write better teases and how to write conversationally.	10	Producer Producer Producer Producer
35	2/8/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executives attended a virtual TMS Deep Dive TEGNA training. It covered market intelligence and product enablement.	4	Local Sales Manager Account Executive Account Executive Account Executive
36	2/20/2023	Participation in events or programs sponsored by educational institutions	WQAD Assistant News Director visited Eastern Illinois University. He watched and offered feedback to their student run newscast. He also answered questions about WQAD and journalism. This was a class of about 15 journalism students.	1	Assistant News Director
37	2/21/2023	Participation in events or programs sponsored by educational institutions	WQAD Assistant News Director went to University of Illinois. He spoke to Journalism students about participating in a producing class. The topics discussed were about WQAD and journalism in general. He also conducted 20 1-on-1. interviews with students who were interested in a career in journalism.	1	Assistant News Director



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38	2/22/2023	Participation in events or programs sponsored by educational institutions	WQAD Assistant News Director went to St Ambrose University. He met with Journalism class of 8 students. He talked about internship and job opportunities. He also answered questions about the industry.	1	Assistant News Director
39	2/23/2023	Participation in events or programs sponsored by educational institutions	WQAD News Leaders visited Western Illinois University. They provided feedback to student after watching their live newscast. They also answered questions pertaining to WQAD and journalism.	4	News Director Digital Content Manager Assistant New Director
40	2/27/2023	Participation in events or programs sponsored by educational institutions	WQAD News Director and Digital Content Manager went to Drake University and met with the Senior Capstone class and spoke about the news industry and answered questions about the journalism field.	2	News Director Digital Content Manager
41	2/28/2023	Participation in job banks, internet programs and other programs designed to promote outreach	WQAD News Director visited the University of Nebraska. They attended a journalism career fair and met with interested students about internships and employment opportunities at WQAD.	1	News Director
42	3/1/2023	Participation in events or programs sponsored by educational institutions	WQAD's News Director went to University of Nebraska. He held 1- on - 1 meetings with 8 students. He critiqued their resumes and discussed job opportunities at WQAD.	1	News Director
43	3/6/2023	Participation in events or programs sponsored by educational institutions	WQAD Assistant News Director and Photographer went to Illinois State University. They spoke to a journalism class about the news industry and answered their questions. They also conducted 1-on-1. interviews.	2	Assistant News Director Photographer
44	3/20/2023	Participation in events or programs sponsored by educational institutions	WQAD News Director and Anchor visited Loyola University. They conducted one-on-one interviews with journalism students. They also met with students to provide critiques and talk about job opportunities at WQAD.	2	News Director Anchor

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	<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>
45	3/21/2023	Participation in events or programs sponsored by educational institutions	WQAD News Director and Assistant News Director visited Loyola University. They met with three journalism classes to talk about the journalism industry and answer student questions.	2	News Director Anchor
46	3/22/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executives attend a virtual training, JDA Q1 Money Call. They discussed hot prospects for 1st quarter. In addition, they discussed target categories and tips, leads as well as success stories.	4	Local Sales Manager Account Executive Account Executive Account Executive
47	Ongoing Event	Establishment of training programs for station personnel	WQAD Local Sales Manager and Account Executive attended TEGNA's monthly TMS Deep Dive training meeting. The leaders shared best practices from local stations and trained Participants on product enablement to help sellers be more effective with their clients. In addition, they shared key industry happenings, intel about competitors and reviewed new resources in the sales library. This training occurred on 03/22/23, 04/26/23, 05/24/23 & 06/28/23.	3	Local Sales Manager Account Executive Account Executive
48	5/17/2023	Establishment of training programs for station personnel	WQAD Account Executive attended a TEGNA training on how to utilize TEGNA's employee portal. The in-depth training provided information on the resources included on the TT4U site.	1	Account Executive
49	6/6/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager attended a virtual Local Driven Multi Market Training.	1	Local Sales Manager
50	6/7/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager attended a TEGNA training presented by TEGNA's Chief Ethics Officer on the topic of Sponsorship IDs. There was information on sponsors ID's do's and don'ts.	1	Local Sales Manager
51	6/15/2023	Establishment of training programs for station personnel	WQAD Local Sales Manager attended a virtual training which included information on how to use Ad Mall/Coop.	1	Local Sales Manager

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	<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>
52	7/11/2023	Establishment of training programs for station personnel	WQAD's Local Sales Manager attended a virtual session (LBS) with Paul Wayland. He reviewed setting appointments and knowing your clients margins.	1	Local Sales Manager