

KVUE-TV
EEO PUBLIC FILE REPORT
March 22, 2018 - March 21, 2019

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
Account Executive (4349)	2-5, 11, 13-16, 20-21, 23-27, 29-31, 33-36, 38-44, 46-54, 57	21
Account Executive (4349)	2-5, 11, 13-16, 20-21, 23-27, 29-31, 33-36, 38-44, 46-54, 57	13
Video Editor	2-7, 11, 10, 12-16, 20-21, 23-27, 29-31, 33-36, 38-44, 46-54, 57	3
Multi-Skilled Journalist	2-5, 11, 13-15, 20-21, 23-27, 29-31, 33-36, 38-55, 57	11
Multi-Skilled Journalist	2-5, 11, 13-15, 20-21, 23-27, 29-31, 33-36, 38-55, 57	11
Multi-Skilled Journalist	2-5, 11, 13-15, 20-21, 23-27, 29-31, 33-36, 38-55, 57	11
Sales Support Specialist	2-5, 11, 13-15, 20-21, 23-27, 29-31, 33-36, 38-54, 57	21
Local Sales Manager	2-5, 11, 13-15, 20-21, 23-27, 29-31, 33-36, 38-54, 57	21
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 31, 33-36, 38-54, 57	3
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 31, 33-36, 38-54, 57	3
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 31, 33-36, 38-54, 57	13
VISUAL JOURNALIST & STORY-TELLER	2-5, 8, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-55, 57	8
Account Manager	2-5, 11, 10, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	21
Account Manager	2-5, 11, 10, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	10
Marketing Content Producer	2-5, 11, 13-15, 19-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	19
Chief Photographer	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	11
Video Editor	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 56-57	21
Automotive Account Executive	2-5, 11, 13-15, 20-23, 25-27, 29, 31, 33-36, 38-54, 57	22
Integrated Marketing Strategist	1-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	21
Producer	2-5, 9, 11, 13-15, 18, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	9
Broadcast/Digital Major Accounts Coordinator	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31-36, 38-54, 57	11

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Social Media Specialist/Receptionist	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-54, 57	37
Account Executive	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	21
Account Executive	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	15
Account Executive	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	21
Video Editor	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	15
Digital Content Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	15
News Video Editor	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	13
Photographer/Visual Storyteller	2-5, 11, 13-15, 17, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	3
Integrated Marketing Strategist	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	21
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	3
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	13
Producer	2-5, 11, 13-15, 20-21, 23, 25-27, 29, 31, 33-36, 38-54, 57	13
Digital Content Producer	2-5, 11, 13-15, 20-21, 23, 25-29, 31, 33 -36, 38-54, 57	28

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	1
2	Alliance For Women in Media P.O. Box 2684 Austin, Texas 78768 Phone : 703-506-3290 Url : http://www.awmaustin.org/careers Job Listing Manual Posting	N	0
3	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	29
4	Cars.com 175 W. Jackson Blvd 8th Floor Chicago,, Illinois 60604 Phone : 312.601.5000 Url : www.cars.com Michael Kraut Manual Posting	N	0
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
6	Corporate Office	N	1
7	Current Employee	N	1
8	Drop In	N	3
9	E-mail Inquiry	N	2
10	Employee Referral	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Employee Referral 3201 Steck Avenue Austin, Texas 78757 Phone : 214.977.6474 Url : www.kvue.com Deidre Davis Manual Posting	N	16
12	Employment Outreach Project 901 E. Street, N W Washington, District of Columbia Phone : (202) 879-9789 Fax : (202) 783-1019 EEO Officer	N	1
13	Gannett/TEGNA 7950 Jones Branch Drive McLean, Virginia 22107-0150 Url : www.tegna.com Corporate Talent Development Manual Posting	N	11
14	Huston-Tillotson College 900 Chicon Street Austin, Texas 78702 Phone : 512-505-3015 Url : http://htu.edu Joy King Manual Posting	N	0
15	Indeed.com 7501 N. Capital of Texas Hwy, Building B Austin, Texas 78731 Url : www.indeed.com Indeed Sales Manual Posting	N	9
16	Indeed.com	N	2
17	Internal Candidate	N	1
18	Internal Hire	N	1
19	Job Board	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Kvue Human Resources 3201 Steck Avenue Austin, Texas 78757 Phone : 214.748.9631 Email : ddavis@wfaa.com Fax : 1-214-977-6393 Deidre Davis	N	0
21	Kvue.com 3201 Steck Avuenue Austin, Texas 78757 Url : kvue.com Deidre Davis Manual Posting	N	31
22	Linked In	N	1
23	Media Line.com P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
24	Mississippi Media Group 201 South Congress Jackson, Mississippi 39201 Phone : 866.767.6521 Url : http://www.mississippimedia.com Email : bgant@gannett.com Brian Gant	N	0
25	Monster.com 622 Third Avenue 39th Floor New York, New York 10017 Phone : 212-351-7000 Url : http://www.monster.com Job Listing Manual Posting	N	0
26	News Blues 8895 NW 187th Lane Reddick, Florida 32686 Url : http://www.newsblues.com Job Listing 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	Non-employee Referral Other Austin, Texas 78757 Url : www.kvue.com Deidre Davis Manual Posting	N	2
28	Other Source	N	1
29	Sam Houston State University 1921 Avenue J, Suite 210 SHSU Box 2238 Huntsville, Texas 77341-2238 Phone : 936-294-3732 Url : http://www.shsu.edu Fax : 1-936-294-3616 Patsy Grona	N	0
30	Sam Huston State University P.O Box 2207 Huntsville, Texas 77341 Phone : 936-2941341 Fax : 1-936-294-1888 MaryJo Cochran,PHD.	N	0
31	San Angelo State Univesity 2601 W. Avenue N San Angelo, Texas 76909 Phone : 352-942-2255 Url : http://www.angelo.edu/services/career Job Listing Manual Posting	N	0
32	San Antonio Colleges & Universities (SACUPA) One Camino Santa Maria San Antonio, Texas 78228 Phone : 210-436-3102 Url : www.myinterphase.com/stmary/employer Email : lsandoval12@st.marytx.edu Lauren Sandoval	N	0
33	Southern Methodist University P.O. Box 750256 Dallas, Texas 75201 Phone : 214-768-2266 Url : http://www.myinterfase.com/smu/employer Latrice White 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
34	Southwestern University 1001 E. Univesity Avenue Georgetown, Texas 78626 Phone : 512-863-1346 Url : http://www.southwestern.edu/careers Email : lunad@southwestern.edu Dana Luna	N	0
35	Spots and Dots 167 Oakdale Road Johnson City, New York 13790 Phone : 888.884.2630 Url : www.spotsndots.com Patrick Kelley Manual Posting	N	0
36	StatesmanJobs P.O. Box 670 Austin, Texas 78767 Phone : 512-445-4039 Url : http://www.statesman.com/s/jobs Job Listing Manual Posting	N	0
37	Station Website	N	1
38	Stephen F. Austin State University 1936 North Street Nacogdoches, Texas 75961 Phone : 936-468-3305 Url : http://www.jobs4jacks.sfasu.edu Ralph Busby Manual Posting	N	0
39	Texas A&M Univesity-Corpus Christi 6300 Ocean Drive Corpus Christi, Texas 78412 Phone : 979-845-5139 Url : http://www.career.services@tamucc.edu Email : Sharon.herrera@tamucc.edu Sharon Herrera	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	Texas Association of Broadcasters 502 E. 11th Street Austin, Texas 78701 Phone : 512-322-9944 Url : http://www.tab.org Craig Bean Manual Posting	N	0
41	Texas Christian University TCU Box 298200 Ft. Worth, Texas 76129 Phone : 817-257-7790 Url : http://www.careers.tcu.edu/employers Joanne Fralia Manual Posting	N	0
42	Texas Lutheran University 1000 W. Court Street Seguin, Texas 78115 Phone : 830-372-8017 Url : http://www.tlu.edu LaVerne Roskydal Manual Posting	N	0
43	Texas State University 601 Univesity Drive San Marcos, Texas 78666 Phone : 512-245-2645 Url : http://www.careerservicecxstate.edu Karen Julian Manual Posting	N	0
44	Texas Tech University Wiggins Complex Box 45006 Lubbock, Texas Phone : 806-742-2210 Url : http://www.ttu.edu Fax : 1-806-742-2474 Job Listing	N	0
45	Texas Workforce Career Center 6505 airport Blvd, Suite 101 Texas Internship Challenge Austin, Texas 78778 Phone : 512.454.9675 Url : https://www.txinternshipchallenge.com/vosnet/Conta Workforce Solutions Career Center Manual Posting	N	0

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46	The Austin Chronicle P.O. Box 49066 austin, Texas 78765 Phone : 512-302-2706 Brian Carr Manual Posting	N	0
47	The David Crane Agency 124 Ammons Drive Raleigh, North Carolina 27615 Phone : 919.870.9120 Url : http://dcatalent.com Steve Swienckowski Manual Posting	N	0
48	TVJobs.com P.O. Box 4116 Oceanside, California 92050 Phone : 800-374-0119 Url : http://tvjobs.com Mark Holloway Manual Posting	N	1
49	University of Florida PO Box 118507 Gainesville, Florida 32611 Phone : 352-273-2300 Url : http://www.ufl.edu Fax : 1-352-392-3810 Phyllis Pena	N	0
50	University of Houston 4800 Calhoun Road Houston, Texas 77004 Phone : 713-743-5703 Url : http://www.uh.edu Connie Kemp Manual Posting	N	0
51	University of Mary Hardin-Baylor 900 College Street Belton, Texas 76513 Phone : 254-295-4691 Don Owens Manual Posting	N	0

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52	University of Missouri 201 Student Success Center MU Career Center, 201 Student Success Center Columbia,, Missouri Phone : 578-882-6801 Url : http://www.hiremizzoutigers.com Stacey Woelfel Manual Posting	N	0
53	University of North Texas 1155 Unicon Circle 311010 Denton, Texas Phone : 940-565-2281 Url : http://www.myinterfase.com/unt/employer Dan Naegeli Manual Posting	N	0
54	University of Texas Alumni Association 2110 San Jacinto Blvd. Austin, Texas 78712 Phone : 512-471-8839 Url : http://www.texasexes.org Jennifer Duncan Manual Posting	N	0
55	Unknown Referral Source	N	3
56	Walk In	N	1
57	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			123

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	3/25/2018	Establishment of training programs for station personnel	TEGNA Labor Relations Training – Labor Relations provides monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best practices are discussed and HR Business Partners then share this topical information with their executive teams.	1	Group HR Director
2	4/2/2018	Establishment of an intern program designed to assist members of the community	Internships - KVUE-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, KVUE hired and trained 6 intern(s) for three month assignments.	3	News Director Marketing Director Manager Technology
3	4/17/2018	Establishment of training programs for station personnel	April 17-19, 2018 TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	2	Producer Producer

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4	4/23/2018	Participation in events or programs sponsored by educational institutions	Hosted a station tour for Pioneer Crossing Elementary New Tech School. Exposed fourteen students to a live broadcast and all behind the scenes activities. They enjoyed a Day in the Life of a news team putting on a news program. Discussed different career tracks and positions within the broadcast and journalism industry.	1	Administrative Assistant
5	4/26/2018	Participation in events or programs sponsored by educational institutions	Provided a broadcast journalism class of 28 students from the La Grange ISD the opportunity to see an operating studio and engage with industry professionals. Discussed several career tracks into television and media, including jobs behind the camera.	1	Administrative Assistant
6	4/27/2018	Participation in events or programs sponsored by educational institutions	Opened the station and provided a studio tour for 10 5th grade students from Heritage School. As they recently finished studying weather, we provided a tour to these students could see weather tools and instruments, stand in front of the green screen, meet meteorologists and learn from experts. Discussed the education track into careers in broadcast and journalism.	1	Meteorologist
7	5/8/2018	Provision of training to management	May 8-10, 2018 TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
8	6/4/2018	Establishment of training programs for station personnel	Producer attended the TEGNA/Hearst Producer Academy. In addition to learning writing and traditional producing skills, this program also teaches producers how to edit on their desktops, create maps and graphics, post to the Web and get a creative, high-energy newscast on the air on time with all the breaks.	1	Producer

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9	6/11/2018	Establishment of training programs for station personnel	June 11 - 14, 2018 The Director of Marketing attended the PROMAX 2018 Conference and participated in learning sessions that shed light on many important media topics to include;Get Expert tips, tools and up-to-speed insights on how to create a rewarding career, what it takes to deliver award winning work, making old media new again, stuff great leaders always do and get more ROI from your marketing dollar.	1	Director of Marketing
10	6/14/2018	Establishment of training programs for station personnel	June 14-17, 2018 Investigative Reporters & Editors Conference - Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of Investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops.	2	Investigative Journalist Investigative Journalist
11	6/18/2018	Establishment of training programs for station personnel	Content Summit (June 18-21) News, Digital and Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	2	News Director Assistant News Director Director
12	8/13/2018	Establishment of training programs for station personnel	August 13-31, 2018 Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	65	All News Staff

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13	9/13/2018	Establishment of training programs for station personnel	All Digital Producers attend the Online News Association's annual conference September 13, 2018 - September 15, 2018. Training sessions included; Annual Tech Trends for Journalists, Alerts/Apps and Algorithms: Loyalty in a Mobile-First World, Augmented Reality is Your Next Immersive Content Experiment, Building Sources and Trust in Hard-to-Reach Communities, Setting the Record Straight by Going Wayback, Internetting While Brown/Black AND a Woman: A Collective Guide, Real News Job Market: Who, What, When, Where, Why It's Critical for Your Business and Editorial Sides to Collaborate — and How to Do It Ethically and Effectively, Breaking News without Breaking Your Team, and Mission, Ethics, Culture and Career.	4	All Digital Producers
14	9/13/2018	Participation in events or programs sponsored by educational institutions	Provided tour and career exposure to thirteen students from the Cedar Valley Middle School Broadcast class. Offered an opportunity to see a live broadcast witnessing all activities in front of and behind the cameras. Discussed career opportunities and education tracks paving the way for a career in the broadcast journalism field.	1	Administrative Assistant
15	9/25/2018	Establishment of training programs for station personnel	This Conflicts of Interest training course describes the most common workplace conflict-of-interest situations and the circumstances in which they arise. It is intended to train employees of all types of organizations to recognize and avoid conflicts of interest, particularly with regard to personal, financial and family interests, dealing with customers and suppliers, and handling offers of gifts and entertainment.	140	All Employees

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16	10/11/2018	Establishment of training programs for station personnel	Ethics and Conflict of Interest training. TEGNA will always follow the law, behave ethically and avoid conflicts of interest. Correct ethical and legal conduct is particularly at the heart of the operation of a company engaged in communications with and on behalf of the public. This is especially important as TEGNA pursues a mission of providing trusted news and information and actively supporting the people and businesses in the communities we serve.	140	All Employees
17	10/18/2018	Participation in events or programs sponsored by educational institutions	Offered a tour for ten students from the Shadow Glen Elementary Broadcast Club. The tour exposed the students to a live broadcast and everything that goes on behind the scenes. Discussed career opportunities in the broadcast journalism industry.	1	Administrative Assistant
18	10/19/2018	Participation in events or programs sponsored by educational institutions	Provided a tour for ten students who are a part of the Fearless Leadership Institute & African-American Male Research Initiative of the University of Texas. Talked with Communications and Journalism students about careers in the Television Media field. Exposed these same students to a live broadcast and discussed the full scope of news production.	1	Anchor
19	10/25/2018	Participation in events or programs sponsored by educational institutions	Provided tour for eight students from the Lagos Elementary Student Council-Broadcast Team. Gave these students the opportunity to see a professional studio and see how a team gets ready for a live news broadcast. Also discussed opportunities within the television media field.	1	Administrative Assistant

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20	11/12/2018	Establishment of training programs for station personnel	Nov 12-15 2018 Producer training at KVUE. This session provided training on how to identify what stories are most important, what spot to put each story or highlight, how much time you will give each story, what is the visual presentation, interesting statistics that need further research, story lines that need to be covered or written, how to organize your production team, talent assignments. and what stories should be 'teased' to bring the audience back after commercial breaks.	12	All News Producers
21	2/12/2019	Participation in events or programs sponsored by educational institutions	Offered an onsite career day and tour for ten students from the United Way of Williamson County and Hernandez Middle School. This reverse career day was designed to help students imagine themselves in a career in the broadcast and television news industry.	1	Administrative Assistant
22	2/15/2019	Participation in events or programs sponsored by educational institutions	Offered a tour and Q & A for students from Union Grove Middle School Technology Club. The purpose of this tour and visit was to give these 24 students an opportunity to see behind the scenes to see the how and what is involved in creating a professional newscast and learn more tips and tricks to improve their own newscasts. Also discussed career tracks and opportunities within the broadcast and television field.	1	Administrative Assistant
23	3/5/2019	Provision of training to management	The Group HR Director provided training to all management on communication style preferences and how to make style adjustments when an audience has different communication needs. The goal of the training was to create an awareness of where leaders are and what blind spots they may have relative to communication and relationship management.	23	All Station Leaders

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24	3/8/2019	Establishment of training programs for station personnel	All digital producers attended the SXSW conference which included ten days of unparalleled discovery, learning, and networking with creatives across interactive, film, and music industries. During break out sessions, producers learned about the changing landscape of media and journalism. The media industry is continuing to go through profound shifts as large companies consolidate to compete head-to-head with technology companies, publishers experiment with new business models, and journalists and editors work to rebuild trust with their audiences. This media and journalist track delved into the conversations, challenges and innovative ideas impacting the way content is produced, distributed and consumed. Sessions that were offered included; AI and the Future of Journalism, Easy to Fool? Journalism in the Age of Deepfakes, and Newsrooms Need More Women: Ending Gender Imbalance.	4	All Digital Producers
25	3/14/2019	Participation in Job Fairs	NABJ Annual Convention & Career Fair is the premier venue for journalism education, career development and networking opportunity that draws leaders in journalism, media, technology, business, arts and entertainment. Assistant News Director participated in the career fair, as well as attended workshops to better understand how to navigate through the negative effects of the movement to question the credibility of news programming - "fake news".	1	Assistant News Director