

KPNX
EEO PUBLIC FILE REPORT
May 20, 2015 - May 21, 2016

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
Reporter/Anchor/Multi-Media Journalist	1-6, 8, 10, 12, 16-17, 20-21, 26-35, 37-43	1
Senior Digital Video Producer	2-6, 8, 10-12, 14, 16-18, 20-21, 27-30, 32-35, 38-43	18
Executive Producer of Multicultural Content and Au	2-6, 8, 10-12, 16-18, 20-21, 27-30, 32-35, 38, 40-43	18
Account Executive	8-9	9
(2) Multimedia Technician/Operators	2-6, 8, 10-13, 16-17, 20-21, 27-30, 32-34, 38, 40-41, 43	8
Digital/Social Content Producer	2-6, 8, 10-12, 16-17, 20-21, 27-30, 32-34, 38, 40-41, 43	8
Social Media Marketing Producer	2-6, 8, 10-13, 16-17, 20-21, 27-30, 32-34, 38-41	8
Local Sales Manager	2-6, 8, 10-12, 14, 16-17, 20-21, 23, 25, 27-30, 32-34, 37-38, 40-41, 43	25
Digital Sales Specialist	2-6, 8, 10-12, 16-17, 19-21, 27-30, 32-34, 38, 40-41, 43	19
Photojournalist/Off Air MMJ	2-6, 8, 10-13, 16-17, 19-21, 27-30, 32-34, 38, 40-41, 43	19
Digital Account Executive	2-6, 8, 10-13, 16-21, 27-30, 32-34, 38, 40-41, 43	19
MMJ - Reporter	1, 3-5, 8, 10-12, 16-17, 20-21, 27-34, 38-41, 43	39
Digital/Social Content Producer	19, 22	19
Local Sales Manager	3-6, 8, 10-12, 14, 16-18, 20-21, 27-30, 32-34, 36, 38, 40-41, 43	36
Content Planner/Producer	3-5, 8, 10-12, 15-17, 20-21, 27-34, 38-41, 43	39
Assignment Manager	3-5, 7-8, 10-12, 16-17, 20-21, 27-30, 32-34, 38, 40-41, 43	7
Administrative Assistant Extraordinaire	3-6, 8, 10-13, 16-17, 19-21, 27-34, 38-41, 43	39
Account Executive	3-5, 7-8, 10-13, 16-21, 24, 27-34, 38-41, 43	39
Account Executive	3-5, 7-8, 10-13, 16-21, 24, 27-34, 38-41, 43	39
Account Executive	3-5, 7-8, 10-13, 16-21, 24, 27-34, 38-41, 43	24

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	7
2	Arizona Commission of Indian Affairs 1400 W Washington, Suite 300 Phoenix, Arizona Phone : 602-277-0351 Url : http://www.indianaffairs.state.az.us Email : info@azcia.gov Fax : 1-602-542-3712 Ron. S. Lee	N	0
3	Arizona Hispanic Chamber of Commerce 255 E Osborn Road #201 Phoenix, Arizona Phone : 602-294-6086 Url : http://www.azhcc.com/contact_us.php Email : josepho@azhcc.com Fax : 1-602-279-8900 Joseph Ortiz	N	0
4	Arizona State University POB 871312, Student Services Bldg. #329 Tempe, Arizona Phone : 480-965-5112 Url : http://career.asu.edu Email : careerservices@asu.edu Career Services	N	0
5	Arizona State University Cronkite Alumni - Walter Cronkite School of Journalism and Mass Comm. Stauffer Hall A 231, P.O. Box 871305 Tempe, Arizona Phone : 480.965.5011 Email : mike.wong@asu.edu Fax : 1-480-965-7041 Mike Wong	N	0
6	azcentral.com Phoenix, Arizona Url : www.azcentral.com Jobs at 12 Manual Posting	N	1
7	Call In	N	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	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	12
9	Career Fair	N	1
10	CCNMA: Latino Journalists of California ASU Walter Cronkite School of Journalism 725 Arizona Avenue, Suite 206 Santa Monica, California 90401-1734 Phone : 424-229-9482 Url : www.ccnma.org Email : ccnmainfo@ccnma.org Fax : 1-424-229-9486 Syliva Wells	N	0
11	Chicanos Por La Causa (CPLC) 1112 E. Buckeye Road Phoenix, Arizona Phone : Blanca Nunez Url : blanca.nunez@ctlc.org Email : cplc.staffing@cplc.org Pete Garcia	N	0
12	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
13	Cronkite Sch of JRN/TEL P.O. Box 871305 Tempe Tempe, Arizona Phone : 480- 965-4539 Email : candice.anderson2.asu.edu Fax : 480- 965-7041 Candace Anderson	N	0
14	Current Employee	N	3
15	Current Intern	N	2

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16	Department of Economic Security - North Phoenix Job Service 9801 North 7th Street Phoenix, Arizona Phone : 602-861-0208 Email : PLevan@azdes.gov Fax : 1-602-678-1865 Patti LeVan	N	0
17	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
18	Employee Referral	N	10
19	Former Employee	N	6
20	Governor's Office of Equal Opportunity 1700 W. Washington St #156 Phoenix, Arizona Email : barry.wong@azdoa.gov Fax : 1-602-542-3712 Barry Wong	N	0
21	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com . Email : slizik@602communications.com Career Services	N	0
22	Internal Candidate	N	1
23	Job posting on internet	N	3
24	LinkedIn / Word of Mouth	N	1
25	LinkedIn.com 2029 Stierlin Court Mountain View, California Url : http://www.linkedin.com/redirect?url=http%3A%2F%2F None None	N	1

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26	Maricopa Career Network 2411 West 14th Street Tempe, Arizona Phone : 480-731-8000 Url : www.collegecentral.com/maricopa Fax : 1-480-731-8210 District Office	N	0
27	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
28	National Academy of TV Arts & Sciences (NATAS) 1101 E Monte Cristo Phoenix, Arizona Url : www.emmyonline.org Email : emmysuncst@aol.com Fax : 1-623-872-8308 Patti -	N	0
29	National Association for the Advancement of Colored People (NAACP) 1818 S. 16th Street Phoenix, Arizona Phone : 602-252-4064 Email : Tillmannaacp@aol.com Fax : 1-602-252-2954 Oscar Tillman	N	0
30	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bermail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
31	National Association of Broadcasters (NAB) 1771 N. Street N.W. Washington, District of Columbia 20001 Phone : 202-429-5406 Email : nab@nab.org Fax : 1-202-429-5406 Alex Hitz-Sanchez	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
32	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
33	Northern Arizona University Off Campus Employment P.O. Box 5664 Flagstaff, Arizona Phone : 928-523-6046 Url : nau.edu/gatewayconnects Email : sonia.gonzalez@nau.edu Fax : 1-928-523-1117 Sonia Gonzalez	N	0
34	Phoenix Indian Center, Inc. 4520 N. Central Avenue Suite #250 Phoenix, Arizona 85012 Phone : 602-264-6768 Url : www.phxindcenter.org Email : bdeweaver@phxindcenter.org Bonnie DeWeaver	N	0
35	Phoenix Urban League 1402 S. 7th Ave. Phoenix, Arizona Phone : 602-254-5611 Email : tmcDaniel@gphxul.org Fax : 1-602-253-7359 Employment Specialist	N	0
36	Previous Applicant	N	1
37	Self Referral	N	5
38	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
39	Station Website	N	9

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40	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
41	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Regina Parker	N	0
42	University of Arizona Studen Union Memorial Center, 1303 E. University Blvd #411 Tucson, Arizona Phone : 520-621-4606 Url : www.career.arizona.edu Email : joblink@email.arizona.edu Fax : 1-520-621-8144 Employer Relations	N	0
43	Valle Del Sol 3807 North 7th Street Phoenix, Arizona Phone : 602-258-6797 Url : www.valledelsol.com Email : reneec@valledelsol.com Fax : 1-602-258-1134 Renee Carlini	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			69

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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	6/7/2015	Establishment of training programs for station personnel	The 2015 IRE Conference consisted of more than 150 panels, hands-on classes and special presentations about covering business, public safety, government, health care, education, the military, the environment and other key beats. Speakers will share strategies for locating documents and gaining access to public records, finding the best stories and managing investigations. Join the discussion about how to practice investigative journalism in print, broadcast, Web and alternative newsroom models. Conference schedule: June 4th, 2015 9A-5P June 5th, 2015 9A-5P June 6th, 2015 9A-5P June 7th, 2015 9A-12:30P	4	News Manager Investigative MSJ Anchor/Reporter/MSJ Anchor/Reporter/MSJ
2	10/19/2015	Participation in scholarship programs	KPNX, through the TEGNA Foundation, contributed \$10,000 to the Walter Cronkite School of Broadcasting and Journalism at Arizona State University Awards Luncheon held on October 19th, 2015. Scholarships fund high achieving, under-served students at the ASU Walter Cronkite School of Journalism.	1	

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3	5/18/2016	Establishment of a mentoring program	<p>KPNX-TV offered internships this reporting period to students. The program offers the student/intern active participation in a professional broadcast organization and allows them to gain the necessary skills needed to obtain employment in the broadcast industry. Internships are available in News and Programming/Marketing as well as Tech & Ops. Selection is based on a formal interview, resume/application, coursework, and references. Interns earn school credit. Internships generally last one semester. Information about our internships is disseminated in a variety of ways, including but not limited to, intern/career fairs, and college and university guidance offices.</p> <p>12 News Interns listed as follows: AZ Midday: 8 interns Sports: 4 interns News: 10 interns Visuals (Tech & Ops): 2</p>	24	News Intern Sports Intern News Intern News Intern

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4	5/18/2016	Sponsorship of events in the community designed to increase public awareness	<p>KPNX-TV conducts station tours bi-weekly to inform the community of our operations and to offer the opportunity to learn more about the various roles and jobs in broadcasting. Groups ranged from college journalism students to Cub Scout groups working on their communication badges.</p> <p>2nd Quarter 2015</p> <ul style="list-style-type: none"> • On April 28th to the Hillcrest Middle School yearbook students. There were 30 students in attendance. • On April 30th to the Saguaro High School meteorology class. There were 25 students in attendance. • June 1 to the Salt River Recreation Teen program. There were 25 people in attendance. • On June 2nd to Girl Scout Troop 715. There were 9 people in attendance. • On June 8th to 9 students from Childsplay. • On June 9th to 19 students from Calvary North Summer Camp. • On June 10th to students from Arizona State University's Walter Cronkite School of Journalism and Mass Communications. There were 17 students in attendance. • On June 19th to NAU/Andy Harvey's Native American Workshop students. There were 22 students in attendance. <p>3rd Quarter 2015</p> <ul style="list-style-type: none"> • On August 18th to 25 students from Desert Heights Preparatory Academy. <p>4th Quarter 2015</p> <ul style="list-style-type: none"> • On October 8th to boy scouts from all over the state for a journalism badge. There were 40 people in attendance. • On October 13th to the Bio-Science High School. There were 	1	Marketing & Community Relations Coordinator

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			<p>41 people in attendance.</p> <ul style="list-style-type: none"> • On October 21st to Gateway Academy. There were 22 people in attendance. • On November 2nd to 20 students from Marshall Ranch Elementary School. • On November 17th to McClintock High School. There were 11 students in attendance. • On November 19th to Sevilla West School Student Council. There were 13 people in attendance. • On December 3rd to 17 students from Northwest Christian School's Media Tech Class. • On December 8th to Southwest Academy School. There were 10 people in attendance. <p>1st Quarter 2016</p> <ul style="list-style-type: none"> • On January 6th to film students working on a project to nominate one of their fellow classmates with Cerebral Palsy. There were 4 students in attendance. • January 29th to a group of students involved with the Arizona Republic. There were 15 students in attendance. • On February 15th to Morris K Udall Elementary School students. There were 15 guests in attendance. • On March 15th to 7 boy scouts. • On March 29th to Desert Mirage Elementary School. There were 12 people in attendance. <p>April-May 2016</p> <ul style="list-style-type: none"> • On April 15th to Northern Arizona University Public Relations students. There were 18 students in attendance. • On April 16th to Desert Marigold High School students. There were 10 students in attendance. • On April 16th to 		

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			<p>Horseshoe Trails Elementary School. There were 25 students in attendance.</p> <ul style="list-style-type: none"> • On May 5th to Northwest Christian School. There were 15 students in attendance. • On May 9th to Hillcrest Middle School. There were 28 students in attendance. • On May 12th to Kyrene de La Mirada. There were 15 students in attendance. 		
5	5/18/2016	Establishment of a mentoring program	<p>TEGNA-Hearst Producer Academy: One new KPNX station employee was selected to participate in TEGNA's Producer Academy program. This program is designed for producers who are ready (or will soon be ready) to become Executive Producers and Digital Leaders.</p>	1	Producer

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6	5/20/2016	Participation in events or programs sponsored by educational institutions	<p>KPNX partners with a variety of local schools and universities to educate students of careers and opportunities within TV and broadcast. Such events include:</p> <p>On July 16th, Krystle Henderson spoke to a class of 8 students at the ASU Walter Cronkite School of Journalism and Mass Communications.</p> <p>On July 26th, Brahm Resnik spoke at the Arizona Talks event on the ASU campus where 150 students and members of the community were present.</p> <p>On September 26th, Wendy Halloran gave a presentation at the University of Arizona Law School Workshops where there were approximately 100 people in attendance.</p> <p>On October 14th, Meteorologist, Matt Pace, spoke to a 6th grad class at Alhambra Traditional School about working in meteorology.</p> <p>On October 20th, Anchor Vanessa Ruiz spoke to a group 30-40 of ASU students about being a journalist.</p> <p>October 27th, Producer Ameema Ahmed spoke to the AIPA (Arizona Interscholastic Press Association) Convention at ASU where there were 30 people in attendance.</p> <p>On November 20th, On Air MSJ, Kevin Kennedy spoke at Boulder Creek High School for Career Day.</p> <p>On December 2nd, Graphic Artist, Stephen Bloom and Executive Producer, Charlie Huebsch, presented to a class of 30-40 Deer Valley High School students on working in media.</p>	10	<p>On Air MSJ On Air MSJ/Reporter Investigative MSJ Anchor/On Air MSJ</p>

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			<p>On March 21st, Krystle Henderson spoke to Dr. Allen's TV Reporting Class at the Walter Cronkite School of Journalism and Mass Communication. There were 15 students in attendance.</p> <p>On March 30th, Operations Supervisor, Nick Landauer "shadowed" 2 students for an hour following the 6:30PM show to allow them to observe working in media.</p> <p>In October 2015 and February 2016, KPNX conducted formal training at Northern Arizona University for its students on MSJ techniques. This training was run by KPNX Manager, Chad Bricks.</p>		
7	5/20/2016	Establishment of training programs for station personnel	<p>Recognizing the importance of news in social media, KPNX held two sessions for all station Anchors, Reporters, and On Air MSJs to educate them on how to use social media as a key initiative. These formal training sessions included best practices as well as tool utilization as it relates to social media impact and relevance.</p> <p>Session One Dates: January 18th January 21st, January 22nd</p> <p>Session Two Dates: April 26th, April 28th, May 2nd</p>	19	

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8	5/20/2016	Establishment of training programs for station personnel	Tuition reimbursement for one KPNX Producer to attend "Legal Critical Analysis of Social Media" course through Arizona State University's Walter Cronkite School of Journalism and Mass Communication. This course was designed to explore and analyze the social, legal, cultural, ethical, economic, and technological dimensions of social media tools from Facebook to Foursquare, Twitter, Flickr and beyond.	1	Producer
9	5/20/2016	Participation in events sponsored by community groups	<p>KPNX partners with local community groups throughout the year to discuss media issues within the community as well as career paths within broadcast. Such events include:</p> <p>On September 23rd, Anchor Vanessa Ruiz, presented at the DATOS: The State of Arizona's Hispanic Market event</p> <p>On January 19th, On Air MSJ, Charly Edsitty did an interview for Native Health's radio show entitled "Native Talk Arizona".</p> <p>On March 4th, On Air MSJ, Charly Edsitty, spoke at the 19th Annual Arizona Latino Media Association (ALMA) High School Journalism Workshop</p>	2	Anchor On Air MSJ

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10	5/20/2016	Establishment of training programs for station personnel	In 2015 KPNX brought in a training consulting firm, Center for Sales Strategy, to provide ongoing training for Sales Assistants, Account Managers, Account Executives, and Sales Leadership on innovative sales techniques and development plans to improve performance. Trainings are also designed to help Sales Assistants and Account Managers develop skills necessary to become Account Executives. Trainings are conducted quarterly in which case studies and simulations are utilized to help the sales team transition from a traditional selling model to a holistic solutions selling/needs analysis model. Trainings consist of both cross-functional teams as well as "break out sessions" for each team (based on position). Trainings were held as follows: December 10th, 2015 8:30A-11A November 9th, 2015 8:30AM-2PM February 9th, 2016 8:30AM-1:30PM February 10th, 2016 8:30AM-12PM	23	Sales Assistant Digital Sales Manager Sr Sales Assistant National Sales Mgr
11	5/20/2016	Establishment of training programs for station personnel	MSJ Training for Station Employees Leading Multimedia Journalists within TEGNA provided a 3-day training to all on and off air journalists/reporters/anchors on industry tool, technique, and equipment updates within the industry to allow for better quality and efficiency for shooting & editing material. Because MSJ skills are so highly regarded within TEGNA, replacing the previous traditional reporter vs photographer vs editor model, these cross-functional skills are critical in one's ability to advance within the newsroom.	73	News Manager News Manager Photographer Anchor/Reporter

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12	5/20/2016	Participation in scholarship programs	KPNX, through the TEGNA Foundation, contributed \$12,000 in support of the 2015 Andy Harvey Native American Broadcast Worship. We are grateful that NAU continues to commit its staff and facilities to develop the next generation of Native American Journalists.	1	