

**WQAD**  
**EEO PUBLIC FILE REPORT**  
**September 19, 2019 - July 31, 2020**

**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
Multi-Media Journalist	1-25, 30, 32, 34-35, 37-54, 56-66, 68-72	56
Multi-Media Journalist	1-25, 30, 32, 34-35, 37-54, 56-66, 68-72	56
Sales Assistant #008259	1, 3-11, 13-16, 19-22, 24-28, 30, 32-38, 40-47, 49-63, 65-72	56
Account Manager #8569	1, 3-11, 13-16, 19-22, 24-28, 30-38, 40-47, 49-63, 65-72	56
Producer- 8879	1, 4-11, 13-16, 19-22, 24-38, 40-57, 60-63, 65-72	56

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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	Ashford University 400 N. Bluff Blvd Clinton, Iowa 52732 Phone : 866-974-5700 x18779 Email : hireachamp@ashford.edu n/a n/a	N	0
2	Augustana College 639 38th Street Rock Island, Illinois 61201 Phone : 309-794-7426 Douglas Tschopp Manual Posting	N	0
3	Blackhawk College 6600 34th Avenue Moline, Illinois 61265 Phone : 309-796-5136 Email : duhmm@bhc.edu Fax : 1-309-796-5136 Marceia Duhm	N	0
4	Blackhawk College 6600 34th Avenue Moline, Illinois 61265 Phone : 309-796-1311 X#5129 Email : storeyb@bhc.edu Bruce Story	N	0
5	Blackhawk College 6600 34th Avenue Moline, Illinois 61265 Phone : 309-796-5293 Email : crcstudent@bhc.edu Email Email	N	0
6	Bradley University Burgess Hall Peoria, Illinois 61265 Phone : 309-677-2513 Email : careers@bradley.edu n/a n/a	N	0
7	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>
8	Broadcast Center 2360 Hampton Avenue St Louis, Missouri 63139 Phone : 314-647-8181 Email : placement@broadcastcenterinfo.com Don Golaszewski	N	0
9	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	1
10	Career Center St. Ambrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6339 Email : CareerCenter@sau.edu Career Center	N	0
11	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
12	Central College Career Center 812 University Pella, Iowa 50219 Phone : 641-628-5271 Email : klynj@central.edu Fax : 1-641-628-5338 Jessica Klyn	N	0
13	Civil Rights Commission 226 West 4th Avenue Davenport, Iowa 52801 Phone : 563-326-7888 Fax : 1-563-326-7956 Beth Badilla	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
14	Coe College Career Services 12120 First Avenue NE Cedar Rapids, Iowa 52402 Phone : 319-399-8581 Url : <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a> Nanci Young Manual Posting	N	0
15	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
16	Columbia College Chicago 600 S. Michigan Avenue Chicago, Illinois 60605 Phone : 312-344-8524 Email : <a href="mailto:clemaster@colum.edu">clemaster@colum.edu</a> Christy LeMaster	N	0
17	Current Employee	N	3
18	Current Employee/Internal Promotion	N	1
19	Des Moines Area Comm College 2006 S. Ankeny Blvd Ankeny, Iowa 50023 Phone : 515-964-6463 Email : <a href="mailto:careers@dmacc.edu">careers@dmacc.edu</a> Kara Donovan	N	0
20	East Moline Public Library 740 16th Avenue East Moline, Illinois 61244 Phone : 309-755-9614 Fax : 1-309-755-3901 Cynthia Coe	N	0
21	Eastern Iowa Community College District North Carolina 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
22	Emma Bowen Foundation 524 West 57th Street New York, New York 10019 Phone : 212-975-2545 Sandra Rice Manual Posting	N	0
23	Employee Referral	N	2
24	Hawkeye Community College P O Box 8015 Waterloo, Iowa Phone : 319-296-2320 Email : rachel.evans@hawkeyecollege.edu Rachel Evans	N	0
25	Illinois Broadcaster Association 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-942-2139 Url : <a href="http://www.ilba.org/about-us">http://www.ilba.org/about-us</a> Email : <a href="mailto:iba@ilba.org">iba@ilba.org</a> Email Email	N	0
26	Illinois Central College #1 College Drive East Peoria, Illinois 61365 Phone : 309-694-5321 Email : <a href="mailto:dgries@icc.edu">dgries@icc.edu</a> Dawn Gries	N	0
27	Illinois Department of Employment Security 1515 East 71st St. Chicago, Illinois 60619 Phone : 773947-3663 Email : <a href="mailto:Archie.Gayden@Illinois.gov">Archie.Gayden@Illinois.gov</a> Archie Gayden	N	0
28	Illinois Department of Rehab Services 4711 44th Street #3 Rock Island, Illinois 61201 Phone : 309-786-5831 Email : <a href="mailto:Amanda.Lucki@illinois.gov">Amanda.Lucki@illinois.gov</a> Amanda Lucki	N	0

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29	Illinois Wesleyan University 109 University, PO Box 2900 Bloomington, Illinois Phone : 309-556-3237 Email : wkistner@iwu.edu Warren Kistner	N	1
30	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Online Posting	N	0
31	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
32	Iowa Department of Human Rights Lucas State Office Building Des Moines, Iowa 50319 Phone : 515-242-5655 Email : linda.scott@iowa.gov Linda Scott	N	0
33	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
34	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	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
36	Iowa Wesleyan University 601 N. Main Street Mount Pleasant, Iowa 52641 Phone : 319-385-6375 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Katherine Evans Manual Posting	N	0
37	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
38	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
39	Kaplan College Iowa Email : <a href="mailto:cford@kaplan.edu">cford@kaplan.edu</a> Crystal Ford	N	0
40	Madison Media Institute 2702 Agriculture Drive Madison, Wisconsin 53718 Phone : 8889288771 Email : <a href="mailto:sarray@mediainstitute.edu">sarray@mediainstitute.edu</a> Susan Array	N	0
41	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	Medialine.com Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
43	Muscatine Community College 152 Colorado Street Muscatine, Iowa 52761 Phone : 563-288-6070 Email : cbishop@eicc.edu Chad Bishop	N	0
44	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
45	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
46	Northwestern University 620 Lincoln Street Eanston, Illinois 60208 Phone : 847-491-3700 Email : jobs@northwestern.edu Kira Davin	N	0
47	Ohio University 185 Lindley Hall Athens, Ohio 45701 Phone : 740-593-2580 Email : lombardi@ohio.edu Ryan Lombardi	N	0
48	Other Source	N	2
49	Project Now, Inc CCA 418 19th Street Rock Island, Illinois 61201 Phone : 309-793-6391 Email : mhart@projectnow.org Maureen Hart	N	0

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50	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
51	Scott Community College 500 Belmont Rd Bettendorf, Iowa 52722 Phone : 563-441-4020 Email : wcole@eicc.edu W Cole	N	0
52	Simpson College 701 N. C Street Indianola, Iowa 50125 Phone : 515-961-1667 Email : careers@simpson.edu Fax : 1-515-961-1674 Ann Coreubel	N	0
53	Southern Illinois University Mail Code 4703 1100 Lincoln Drive Carbondale, Illinois 62901 Phone : 618-453-7112 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Career Services Manual Posting	N	0
54	St. Ambrose University 18 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6222 Email : schneiderdonald@sau.edu Fax : 1-563-333-6218 Don Schneider	N	0
55	Syracuse University 215 University Place Syracuse, New York Phone : 315-443-3860 Url : <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Career Services Manual Posting	N	0

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56	TEGNA.com 7590 Jones Branch Drive McLean, Virginia HR HR Manual Posting	N	14
57	Tri-County Urban League 317 S. MacArthur Hwy Peoria, Illinois 61605 Phone : 309-673-7474 Email : uyepjobs@tcpul.com John Davis	N	0
58	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting	N	0
59	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting	N	3
60	Truman State University 100 East Normal Kirksville, Missouri 63501 Phone : 660-785-4353 Email : careers@truman.edu Fax : 1-660-785-4366 Jan Fishback	N	0
61	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
62	Uni-cue 800 Sycamore Street Waterloo, Iowa 50703 Phone : 319-273-4772 Fax : 1-319-433-0160 Karen McNeil	N	0

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63	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
64	University of Illinois Extension PO Box 227 Monmouth, Illinois 61462 Phone : 309-734-5161 Email : Warren_co@extension.uiuc.edu Fax : 1-309-734-5532 Carol Wilcoxon	N	0
65	University of Northern Iowa 242 Gilchrist Hall Cedar Falls, Iowa Phone : 319-273-2061 Email : careercenter@uni.edu Fax : 1-319-273-6857 Kris Peterson	N	0
66	University of Southern Illinois Carbondale, Illinois 62901 Phone : 618-536-3369 Fax : 1-618-453-1353 Jennifer Watson	N	0
67	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
68	Western Illinois Career Service 1 University Circle Macomb, Illinois 61455 Phone : 309-298-1838 Email : careers@wiu.edu Al Waters	N	0

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69	Western Illinois Career Service Sherman Hall 116 Macomb, Illinois 61455 Phone : 309-298-1838 Email : bs-short@wiu.edu Beverly Short	N	0
70	World Relief Refugee Resettlement 3115 Avenue of the Cities Moline, Illinois 61265 Phone : 309-764-2279 Email : rrastovic@wr.org Ratko Rastovic	N	0
71	WQAD.com 3003 Park 16th St Moline , Illinois 61265 Phone : 1- Url : <a href="http://wqad.com/contact/job-opportunities-at-news-Online-Posting">http://wqad.com/contact/job-opportunities-at-news-Online-Posting</a> Manual Posting	N	0
72	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>27</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	9/24/2019	Establishment of training programs for station personnel	WQAD's VP of News was trained on Slack and Bit Central. Slack is a workplace communication tool to help colleagues keep in touch, plan schedules, share documents and files, and stay connected. Bit Central is a software that provides, efficient media workflows and customized solutions to maximize the value of video content.	1	VP of News
2	9/24/2019	Establishment of training programs for station personnel	Kronos Training - Trained employees on how to use Kronos. Kronos an electric timekeeping system that allows employees to manage their time and track their time off. Training window from 9.24 through 9.26.19	89	President/General Manager Chief Engineer News Director VP of Sales
3	10/1/2019	Establishment of training programs for station personnel	Trained employees on how to use Basware. Basware is electronic software that TEGNA utilizes to transact and exchange documents electronically such as purchase orders and invoices. The system allows stations to manage their vendor data as well as connect and pay partners.	5	VP of News VP Creative Services Director Chief Engineer
4	10/11/2019	Establishment of training programs for station personnel	WQAD's Director of Sales trained the sales team on TEGNA's Sales library, TEGNA training and OKTA.	14	Digital Sales Manager Local Sales Manager Director of Sales Senior Account Executive
5	11/1/2019	Establishment of training programs for station personnel	Human Resources Business Partner trained all hiring managers on recruiting, interviewing, hiring and onboarding. She also reviewed with the team on how to access TEGNA's employee portal, My TEGNA to request offer letters, how to enter interview information into Career Builder and how to complete a 30/60/90 with all new employees.	6	News Director Local Sales Manager Director of Sales Marketing Director/Creative Services
6	11/1/2019	Establishment of training programs for station personnel	Hiring managers reviewed the following TEGNA training tips. Recurring playbook, interviews, onboarding guides, hiring interns and 30/60/90 day checklist guideless	6	News Director Local Sales Manager Director of Sales Chief Engineer

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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>
7	11/18/2019	Establishment of training programs for station personnel	Group Human Resources Director trained WQAD hiring managers on interviewing, hiring and the onboarding process. He also reviewed with the managers the recruiting team and the role they play to help the stations hire talent for their team.	6	VP of News Director of Sales Marketing Director Local Sales Manager
8	11/18/2019	Establishment of training programs for station personnel	WQAD's Digital Sales manager introduced new digital products and Salesforce program to the local Sales team.	14	Digital Sales Manager Local Sales Manager Director of Sales Research Marketing Coordinator
9	11/25/2019	Establishment of training programs for station personnel	TEGNA's corporate digital team trained WQAD's digital team on the News app that they would be utilizing once they transitioned.	5	Digital Manger Dig Content Producer Dig Content Producer Dig Content Producer
10	12/12/2019	Establishment of training programs for station personnel	Wide Orbit representative reviewed with WQAD's sales team steps to digital order conversion and workflow for Phase 1 on WideOrbit traffic.	14	Local Sales Manager Digital Sales Manager Director of Sales Senior Account Executive
11	1/15/2020	Establishment of training programs for station personnel	Disinformation Training--Our audiences tell us they want transparency, and they want help deciphering what I real and what isn't on their social media feeds. Tegna is training their journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers	1	Executive Producer
12	1/17/2020	Establishment of training programs for station personnel	TEGNA Digital Product Manager reviewed with WQAD's sales team the new website and App along with ad opportunities and the timeline of events a s well as rate information.	2	Local Sales Manager Digital Sales Manager
13	1/23/2020	Establishment of training programs for station personnel	Wide Orbit representative reviewed with WQAD's digital team new Wide Orbit order entry for digital and communication with Ad Ops for local campaigns.	3	Digital Sales Manager Local Sales Manager Digital Sales Coordinator

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14	1/24/2020	Establishment of training programs for station personnel	TEGNA's corporate sales team introduced and trained the sales team on the new dashboard for Premion. Premion, is a division of TEGNA, is an industry-leading premium CTV/OTT advertising platform for regional and local advertisers.	14	Director of Sales Digital Sales Manager Research Marketing Coordinator Digital Sales Coordinator
15	2/16/2020	Establishment of training programs for station personnel	When it comes to cyber security, TEGNA like other companies works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information TEGNA launched an annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into the daily work routine.	100	All Staff
16	2/17/2020	Participation in events or programs sponsored by educational institutions	VP of News completed 9 one-on-one interviews with students who are Journalism majors looking for post-graduation job opportunities..	1	VP of News
17	2/18/2020	Participation in events or programs sponsored by educational institutions	VP of News spoke at Drake University to a class of about 20 seniors about journalism and answered their questions. Afterwards he spoke to 7 students ranging from sophomores to seniors about open job positions and internships opportunities.	1	VP of News
18	2/20/2020	Establishment of training programs for station personnel	TEGNA's Director of Credit/Collections/Billing trained sales management team on TMACS onboarding/review and training.	2	Director of Sales Local Sales Manager
19	2/25/2020	Participation in events or programs sponsored by educational institutions	VP of News spoke to two separate classes with about 15 students in each class. Discussed journalism and answered their questions. Also did one-on-one interviews with 11 graduating seniors about future job opportunities.	1	VP of News

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20	2/26/2020	Participation in events or programs sponsored by educational institutions	VP of News watched their student ran news team do a live newscast and gave a critique afterwards. Also did one-on-one interviews with 4 graduating seniors about future job opportunities	1	VP of News
21	2/27/2020	Establishment of training programs for station personnel	Wide Orbit provided provided training to sales leaders focused on research and upcoming upgrade to the Wide Orbit. Wide Orbit is a leading sell-side platform for managing advertising sales across all media platforms for cable networks, local television stations and radio stations.	3	Digital Sales Manager Local Sales Manager Marketing Research Manager
22	3/2/2020	Participation in events or programs sponsored by educational institutions	VP of News spoke with a class of about 25 students about journalism and answered their questions. Also completed 14 one-on-one interviews with graduating seniors regarding future job opportunities.	1	VP of News
23	4/8/2020	Establishment of training programs for station personnel	TEGNA's Director of Program Strategy and a Sr. Paralegal for TEGNA trained WQAD's Programming Coordinator on the new children's programming rules and the issues/programs reports.	1	Programming Coordinator
24	4/9/2020	Establishment of training programs for station personnel	TEGNA's corporate sales team provided local sales manager training on building a highly effective team by using best practices, sharing additional resources and learn organizations to increase productivity. The sales team learned about ESA and TEGNA's partnership with them. ESA is & Company is the nation's premier retail advertising strategist.	1	Local Sales Manager