

**KPNX-TV, KNAZ-TV**  
**EEO PUBLIC FILE REPORT**  
**May 21, 2023 - May 20, 2024**

**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
Marketing Producer-13265	1-8, 11-16, 18-23	11
Producer - 14001	1-8, 12-14, 16, 18-23	21
Multi Skilled Photojournalist-014200	1-3, 6-8, 12, 14-15, 17-19, 21-23	6
Broadcast Director-014245	1-3, 6-8, 10, 12, 14, 17-19, 21-23	10
Producer-014272	1-3, 6-8, 11-12, 14-15, 17-19, 21-23	11
Producer-014272	1-3, 6-8, 11-12, 14-15, 17-19, 21-23	11
Producer-014272	1-3, 6-8, 11-12, 14-15, 17-19, 21-23	21
Producer-014272	1-3, 6-8, 11-12, 14-15, 17-19, 21-23	21
Producer-014272	1-3, 6-8, 11-12, 14-15, 17-19, 21-23	21
Multi-Skilled Journalist-14352	1-3, 6-8, 12, 14, 18-19, 21-23	21
Meteorologist-14353	1-3, 6-8, 12, 14, 18-19, 21-23	21
Multi-Skilled Journalist - 014451	1-3, 6-7, 12, 14-15, 18-19, 21-23	15
Photojournalist - 014452	1-3, 6-7, 12, 14, 18-19, 21-23	21
Digital Content Producer-14532	1-3, 6-7, 12, 14, 18-19, 21-23	21
Account Executive-14537	1-3, 6-7, 12, 14, 18-19, 21-23	21
Account Executive-14537	1-3, 6-7, 12, 14, 18-19, 21-23	21
Video Editor/Photojournalist-14630	1-3, 6-7, 12, 14, 17-19, 21-23	21
Marketing Producer: Motion Graphics-14633	1-3, 6-7, 12, 14, 17-19, 21-23	17
Broadcast Director-14641	1-3, 6-7, 12, 14, 17-19, 21-23	17
Executive Producer-14719	1-3, 6-7, 12, 14, 18-19, 21-23	21
Editor/Photojournalist, Arizona Midday-14720	1-3, 6-7, 12, 14, 17-19, 21-23	21
Broadcast Director-14726	1-3, 6-7, 12, 14, 17-19, 21-23	21
Sr Dig Producer - 15035	1-3, 6-7, 10, 12, 18-19, 21-23	10
Account Executive-015059	2-7, 12-13, 16, 18-19, 21-23	21
Major Account Sales Manager-15193	1-3, 6-7, 12, 17-18, 21-23	21
Marketing Producer-15208	1-3, 6-7, 11-12, 18, 21-23	11
Multi-Skilled Journalist-15303	1-3, 6-7, 10, 12, 17-18, 21-23	10
Multi-Skilled Journalist-15303	1-3, 6-7, 10, 12, 17-18, 21-23	21
Content Editor-15334	1-3, 6-7, 12, 17-18, 21-23	17
Supervisor of Technology and Operations-15408	1-3, 6-7, 11-12, 18, 21-23	11
Digital Content Manager-15554	1-3, 6-7, 9, 12, 17-18, 21-23	17

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Photojournalist 15776	1-3, 5-7, 12-13, 18, 21-23	21

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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>
1	Arizona Hispanic Chamber of Commerce 255 E Osborn Road #201 Phoenix, Arizona Phone : 602-294-6086 Url : <a href="http://www.azhcc.com/contact_us.php">http://www.azhcc.com/contact_us.php</a> Email : josepho@azhcc.com Fax : 1-602-279-8900 Joseph Ortiz	N	0
2	Arizona State University POB 871312, Student Services Bldg. #329 Tempe, Arizona Phone : 480-965-5112 Url : <a href="http://career.asu.edu">http://career.asu.edu</a> Email : careerservices@asu.edu Career Services	N	0
3	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 Mike Wong	N	0
4	Arizona's Broadcasters Association 426 N 44th St Ste 310 Phoenix, Arizona Jennifer Latko Manual Posting	N	0
5	Broadbean Network 200 N LasSalle St STE 1100 Chicago, Illinois Career Services Manual Posting	N	0
6	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	2

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7	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
8	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
9	Current Employee	N	1
10	Current Employee - Transfer/Promotion	N	3
11	Current Employee/Internal Promotion	N	5
12	Department of Economic Security - North Phoenix Job Service 9801 North 7th Street Phoenix, Arizona Phone : 602-861-0208 Email : lberry@azdes.gov Fax : 1-602-678-1865 Shawn Berry	N	0
13	Glassdoor.com 100 Shoreline Hwy Mill Valley, California Career Services Manual Posting	N	0
14	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
15	Indeed.com	N	4

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
16	JuJu 151 First Ave Ste 19 New York, New York Career Services Manual Posting	N	0
17	Linked In	N	20
18	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
19	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
20	Self Referral	N	2
21	TEGNA Careers Page 7950 Jones Branch Dr McLean, Virginia Janae Barker Manual Posting	N	75
22	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

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23	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>112</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	6/5/2023	Establishment of a mentoring program	KPNX Marketing Director, developed a Six month Mentoring Program, resulting in a full-time employee joining the marketing team.	1	Marketing Director Production Coordinator
2	6/7/2023	Establishment of training programs for station personnel	Premion trainers conducted a two-day Level Up Workshop and Training Session for all Sales Department Employees.	12	Account Executive Manager, Digital Sales Local Sales Manager Account Executive
3	Ongoing Event	Establishment of an intern program designed to assist members of the community	This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIR's, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on -the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends and the PIR has 2-years of on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.	3	Digital Content Director News Director Producer in Residence

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4	8/15/2023	Establishment of training programs for station personnel	The TEGNA Innovation and Artificial Intelligence Summit is a three day training event held at TEGNA headquarters to help newsrooms improve the quality of content with topics such as: concerns over the dangers of AI and how to implement guidelines to keep content credible and trustworthy, and much more.	2	Producer, News Manager, Assignment Desk
5	9/9/2023	Sponsorship of events in the community designed to increase public awareness	East Valley Hispanic Chamber of Commerce Adelante & Exito Gala hosted a networking event for the Leadership Award & STEAM Scholars Program. The mission of this program is to promote the economic growth and empowerment of all business enterprises within the East Valley region of metropolitan Phoenix. KPNX's News Anchor emceed and presented at this event where over 250 were in attendance. Among the topics were discussed were careers in broadcast journalism.	1	News Anchor
6	9/9/2023	Participation in events sponsored by organizations representing the community	KPNX's News Anchor presented at the Empowering Women to Succeed Workshop Event sponsored by Fresh Start Foundation. She spoke on topics such as career development, her career as an anchor and empowering women to advance in society and their careers while reaching their full potential. Attendance at this event was over 200 people.	1	News Anchor
7	9/21/2023	Establishment of training programs for station personnel	KPNX's Digital Sales Manager, Local Sales Manager, and two Account Executives attended the TVB Virtual Conference designed for Sales Managers and AEs to improve and advance skills for knowledge on broadcast research, and analytics.	4	Account Executive Manager, Digital Sales Account Executive Local Sales Manager



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8	10/4/2023	Establishment of training programs for station personnel	Several members of KPNX's leadership team attended training titled Norm Hecht Research Training: Winning Strategy Through Evolving Audience Shifts & Behaviors. Training was conducted by Dan Greenburg and included topics such as, developing a strategic approach for competing at higher levels, mining insights from deep dive audience data including OTT and reach frequency and duration. A list of characteristics including geography, signal path and how to utilize additional context beyond the core competitive set was also covered.	7	President and General Manager Director of Digital Content News Director Research Director
9	10/10/2023	Establishment of training programs for station personnel	The Director of Regional Sales for Premion conducted a sales training for the sales department. Prospecting and developing a Premion plan and strategy were among the topics.	9	Accounting Manager Account Executive Integrated Account Executive Manager, Digital Sales
10	11/2/2023	Sponsorship of events in the community designed to increase public awareness	The Diversity Leadership Alliance's 22nd Annual Conference was attended by two KPNX News Anchors and the GM. All three presented in workshops to promote leadership skills and educate attendees on a wide variety of topics, including careers, broadcasting, diversity, and much more..	3	President and General Manager Anchor/Reporter Anchor.MSJ
11	11/14/2023	Establishment of training programs for station personnel	A recruiting presentation for Managers was conducted by a TEGNA Talent Acquisition Manager all managers, Sales, IT, Marketing and News.	30	News Director Director of Digital Content Chief Photographer Local Sales Manager
12	12/2/2023	Participation in events sponsored by organizations representing the community	Valley of the Sun Jewish Community Campus Gala builds connections to the Jewish community. They remain dedicated to the well-being of people of all ages and faiths, and strive to maintain the highest standards for facilities and programming through classes, services, and events that meet the needs of the greater community. KPNX's News Anchor emceed and presented at this event.	1	Anchor

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13	12/4/2023	Establishment of training programs for station personnel	KPNX Production Supervisor, conducted a training on upgraded video equipment for the employee's skill advancement as well as to perform tasks at a higher level, building snapshots, effects like boxes and chroma key and importing transitions.	9	Supervisor, Production IT Broadcast Director IT Broadcast Director IT Broadcast Director IT
14	12/30/2023	Participation in events sponsored by organizations representing the community	KPNX's News Anchor participated in a virtual education summit by The Minority Entrepreneurship Institute, a seed-stage impact investing fund that hosts annual pitch competitions for Black, Latino, and female Founders. Topics included career/journalism for minority communities.	1	News Anchor
15	1/2/2024	Establishment of a mentoring program	KPNX's President & General Manager provides mentorship to ASU Cronkite School of Journalism students in broadcast, news and career path development. This is an ongoing mentorship program.	1	President and General Manager
16	Ongoing Event	Participation in events sponsored by organizations representing the community	KPNX's News Anchor is a mentor for the 100 Black Men of Phoenix organization. The mentorship program serves young men in middle school, high school, and college level. This is an on-going program.	1	Anchor/Reporter
17	Ongoing Event	Establishment of an intern program designed to assist members of the community	KPNX President and General Manager serves as a Board Member on the ASU Walter Cronkite's Endowment Board of Trustees. The Board is composed of top media leaders from across the Valley. Trustees advise the dean, support students through mentorship and internship and career opportunities, and philanthropically support the school's priority funding needs. Meetings are held every quarter, (sometimes more often) depending on needs of the student journalism community.	1	President and General Manager
18	1/9/2024	Provision of training to management	Microaggression Training for Managers was presented to KPNX's management team by TEGNA's Manager of Diversity and Inclusion, in order to further advanced their skills, as well as aid in career development.	21	Creative Manager Marketing Local Sales Manager Chief Photographer News Assignment Desk Manager

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19	Ongoing Event	Establishment of a mentoring program	KPNX President & General Manager in partnership with ASU Walter Cronkite School of Journalism attends monthly Student Experience Committee Workshops aimed at coaching and mentoring students in various topics related to Journalism. This is a yearly on-going program.	1	President and General Manager
20	2/16/2024	Establishment of training programs for station personnel	Several members of KPNX's technology department attended a training program that focused on equipment used for ELC -MV's Version Training for Engineering/Operations. ELC-MV is a Live Production Control Software system that consists of several components, products and applications for broadcasting. This training was conducted to advance their skill sets that are required to perform individual job responsibilities within the technology and broadcasting pervue. Training was conducted by an outside instructor over a three day period. Nine technology employees were in attendance.	9	Broadcast Director, IT Broadcast Director IT Director, IT Supervisor, Production
21	3/4/2024	Participation in events sponsored by organizations representing the community	KPNX's Meteorologist conducted a Lunch and Learn Inquiry Educational Workshop for 8 high school students and 2 adults from Mountain Pointe High School. Topics presented were news, broadcasting, storytelling and weather.	1	Meteorologist
22	3/7/2024	Participation in events sponsored by organizations representing the community	KPNX News Anchor presented as emcee and guest speaker at the Arizona Women in Leadership Symposium where she touched upon her career in broadcast journalism. This symposium brings together a diverse mix of successful women leaders who, through the discussion of topics relevant to today's issues will educate, inspire, and encourage women to reflect their own goals and status as they strive to advance within their organizations. Over 250 people were in attendance.	1	News Anchor

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23	3/7/2024	Establishment of training programs for station personnel	KPNX Investigative Executive Producer and Digital Content Producer attended and participated in the Annual Data Journalism Conference for Investigative reporters in order to better qualify them for higher level positions and advanced skill sets.	2	Investigative Exec Producer Digital Content Producer
24	3/12/2024	Establishment of training programs for station personnel	KPNX's Director of Digital Content, Multiskilled Journalist, and News Anchor attended TEGNA Train the Trainer, Disinformation Training. This training was conducted in order to prepare them to train KPNX news employees to further advance their journalism skills. There were approximately 30 News employees that received this training and the main topics were how to identify disinformation as well as the impact of disinformation in an election year.	88	MSJ Director of Digital Content Anchor/MSJ
25	3/13/2024	Participation in events or programs sponsored by educational institutions	KPNX's Anchor participated as a guest speaker at Apollo High School to teach students about journalism and present information relating to careers in the News Media Industry. Three two hour classes were presented in one day.	1	Anchor/MSJ
26	3/27/2024	Establishment of training programs for station personnel	The station's Digital Director conducted training for several employees. The topics discussed were disinformation, how to identify disinformation as well as it's impact during an election year.	21	Digital Director
27	Ongoing Event	Participation in events or programs sponsored by educational institutions	KPNX's Digital Director hosted a workshop and tour for ASU Walter Cronkite School of Journalism Students. Topics presented included careers in broadcasting, journalism, photojournalism, storytelling, and media. These workshops are held once or twice per quarter.	1	Director of Digital Content
28	4/2/2024	Establishment of training programs for station personnel	The station's Digital Director conducted training for several employees. The topics discussed were disinformation, how to identify disinformation as well as it's impact during an election year.	21	Digital Director

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29	4/16/2024	Participation in events or programs sponsored by educational institutions	An ASU Walter Cronkite School of Journalism Instructor held a class at the station relating to Live Sports titled; Live Events Sports Production. KPNX's Executive Sports Producer used this opportunity to host the students and presented topics relating to News Media Live Sports events and broadcasting.	1	Executive Sports Producer
30	4/16/2024	Participation in events or programs sponsored by educational institutions	KPNX's meteorologist gave a presentation and Station Tour for 15 high school students from Mesquite High School. The presentation included information relating to broadcast, news, and weather.	1	Meteorologist
31	Ongoing Event	Participation in other activities designed by the station employment unit	KPNX Meteorologist hosts weekly workshops/segments entitled: Weather Program/Weather Kid. The meteorologist speaks to the kids about careers in weather, broadcasts and gives them an opportunity to go "on air" to report weather.	1	Meteorologist
32	4/18/2024	Establishment of training programs for station personnel	TEGNA Command Learning Launch & News Resources Sales Training, a one-hour training program, was conducted for Sales staff to review and learn the TEGNA command Learning platform. Topics discussed included how to enhance the sales learning experience, activating and simplifying the sales process, along with resources to help accelerate sales processes and close revenue.	15	Local Sales Manager Digital Sales National Sales Manager Account Executive
33	4/26/2024	Participation in events sponsored by organizations representing the community	KPNX's Anchor presented at the National Association for the Advancement of Colored People Annual Freedom Fund Dinner and Community Awards Program. This event is used for promoting it's mission to provide economic empowerment and employment opportunities that benefit all people.	1	Anchor/Reporter

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34	4/27/2024	Participation in events sponsored by organizations representing the community	100 Black Men of Phoenix hosted an annual fundraising evening of Jazz event where KPNX's Anchor presented as a Mentor for the organization. This organization focuses on mentorship programs for young men relating to careers, leadership skills, educational programs, and much more.	1	Anchor/Reporter
35	4/27/2024	Participation in events sponsored by organizations representing the community	KPNX Digital Content Producer and News Writer attended a community event for Chicanos Por La Causa (CPLC). CPLC is a non-profit organization centered around pushing back against racial discrimination of women. This particular community event, Floreciendo en Resiliencia, centered around women's rights as it relates to abuse. KPNX 12News was a sponsor at the event, there were booths and tables that offered information for women relating to pushing forward, career development, and employment opportunities.	2	Sr Digital Content Producer - Espanol News Writer - Espanol
36	5/4/2024	Participation in events sponsored by organizations representing the community	KPNX's Anchor conducted and hosted a Workshop for 100 Black Men of Phoenix organization at KPNX 12News Studio. Topics presented included broadcast careers, leadership, and industry news.	1	Anchor/Reporter

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37	Ongoing Event	Establishment of an intern program designed to assist members of the community	In partnership with Arizona State University (ASU) Walter Cronkite School of Journalism, KPNX-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. Both the News Intern Program and the Sports Intern Program continue to be the most robust. Each of these programs has employed at least three interns in the past year.	2	Assignment Manager Newsroom Intern