

WQAD
EEO PUBLIC FILE REPORT
July 21, 2023 - July 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 |
|---|---|-----------------------|
| News Director - 014119 | 3-9, 11-12, 14, 16, 20-23, 27-29, 32, 35 -44, 46-47, 49, 53-54, 57-59 | 14 |
| Commercial Producer - 014400 | 3-9, 12, 16, 20-23, 27-29, 32-33, 35-43, 46-47, 49, 53-54, 57-59 | 49 |
| Producer - 14426 | 3-9, 12, 16, 20-23, 27-29, 32-33, 35-43, 46-47, 49, 53-54, 57-59 | 49 |
| Head of Technology and Operations - 14427 | 3-9, 12, 14, 16, 20-23, 27-29, 32-33, 35 -43, 46-47, 49, 53-54, 57-59 | 14 |
| Multi-Skilled Journalist-14658 | 1, 3-9, 12, 15-16, 20-23, 27-29, 32-33, 35-43, 46-47, 49-51, 53-54, 57-59 | 15 |
| Multi-Skilled Journalist-14658 | 1, 3-9, 12, 15-16, 20-23, 27-29, 32-33, 35-43, 46-47, 49-51, 53-54, 57-59 | 49 |
| Multi-Skilled Journalist-14658 | 1, 3-9, 12, 15-16, 20-23, 27-29, 32-33, 35-43, 46-47, 49-51, 53-54, 57-59 | 49 |
| Multi-Skilled Journalist-14658 | 1, 3-9, 12, 15-16, 20-23, 27-29, 32-33, 35-43, 46-47, 49-51, 53-54, 57-59 | 49 |
| Multi-Skilled Journalist-14658 | 1, 3-9, 12, 15-16, 20-23, 27-29, 32-33, 35-43, 46-47, 49-51, 53-54, 57-59 | 49 |
| Producer-14666 | 1, 3-9, 12, 16, 20-23, 27-29, 32-33, 35- 43, 46-47, 49-51, 53-54, 57-59 | 49 |
| Photojournalist - 14690 | 3-9, 12, 16, 20-23, 25-29, 32-43, 47, 49, 53-54, 57, 59 | 26 |
| Digital Content Producer - 014740 | 1, 3-9, 12, 14, 16, 19-23, 27-29, 32-33, 35-43, 46-47, 49, 53-54, 58-59 | 14 |
| Account Executive - 14927 | 1, 3-9, 12, 15-16, 19-23, 27-29, 32-33, 35-43, 46-47, 49, 53-54, 58-59 | 15 |
| Managing Editor-15088 | 1, 3-9, 12, 15-16, 19-23, 27-29, 32-33, 35-43, 46-47, 49, 54, 58-59 | 15 |
| Digital Executive Producer - 015089 | 1, 3-9, 12, 16, 19-23, 27-29, 32-33, 35- 43, 46-47, 49, 54, 58-59 | 49 |
| Sports Multi-Skilled Journalist - 015235 | 1, 3-9, 12, 16, 20-23, 27-29, 32-33, 35- 43, 46-47, 49-51, 53-54, 58-59 | 49 |
| Marketing Producer - 015259 | 1, 3-9, 12-13, 16, 20-23, 25, 27-29, 32- 43, 46-47, 49-51, 53-54, 58-59 | 13 |
| Producer - 015351 | 1, 3-8, 12, 16, 20-23, 27-29, 32-33, 35- 36, 38-43, 46-47, 49-51, 53-54, 58-59 | 49 |
| Producer - 015351 | 1, 3-8, 12, 16, 20-23, 27-29, 32-33, 35- 36, 38-43, 46-47, 49-51, 53-54, 58-59 | 49 |
| Broadcast Director - 015712 | 1, 3-8, 12, 16, 20-23, 27-29, 32-43, 46- 47, 49-51, 53-54, 58-59 | 49 |

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|----------------------------------|---|-----------------------|
| Research & Marketing Coordinator | 1-10, 12-13, 16-17, 20-23, 27-33, 35-43, 45-54, 56, 58-59 | 13 |
| Account Executive | 1-10, 12, 16-18, 20-23, 27-33, 35-43, 45-54, 56, 58-59 | 18 |
| Senior Broadcast Director - 339 | 1, 3-9, 12, 16, 20-24, 27-29, 32-43, 46-47, 49-51, 53-55, 58-59 | 49 |
| Broadcast Director | 1-10, 12, 16-17, 20-24, 27-33, 35-43, 45-56, 58-59 | 49 |
| Broadcast Director | 1-10, 12, 16-17, 20-24, 27-33, 35-43, 45-56, 58-59 | 49 |

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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 : contactus@uagc.edu Ashford University | N | 0 |
| 2 | Augustana College 639 38th Street Rock Island, Illinois 61201 Phone : 309-794-7338 Url : https://augustana.joinhandshake.com/employer_registrations/new 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 | Bradley University Burgess Hall Peoria, Illinois 61265 Phone : 309-677-2513 Email : careers@bradley.edu n/a n/a | N | 0 |
| 5 | Briar Cliff University 3303 Rebecca Street Sioux City, Iowa 51104 Phone : 712-279-5455 Email : Joshua.Cobbs@briarcliff.edu Joshua Cobbs | N | 0 |
| 6 | 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 |

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|-----------|---|---|--|
| 7 | Career Center St. Ambrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6339 Email : CareerCenter@sau.edu Career Center | N | 0 |
| 8 | 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 |
| 9 | Civil Rights Commission 226 West 4th Avenue Davenport, Iowa 52801 Phone : 563-326-7888 Fax : 1-563-326-7956 Beth Badilla | N | 0 |
| 10 | Coe College Career Services 12120 First Avenue NE Cedar Rapids, Iowa 52402 Phone : 319-399-8660 Url : https://app.joinhandshake.com/ Dale Emerson Manual Posting | N | 0 |
| 11 | Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille | N | 0 |
| 12 | Columbia College Chicago 600 S. Michigan Avenue Chicago, Illinois 60605 Phone : 312-344-8524 Email : clemaster@colum.edu Christy LeMaster | N | 0 |
| 13 | Current Employee | N | 2 |
| 14 | Current Employee - Transfer/Promotion | N | 3 |

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|----------------------|--|--|---|
| 15 | Current Employee/Internal Promotion | N | 3 |
| 16 | Des Moines Area Comm College 2006 S. Ankeny Blvd Ankeny, Iowa 50023 Phone : 515-964-6463 Email : careers@dmacc.edu Kara Donovan | N | 0 |
| 17 | Eastern Iowa Community College District , North Carolina Career Services Manual Posting | N | 0 |
| 18 | Former Employee | N | 1 |
| 19 | Hawkeye Community College P O Box 8015 Waterloo, Iowa Phone : 319-296-2320 Email : careerservices@hawkeyecollege.edu Hawkeye Community College | N | 0 |
| 20 | Illinois Broadcaster Association 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-942-2139 Url : http://www.ilba.org/about-us Email : Iba@ilba.org Email Email | N | 0 |
| 21 | Illinois Central College #1 College Drive East Peoria, Illinois 61365 Phone : 309-694-5321 Email : dgries@icc.edu Dawn Gries | N | 0 |
| 22 | Illinois Department of Employment Security 1515 East 71st St. Chicago, Illinois 60619 Phone : 309-796-5129 Email : Striegela@bhc.edu Angela Striegel | N | 0 |

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|------------------|--|--|---|
| 23 | 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 |
| 24 | Illinois Media School - Chicago/O'Hare 8501 W. Higgins Rd Chicago, Illinois 60631 Phone : (630)519-1394 Email : dlingemann@beonair.com Dustin Lingemann | N | 0 |
| 25 | Indeed.com | N | 2 |
| 26 | Internal Candidate | N | 1 |
| 27 | 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 |
| 28 | 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 |
| 29 | Iowa Division 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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|-----------|--|---|--|
| 30 | Iowa State University 102 Catt Hall Ames, Iowa Phone : 515-294-0480 Url : https://cyhire.iastate.edu/employers/index.php?s=home Kim McDonough Manual Posting | N | 0 |
| 31 | Iowa Wesleyan University 601 N. Main Street Mount Pleasant, Iowa 52641 Phone : 319-385-6209 Url : https://app.joinhandshake.com/login Kathy Moothart Manual Posting | N | 0 |
| 32 | Iowa Workforce Development 4444 1st Ave. NE Suite 436 cedar rapids, Iowa 52402 Email : Region10.Web@iwd.iowa.gov Katherine Pine | N | 0 |
| 33 | Job Service of Iowa 902 W. Kimberly Road Davenport, Iowa 52806 Phone : 563-445-3225 Email : mark.holloway@iwd.iowa.gov Mark Holloway | N | 0 |
| 34 | Linked In | N | 4 |
| 35 | Loyola University 1032 W. Sheridan Rd Chicago, Illinois Email : mlimon@luc.edu Michael Limon | N | 0 |
| 36 | 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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|----------------------|--|--|---|
| 37 | Muscatine Community College 152 Colorado Street Muscatine, Iowa 52761 Phone : 563-441-4023 Email : eewert@eicc.edu Erica Ewert | N | 0 |
| 38 | 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 |
| 39 | Northwestern University 620 Lincoln Street Eanston, Illinois 60208 Phone : 847-491-3700 Email : jobs@northwestern.edu Kira Davin | N | 0 |
| 40 | Ohio University 185 Lindley Hall Athens, Ohio 45701 Phone : 740-593-2580 Email : lombardi@ohio.edu Ryan Lombardi | N | 0 |
| 41 | Project Now, Inc CCA 418 19th Street Rock Island, Illinois 61201 Phone : 309-793-6391 Email : mhart@projectnow.org Maureen Hart | N | 0 |
| 42 | 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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|------------------|---|--|---|
| 43 | Scott Community College 500 Belmont Rd Bettendorf, Iowa 52722 Phone : 563-441-4020 Email : wcole@eicc.edu W Cole | N | 0 |
| 44 | Self Referral | N | 2 |
| 45 | Southern Illinois University Mail Code 4703 1100 Lincoln Drive Carbondale, Illinois 62901 Phone : 618-453-2391 Url : https://app.joinhandshake.com/login Career Services Manual Posting | N | 0 |
| 46 | Southern Illinois University 1263 Lincoln Dr Carbondale, Illinois 62901 Phone : 618-453-1036 Email : careerdevelopment@siu.edu Fax : 1-618-453-1924 Jaime Conley | N | 0 |
| 47 | St. Ambrose University 18 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6222 Don Schneider Manual Posting | N | 0 |
| 48 | Syracuse University 215 University Place Syracuse, New York Phone : 315-443-3616 Url : https://app.joinhandshake.com/login Career Services Manual Posting | N | 0 |
| 49 | TEGNA.com 7590 Jones Branch Drive McLean, Virginia HR HR Manual Posting | N | 51 |

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|-----------|---|---|--|
| 50 | Tri-County Urban League 317 S. MacArthur Hwy Peoria, Illinois 61605 Phone : 309-673-7474 Email : TCUL@tcpul.com Fax : 1-309-672-4366 Tri-County Urban League | N | 0 |
| 51 | Truman State University 100 East Normal Ave Kirksville, Missouri 63501 Phone : 660-785-4000 Email : careers@truman.edu Fax : 1-660-785-4366 Truman State University | N | 0 |
| 52 | TVJobs.com P.O. Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com/ Career Services Manual Posting | N | 0 |
| 53 | Uni-cue 800 Sycamore Street Waterloo, Iowa 50703 Phone : 319-273-4772 Email : careerservices@uni.edu Fax : 1-319-433-0160 Uni Cue | N | 0 |
| 54 | 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 |
| 55 | University of Nebraska-Lincoln 1410 Q St Lincoln, Nebraska 68588 Phone : 4024728992 Email : cojmccareers@unl.edu Natalie Becerra | N | 0 |

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|--|--|--|---|
| 56 | University of Wisconsin 821 University Avenue Madison, Wisconsin 53706 Phone : 608-263-4858 Url : https://app.joinhandshake.com/login Career Services Manual Posting | N | 0 |
| 57 | Western Illinois Career Service 1 University Circle Macomb, Illinois 61455 Phone : 309-298-1838 Email : careers@wiu.edu Al Waters | N | 0 |
| 58 | WQAD.com 3003 Park 16th St Moline , Illinois 61265 Phone : 1- Url : http://wqad.com/contact/job-opportunities-at-news- Online Posting Manual Posting | N | 0 |
| 59 | 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 |
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 70 |

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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 | 8/1/2023 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended TEGNA's Confidence Builder Series training taught by several TEGNA leaders, and the TEGNA marketing team. Training was filled with resources to help sales employees accelerate the sales process and WIN business. Training included 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"), and Ideas & Tips on how to accelerate the Sales Process. This training took place on the following dates: 8/1/23, 09/7/23, 10/03/23 | 11 | Director of Sales Local Sales Manager Account Executive Account Executive |
| 2 | 8/11/2023 | Establishment of a mentoring program | WQAD Anchor participated in mentoring a Sophomore from Rivermont Collegiate High School with a visit to WQAD studios. They chatted about the journalism industry, watched a newscast, and saw behind the scenes from the control room. The student is interested in becoming a sports broadcaster, so he was also able to talk with a WQAD sports reporter as well. | 2 | News Anchor News Anchor |
| 3 | 8/17/2023 | Establishment of training programs for station personnel | Sales Department attended the 2023 Travel E-Book TEGNA training session. The training was used to inform and teach sales staff how to approach potential customers in the travel industry and target audiences that are Leisure Travelers. It also taught account executives insights to help secure and close travel clients in general including Visitors and Convention Bureaus and companies looking for audiences/customers that are into and/or returning to traveling. | 11 | Director of Sales Account Executive Local Sales Manager Sales Assistant |

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| 4 | 8/23/2023 | Establishment of training programs for station personnel | Sales Department attended TMS Deep Dive which covered the following topics: Champion the Champion - Highlight and celebrate local station wins and best practices; Product Enablement - A product focus where TMS will go deep on different product positioning (ex: linear, digital, streaming, Lifestyle, AudienceOne, etc.) to help our sellers be more effective in their customer conversations; Market Intelligence - Sharing of key industry happenings and moves to help keep sellers informed, as well as intel about the competition to keep us one step above the Nexstars, Scripps, and Grays of the world; and Library Lowdown - Showcase what is new on the library and how to navigate important sections. | 8 | Account Executive Account Executive Local Sales Manager Sales Assistant |
| 5 | 9/11/2023 | Establishment of training programs for station personnel | General manager, sales managers and fellow sales staff attended training from Premion. This training reviewed product offerings by Premion and the latest trends in streaming and the OTT platform. | 11 | President/General Manager Sales Manager Local sales Manager National sales manager |
| 6 | 9/21/2023 | Participation in events sponsored by organizations representing the community | Sales Department attended the TVB Virtual Sales Conference which covered various topics training sessions on advertising categories, business development, and industry outlooks. | 10 | Director of Sales Digital Content Manager Account Executive Major Account Sales Manager |
| 7 | 9/24/2023 | Participation in events sponsored by organizations representing the community | WQAD Anchor attended a 5 day workshop held by The National Press Photographers Association in Denver, Colorado. This workshop was led by reporters and photographers from stations across the country. There were sessions each day to learn about how to improve writing and how to be more creative with stories. Two stories were presented while at the workshop and critiqued. | 1 | Anchor/MSJ |

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|----|-------------|---|---|-------------------------------------|--|
| 8 | 10/9/2023 | Participation in events or programs sponsored by educational institutions | A group of students from Bettendorf High School came to the station for a 'career exploration' field trip. WQAD Managing Editor gave them a station tour, describing each department and job duties. A WQAD Meteorologist talked about weather duties, showed them how the green screen works. A WQAD Anchor also joined at one point to talk about her experience, college training, etc. The group watched the beginning of the 11 a.m. newscast from the studio. | 3 | Managing Editor Meteorologist Anchor/MSJ |
| 9 | 10/10/2023 | Establishment of training programs for station personnel | Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who would like a refresher on some best practices for conducting feedback sessions with their employees. | 2 | Executive Producer Managing Editor |
| 10 | 10/25/2023 | Participation in events sponsored by organizations representing the community | WQAD Sports Anchor participated in a Career Day panel on journalism at Pleasant Valley High School along with other local news industry professionals. | 1 | Sports Anchor/MSJ |
| 11 | 12/7/2023 | Participation in events sponsored by organizations representing the community | WQAD Creative Services Manager took part in a Junior Achievement career expo that took place over two days. JA Inspire helps 8th grade students to connect with local businesses and explore possible career paths. | 1 | Creative Services Manager |
| 12 | 12/18/2023 | Establishment of training programs for station personnel | TEGNA employees attended an online one-on-one training session. The session discussed the importance of connecting with employees on a regular basis, thoughts and ideas on how to structure a one-on-one and sharing tips on how to take the one-on-one to the next level. | 4 | News Director Assistant News Director Managing Editor Executive Producer |
| 13 | 1/16/2024 | Establishment of training programs for station personnel | TEGNA sales staff took part in their first online training session of the new year. This training focused on highlighting past achievements, gearing up for the challenges and opportunities that lie ahead in 2024 and beyond. | 11 | General Sales Manager Local Sales Manager Account Executive Account Executive |

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| 14 | 1/18/2024 | Participation in events sponsored by organizations representing the community | Local sales manager took part in a Local Sales Manager roundtable where topics discussed included: sales meeting ideas, one-on-one structure concepts, development paths, the exchange of innovative ideas, the latest trends and insights on categories, sponsorships, and talent. | 1 | Local Sales Manager |
| 15 | 1/25/2024 | Establishment of training programs for station personnel | Local sales manager, digital sales manager and digital account manager attended an online training session put on by Second Street. This training focused on planning promotions for the upcoming year. | 3 | Local Sales Manager Digital Sales Manager Multi- Market Digital Account Manager |
| 16 | 1/25/2024 | Establishment of training programs for station personnel | Local sales manager along with account executives and digital sales staff took part in an online training session from AdMall. Attendees were informed on how to engage local advertisers with special financing options, attractive rebates and co-op incentives to help sell their brands & Digital Prospecting Opportunities | 8 | Local Sales Manager Account Executive Account Executive Account Executive |
| 17 | 1/28/2024 | Participation in events sponsored by organizations representing the community | WQAD Meteorologist participated in an event at the Odell Public Library in Morrison, Illinois where he spoke for two hours to 100 people. Topics he spoke about included specifics in weather forecasting and life working in television news. He also took part in a question and answer session with attendees. | 1 | Meteorologist |
| 18 | 1/30/2024 | Establishment of training programs for station personnel | TEGNA corporate invited a couple of representatives from each of its stations to meet at different locations around the country for training from the Poynter Institute on how to spot images or voice replications that have been created by artificial intelligence. It was especially pertinent to be informed before the upcoming election. This training took place at TEGNA Headquarters in McLean, Virginia. | 2 | Managing Editor Anchor |

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| 19 | 1/31/2024 | Establishment of training programs for station personnel | TEGNA Human Resources Business Partner conducted a training for newly promoted/hired managers or managers who wanted a refresher on some best practices for conducting feedback sessions with their employees. | 1 | Head of Technology & Operations |
| 20 | 1/31/2024 | Establishment of training programs for station personnel | WQAD news staff attended two 90-minute training sessions led by TEGNA Chief Ethics Officer on the Principles of Ethical Journalism. The training covered real life scenarios other stations have faced and provided guidance on how to handle those scenarios if you come across them in your own work. | 34 | All News Staff |
| 21 | 2/5/2024 | Establishment of training programs for station personnel | WQAD Account Executive attended the JDA Leadership Bootcamp. Topics covered included a deep dive into Culture, AI, Digital, Creative and sessions dedicated to Home Services and Automotive. Leadership insights were covered throughout. There were also 2 MoneyCall sessions focused on hot categories to pursue. | 1 | Account Executive |
| 22 | 2/7/2024 | Establishment of training programs for station personnel | WQAD Managing Editor and anchor took information taught about artificial intelligence in Virginia and shared it with station employees, as was the intention of the 'train the training' workshop. We talked through a slide/video deck at our Quarterly Staff luncheon for just over 40 employees. Managing editor led another session for our morning shift, about 8 more people, at a later date. | 2 | Managing Editor Anchor |
| 23 | 2/21/2024 | Participation in Job Fairs | WQAD Creative Services Manager and Managing Editor took part in the Quad Cities College Fair, where five local institutions welcomed their students to speak with employers and explore possible internship and job options. | 2 | Creative Services Manager Managing Editor |

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| 24 | 2/23/2024 | Participation in events or programs sponsored by educational institutions | The Director of Communications and Community Engagement of the Muscatine Community School District reached out and Muscatine High School had their media class of about 12 students visit WQAD for a tour. As well as the tour, they were also able to watch a portion of the mid morning newscast. | 1 | Managing Editor |
| 25 | 2/27/2024 | Participation in Job Fairs | WQAD Assistant News Director visited University of Illinois to hold short scheduled interviews with current and graduating students about possible employment or internship opportunities at the station. | 1 | Assistant News Director |
| 26 | 3/7/2024 | Participation in events or programs sponsored by educational institutions | WQAD Assistant News Director visited Eastern Illinois University where he met with students that work on their own on-campus newscast. | 1 | Assistant News Director |
| 27 | 3/15/2024 | Establishment of training programs for station personnel | WQAD Maintenance Engineer took part in an online course offered by the Society of Broadcast Engineers. This course was Introduction to 8-VSB. The course focused on giving the student an overview of the 8-VSB system from end to end, providing all the basic information he or she will need to understand the nature of 8-VSB modulation and to recognize deficiencies in the transmitted signal. | 1 | Maintenance Engineer |
| 28 | 3/19/2024 | Participation in Job Fairs | WQAD News Director, Creative Services Manager and Head of Technology & Operations attended a job fair at Western Illinois University as they search for viable candidates interested in news media. | 3 | News Director Creative Services Manager Head of Technology & Operations |
| 29 | 3/19/2024 | Establishment of training programs for station personnel | WQAD Maintenance Engineer attended an online webinar put on by the Society of Broadcast Engineers that covered the topic of Chief Operator Responsibilities. The webinar was one hour forty-one minutes long. | 1 | Maintenance Engineer |

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III. RECRUITMENT INITIATIVES

| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title |
|----|-------------|---|---|-------------------------------------|--------------------------|
| 30 | 3/26/2024 | Participation in events or programs sponsored by educational institutions | WQAD Managing News Editor welcomed a student from Geneseo High School that expressed interest in the news industry. Student reached out while also sending his resume and portfolio and came for a tour and watched the 4 o' clock news behind the scenes. | 1 | Managing Editor |
| 31 | 3/28/2024 | Participation in events sponsored by organizations representing the community | WQAD Anchor spoke with a group of high school students at Clock Inc LGBT + Community Center about what it means to be a journalist. He also walked through ways to get started in the industry and possible paths to get started (going to college, making connections who help you get your foot in the door.) | 1 | Anchor/MSJ |
| 32 | 4/2/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended an online training from TEGNA that focused on reorganization of digital teams and practice. They attended to learn how to input Digital orders in Wide Orbit. | 1 | Local Sales Manager |
| 33 | 4/3/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended an online training session put on by TEGNA that covered reorganization of digital teams and practices. They attended to learn basics of Digital products and processes for implementation. | 1 | Local Sales Manager |
| 34 | 4/4/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended an online TEGNA training session that covered reorganization of digital teams and practices. They attended to learn how to pull Avails for Premion OTT out of Command systems. | 1 | Local Sales Manager |
| 35 | 4/11/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended an online TEGNA training session. This was April's Local Sales Roundtable that was a first look at new training resources and TEGNA's Command Learning platform. | 1 | Local Sales Manager |

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| 36 | 4/13/2024 | Establishment of training programs for station personnel | WQAD Maintenance Engineer attended an online webinar put on by the Society of Broadcast Engineers that covered the topic of Transmitter Site Maintenance. The webinar was just over one hour long. | 1 | Maintenance Engineer |
| 37 | 4/16/2024 | Establishment of training programs for station personnel | TEGNA offered news staff 3 opportunities for Safety Training. Those sessions were 4/16 and two on 4/17. The mandatory training covered the topic of staying safe in the building and out in the field and the best practices to do so. Over the 3 sessions, all news staff attended whichever one worked best for them. | 34 | News Director |
| 38 | 4/17/2024 | Establishment of training programs for station personnel | WQAD News Director attended an online training session put on by TEGNA on how to use Comscore software to gain access to ratings information. April 17th's training: Local News Trender and Time-Based Reports | 1 | News Director |
| 39 | 4/18/2024 | Establishment of training programs for station personnel | WQAD News Director attended an online training session put on by TEGNA on how to use Comscore software to gain access to ratings information. April 18th's training: Sec-by-sec Report and Heat Maps | 1 | News Director |
| 40 | 4/18/2024 | Participation in events or programs sponsored by educational institutions | WQAD anchor visited their alma mater, Eastern Illinois University, to meet and speak with students studying broadcast journalism. They watched their newscast with them and gave feedback. | 1 | Anchor/MSJ |
| 41 | 4/18/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager and two Account Executives attended an online TEGNA training session. This training covered the official release of the new TEGNA Command Learning training platform. All of Sales within TEGNA was invited to this session. | 3 | Local Sales Manager Account Executive Account Executive |
| 42 | 4/19/2024 | Participation in Job Fairs | WQAD staff members took part in a job fair put on by the Princeton, Illinois Chamber of Commerce where local high school students could speak with employers about job openings and career advancement opportunities. | 3 | General Sales Manager Marketing and Research Coordinator Producer |

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| 43 | 4/23/2024 | Participation in Job Fairs | WQAD staff members attended a job fair at United Township High School where they had the chance to speak with sophomore, junior and senior students to help them gain insight on their career opportunities. | 4 | Managing Editor Creative Services Manager Meteorologist Sports Director |
| 44 | 4/25/2024 | Establishment of training programs for station personnel | WQAD Account Executive attended an online webinar put on by AdMall. This was a live webinar reviewing how to best utilize new improvements to the Local Account Intelligence report within AdMall. | 1 | Account Executive |
| 45 | 4/25/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended a TEGNA online training session. This session covered training for Sales on how to use new the new TEGNA Command Learning tool and a virtual walk-through demonstration. There were also training videos on demand for Account Executives. | 1 | Local Sales Manager |
| 46 | 4/25/2024 | Participation in events sponsored by organizations representing the community | WQAD Maintenance Engineer took part in an online seminar put on by the Society of Broadcast Engineers that provided an updated overview of Radiofrequency radiation issues and practices for broadcasters. | 1 | Maintenance Engineer |
| 47 | Ongoing Event | Establishment of training programs for station personnel | WQAD Anchor attended a session of online TEGNA Storytelling training that covered ways to improve their writing skills. Those that attend are required to complete an assignment to show they have used what they have learned in the aforementioned session. These trainings are weekly. | 1 | Anchor/MSJ |
| 48 | 4/30/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited Wethersfield Elementary School in Kewanee, Illinois where he spoke to 42 2nd grade students. Their teacher set up the visit. Meteorologist spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast. | 1 | Meteorologist |

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| 49 | 5/1/2024 | Participation in events or programs sponsored by educational institutions | WQAD Assistant News Director visited Illinois State University and spoke with a Communication class and sat in on an on-campus newscast. He also spoke with students about possible job opportunities at WQAD. | 1 | Assistant News Director |
| 50 | 5/2/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited C.R. Hanna Elementary in Orion, Illinois where he spoke to 75 3rd grade students. Their teacher set up the visit. He spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast. | 1 | Meteorologist |
| 51 | 5/3/2024 | Establishment of training programs for station personnel | WQAD anchor and reporter took part in a two-month online course that met every Friday morning. This was a TEGNA training led by a fellow TEGNA anchor and moderated by a TEGNA Executive Producer. They spent weeks learning how to be better and more effective storytellers. This training took place every Friday in May, including May 3, 10, 17, 24 and 31. | 1 | Anchor/MSJ |
| 52 | 5/8/2024 | Participation in events or programs sponsored by educational institutions | Local high school students interested in news media arrived for a station tour of WQAD. The tour lasted for about two hours where the group was able to watch a portion of a morning newscast. A question and answer session followed. | 1 | Managing Editor |
| 53 | 5/8/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited Herbert Hoover Elementary School in Bettendorf, Iowa and spoke with a class of 3rd grade students. Their teacher set up the visit. He spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast. | 1 | Meteorologist |

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| 54 | 5/8/2024 | Establishment of training programs for station personnel | WQAD Staff attended a TEGNA online training session that covered the importance of connecting with employees on a regular basis and how to structure and execute a one-on-one meeting with your employees. This training was intended for employees who have expressed interest in growing into a leadership position within TEGNA. | 3 | Director Producer Producer |
| 55 | 5/8/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited Millikin Elementary School in Geneseo, Illinois and spoke with a class of 3rd grade students. He spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast | 1 | Meteorologist |
| 56 | 5/15/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited Cambridge Elementary School in Cambridge, Illinois and spoke with a class of 1st grade students. Teachers set up the visit. He spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast. | 1 | Meteorologist |
| 57 | 5/16/2024 | Establishment of training programs for station personnel | WQAD Local Sales Manager attended an online TEGNA training session. This was May's Local Sales Roundtable that was focused on resources and training to help managers and their team by using the TEGNA Command Learning platform. | 1 | Local Sales Manager |
| 58 | 5/30/2024 | Establishment of training programs for station personnel | Local Sales Manager and Account Executive took part in an online webinar put on by AdMall that covered how sales staff can use the service to take advantage of marketing opportunities in summer and early fall. | 2 | Local Sales Manager Account Executive |

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| 59 | 6/7/2024 | Participation in events or programs sponsored by educational institutions | WQAD Meteorologist visited Bureau Valley Elementary School in Manlius, Illinois and spoke with students as part of their summer program that focused on weather. He spoke to the students about weather and what it is like to be a meteorologist. He also allowed the students to take a look inside the vehicle WQAD uses during specific weather events - The Beast. | 1 | Meteorologist |
| 60 | 6/20/2024 | Establishment of training programs for station personnel | WQAD Account Executive took part in an online webinar put on by AdMall that covered improvements to the AudienceSCAN Report. That report involves how audiences in viewing regions respond to seeing ads about a product or service and how social network posts, news articles and word-of-mouth influence audiences as well. | 1 | Account Executive |