

**WCSH**  
**EEO PUBLIC FILE REPORT**  
**November 21, 2018 - November 20, 2019**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive	1-6, 10-12, 14-15, 17-18, 20-29, 31	6
Visual Storyteller	1-5, 7-8, 10-12, 14-15, 17-18, 20-22, 24-31	8
Digital Content Producer	1-5, 7, 9-12, 14-15, 17-18, 20-22, 24-29, 31	21
Multi-platform Marketing Producer	1-5, 7, 10-15, 17-18, 20-22, 24-29, 31	3
Multi-platform Marketing Producer	1-5, 7, 10-15, 17-18, 20-22, 24-29, 31	13
Multi-platform Marketing Producer	1-5, 7, 10-15, 17-18, 20-22, 24-29, 31	13
Senior Account Manager	1-5, 7, 10-12, 14-15, 17-18, 20-22, 24-29, 31	21
Account Executive	1-7, 10-12, 14-15, 17-18, 20-22, 24-29, 31	6
Multi-Skilled Journalist	1-5, 7, 10-12, 14-15, 17-18, 20-22, 24-29, 31	21
Multi-Skilled Journalist	1-5, 7, 10-12, 14-15, 17-18, 20-22, 24-29, 31	21
Broadcast Producer	1-5, 7, 10-12, 14-15, 17-22, 24-29, 31	21
Broadcast Producer	1-5, 7, 10-12, 14-15, 17-22, 24-29, 31	21
Broadcast Producer	1-5, 7, 10-12, 14-15, 17-22, 24-29, 31	19
Broadcast Producer	1-5, 7, 10-12, 14-15, 17-22, 24-29, 31	21
Meteorologist	1-5, 7, 10-12, 14-15, 17-18, 20-22, 24-29, 31	21
Broadcast IT Technician	1-5, 7, 10-12, 14-18, 20-22, 24-29, 31	16
Dayside Executive Producer - 007325	1-5, 10-12, 14-15, 17-18, 20-22, 24-29, 31	21
Marketing Coordinator	1-5, 10-15, 17-18, 20-22, 24-29, 31	13
Digital Content Producer	1-5, 10-12, 14-18, 20-22, 24-29, 31	16
Digital Content Producer	1-5, 10-12, 14-18, 20-22, 24-29, 31	21

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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	Alliance for Women in Media 1760 Old Meadow Rd Suite 500 McLean, Virginia Url : <a href="http://www.allwomeninmedia.org">www.allwomeninmedia.org</a> Fax : 1-703-506-3266 Amy Lotz	N	0
2	Bates College 53 Campus Avenue Lewiston, Maine 04240 Phone : 1-207-786-6232 Url : <a href="mailto:bcde@bates.edu">bcde@bates.edu</a> Email : <a href="mailto:bcde@bates.edu">bcde@bates.edu</a> Fax : 1-207-786-6126 Karen Ouellette	N	0
3	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Career Service Manual Posting	N	1
4	Colby College 4140 Mayflower Hill Waterville, Maine 04901 Phone : 207-859-4140 Fax : 1-207-859-4142 Erica Humphrey	N	0
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
6	Corporate Recruiter	N	44
7	Emerson College, Department of Journalism 120 Boylston Street Boston, Massachusetts 02116 Fax : 1-617-824-8618 Paul Niwa	N	0
8	Employee Referral	N	1
9	Former Intern	N	1

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10	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	0
11	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
12	Husson College - New England School of Communication One College Circle, PO Box 3631 Bangor, Maine Phone : 888-877-1876 Url : http://www.nescom.edu/ Email : bill@nescom.edu Bill Devine	N	0
13	Indeed.com	N	3
14	Ithaca College, Roy H. Park School of Communications, Department of Journalism 953 Danby Road Ithaca, New York 14850 Phone : 607-274-7972 Email : bhawley@ithaca.edu Fax : 1-607-274-7972 Brandy Hawley	N	0
15	JuJu.com juju.com New York, New York juju.com URL Manual Posting	N	0
16	Linked In	N	2
17	Media Financial Management Association (MFM) 550 W Frontage Road #3600 Northfield , Illinois 60093 Url : www.bcfm.com Email : info@mediafinance.org Fax : 1-847-716-7004 Jamie Smith	N	0

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18	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
19	Re-hire	N	1
20	St. Joseph's College 278 White's Bridge Road Standish, Maine Phone : 207-893-6637 Url : ww.sjcme.edu Email : pseavor@sjcme.edu Pete Seavor	N	0
21	TEGNA.com 7960 Jones Branch Drive McLean, Virginia Phone : 000-000-0000 teгна.com URL Manual Posting	N	11
22	Television Bureau of Advertising 120 Wall Street 15th Floor New York, New York 10005 Url : www.tvb.org Fax : 1-212-935-5631 Steve Lanzano	N	0
23	The Association for Women in Communications 3337 Duke Street Alexandria, Virginia 22314 Phone : 703-370-7436 Url : www.womcom.org Fax : 1-703-342-4311 Beth Veney	N	0
24	Thomas College 180 West River Road Waterville, Maine Phone : 207-859-1106 Email : career@thomas.edu Richard Grant	N	0

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25	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
26	UMaine Farmington 248 Main Street Farmington, Maine Phone : 207-778-7034 Url : http://chd.umf.maine.edu/career Email : umfcareers@maine.edu Stephen Davis	N	0
27	University College of Bangor 1 University Drive Bangor, Maine Phone : 207-621-3154 Url : http://www.uma.edu/CareerAdvising.html Email : fraser@maine.edu Sherry Fraser	N	0
28	University of New England 716 Stevens Avenue Portland, Maine 04103 Phone : 207-221-4237 Fax : 1-207-523-1903 Jeff Nevers	N	0
29	WCSH6.com/WLBZ2.com Portland, Maine Phone : 207-828-6666 Career Services Manual Posting	N	0
30	WorkChoices PO Box 241 Waterboro, Maine Email : workchoices@sacoriver.net Sandra Jorgensen	N	0

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31	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>64</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	11/26/2018	Establishment of training programs for station personnel	All non-content employees were asked to complete TEGNA's Anti-Trust Training, a component of TEGNA's Ethics Policy. This training provided employees with the knowledge and resources they need to ensure employees follow existing law, conduct business with the highest ethical standards and remain committed to the concept of fair dealings and free, fair and open competition.	100	All Non-content Employees
2	1/1/2019	Participation in events or programs sponsored by educational institutions	Station hosted several station tours. Tours included a walk through the station and learning about each dept, career opportunities within the station as well as in the broadcasting and journalism industry and Q&A. Names and Dates of tours held listed: Community Connections - 2/5/2019 Holy Cross School - 5/30/2019 JMG - 4/26/2019 Portland Rec Dept - 8/22/219 Richmond Community Center - 9/25/2019	1	Director of Community Relations
3	1/1/2019	Participation in events or programs sponsored by educational institutions	News Center Maine, Meteorology Dept 1 Meteorologist visited several schools during the reporting period. Presentation included discussions on weather, meteorology, career opportunities within meteorology, broadcasting and journalism. School visits also included a hands on science experiments. Dates and schools visited listed below:  Kaler School -1/22/2019 Blue Point Elementary School - 2/26/2019 Morse School - 3/28/2019 Farwell Elementary School - 5/28/2019	1	Meteorologist
4	1/9/2019	Participation in events sponsored by community groups	News Center Maine Meteorologist partnered with Maine Emergency Management Agency in a panel discussion on the use of technology in media. Event included review of group presentations. Met several local emergency managers, fire department members, police, red cross officials.	1	Meteorologist

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5	2/5/2019	Participation in events or programs sponsored by educational institutions	WCSH Meteorologist was invited as a guest speaker at Windham School. Meteorologist spoke to group of about 100 first grade students and shared information about careers in meteorology and shared insights about working within the broadcast and journalism industry.	1	Meteorologist
6	2/8/2019	Participation in events or programs sponsored by educational institutions	WCSH Meteorologist participated in a career learning event at Gorham High School, an event hosted by Jobs for Maine Grads. Meteorologist spoke to students about their personal career path and shared insights into the broadcasting and journalism industry.	1	Meteorologist
7	2/14/2019	Participation in other activities designed by the station employment unit	Hosted a viewer and family to visit the station for a tour of the operation, learn about career opportunities and Q&A.	1	Anchor
8	2/26/2019	Participation in events or programs sponsored by educational institutions	News Center Maine, Meteorologist participated in school visits that included discussions on weather, personal career paths and a hands on science experience. Schools visited include:  Geiger Elementary School Fairview School Scarborough High School	1	Meteorologist
9	3/2/2019	Establishment of training programs for station personnel	In March News Center Maine sent an MSJ to the week-long National Press Photographers Association (NPPA) storytelling boot camp.	1	MSJ
10	3/25/2019	Participation in events sponsored by community groups	News Center Main was invited to read and share time with students enrolled in Casco Bay YMCA in Freeport, Maine in support of the Read Across America initiative. Personal career path and knowledge of the broadcasting and journalism industry was also shared.	1	MSJ
11	3/30/2019	Participation in events or programs sponsored by educational institutions	A news team member instructed two ninety minute classes on on-air presence at an event hosted by Maine Student Film & Video Conference.	1	MSJ/ Producer



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12	4/1/2019	Establishment of training programs for station personnel	In April News Center Maine sent our Health Beat reporter, to a week-long Blue Cross Blue Shield Fellowship in Boston. best practices were then brought back and shared among peers.	1	Heart Beat Reporter
13	4/2/2019	Participation in events or programs sponsored by educational institutions	WCSH Meteorologist was invited as a guest speaker at Lewiston High School. Discussed careers in meteorology and shared insights about working within the broadcast and journalism industry to the student in 10th grade.	1	Meteorologist
14	4/9/2019	Participation in events or programs sponsored by educational institutions	Station hosted students from Sanford High School for a station tour. Students had the opportunity to tour the station, learn about the operation and career opportunities with the industry of broadcasting and journalism.	1	Director of Community Relations
15	5/1/2019	Participation in events or programs sponsored by educational institutions	News Center Maine, Marketing Director partnered with Southern Main Community College to aide students develop their portfolios and provide feedback. Open positions and career opportunities within the station were also discussed.	1	Marketing Director
16	5/15/2019	Participation in events or programs sponsored by educational institutions	News Center Maine, Marketing Director participated in an event hosted by SMCC Communications & New Media Studies. Discussions included the plan to build out media programs for the next generation of journalists and designers.	1	Marketing Director
17	5/24/2019	Participation in events or programs sponsored by educational institutions	Participated in Westbrook Career Day as keynote speaker, event hosted by Westbrook Middle School. Keynote speech included personal career path, career options within the broadcasting and journalism industry along with Q&A.	1	Meteorologist
18	6/1/2019	Establishment of training programs for station personnel	In June News Center Maine sent an Anchor-MSJ to the National Sorts Media Association (NSMA) work shop in North Carolina. Knowledge gained was then brought back and shared among peers.	1	Anchor-MSJ

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19	6/1/2019	Establishment of training programs for station personnel	Marketing Directors attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	2	Marketing Director Marketing Director
20	6/4/2019	Establishment of training programs for station personnel	A representative of the station from the Marketing dept attended the annual ProMax Conference from June 4th-June 6th. ROMAX is an annual conference for television marketers where they gather to share ideas and learn best practices for marketing success in today's ever changing media landscape. The major networks and syndicators also hold meetings with affiliates to outline programming changes, marketing priorities for the upcoming season and revenue/partnership opportunities as well.	1	Marketing Producer
21	6/24/2019	Participation in events sponsored by community groups	Meteorologist participated in group discussion about Climate vs Weather at an event hosted by Trio Upward Bound. Discussion included the discussion of weather, weather vs climate and Q&A.	1	Meteorologist
22	8/1/2019	Establishment of training programs for station personnel	In August News Center Maine hosted an Executive Producer from our sister station in Washington D.C. for a Broadcast News Producer workshop at WCSH6.	20	All News Employees
23	8/12/2019	Establishment of training programs for station personnel	News Center Maine provided employees from the News and Marketing dept the opportunity to learn how to operate the stations drone and related equipment.	4	Digital On-air Reporter News Editor Chief Photographer Anchor
24	8/14/2019	Establishment of a mentoring program	News Center Maine, Meteorologist mentored a student interested in attending Plymouth State. Student was given career advice along with a realistic job preview observing team members in the news room.	1	Meteorologist

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25	9/1/2019	Establishment of training programs for station personnel	A member of the News Center Main Marketing Dept visited with a sister station in South Carolina to learn more about their operation and apply all leanings to the Marketing Dept.	1	Marketing Producer
26	10/1/2019	Establishment of training programs for station personnel	In October News Center Maine, News Director held an IMPACT STORYTELLING workshop for the entire WCSH & WLBZ news team.	20	All News Employees
27	10/16/2019	Participation in events or programs sponsored by educational institutions	Skype a Scientist, an organization that connects scientist with classrooms via Skype. News Center Maine participated in a discussion with students that included weather, career as meteorologist, broadcast and journalism.	1	Meteorologist
28	10/19/2019	Participation in events sponsored by community groups	Meteorologist participated in a fundraising event hosted by Camp Sunshine. Discussed careers in meteorology and shared insights about working within the broadcast and journalism industry. Additionally, children participated in a small science project.	1	Meteorologist