

KFMB-TV
EEO PUBLIC FILE REPORT
July 21, 2024 - July 20, 2025

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
Broadcast Engineer #616	1-6, 10-12, 15-24, 26-29	24
Broadcast Engineer #616	1-6, 10-12, 15-24, 26-29	15
Sports Anchor/MSJ #684	1-4, 6, 10-12, 14, 16-24, 26-29	24
Supervisor of Technology-828	1-2, 4, 6, 10-13, 15-24, 26-29	15
Digital Content Producer -964	1-4, 6, 10-12, 14-24, 26, 28-29	24
Digital Content Producer -964	1-4, 6, 10-12, 14-24, 26, 28-29	15
Broadcast Engineer-1000	1-4, 6, 10-12, 15-24, 26, 28-29	15
Producer 989	1-4, 6, 9-10, 12, 15-24, 26, 28-29	9
Multi-Skilled Journalist 1087	1-4, 6, 10, 12, 14, 16-24, 26, 28-29	24
News Producer 3073	1-4, 6, 8, 10, 12, 15-24, 26, 28-29	8
News Producer 3073	1-4, 6, 8, 10, 12, 15-24, 26, 28-29	8
Multi-Skilled Journalist 1249	1-4, 6-7, 10, 12, 15-26, 28-29	24

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Sportscasters Association 225 Broadway Suite 2030 New York, New York 10007 Phone : 212-227-8080 Email : LSchwa8918@aol.com Lou Schwartz	N	0
2	Black Business Association 3550 Wilshire Blvd 5th Floor Los Angeles, California 90032 Phone : 323-291-9334 Url : http://www.bbala.org Email : mail@bbala.org Earl Cooper	N	0
3	CA. Chicano News Media Association 725 Arizona Ave Suite 404 Santa Monica, California 90401 Phone : 424-229-9482 Url : http://www.ccnma.org Email : ccnmainfo@ccnma.org Julio Moran	N	0
4	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
5	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Online Job Listings Manual Posting	N	0
6	Center for Employment Training 3295 Market Street San Diego, California 92102 Phone : 619-233-6829 Url : http://www.cetweb.org Email : danm@cet2000.org Daniel Morales	N	0
7	Current Employee	N	1
8	Current Employee - Transfer/Promotion	N	2

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9	Current Employee/Internal Promotion	N	1
10	Cuyamaca College 900 Rancho San Diego Parkway El Cajon, California 92019 Phone : 619-660-4436 Email : fleure_fraser@gcccd.edu Fleure Fraser	N	0
11	Employment Development Department 4389 Imperial Avenue San Diego, California 92113 Phone : 619-266-4220 Url : http://www.caljobs.ca.gov Email : andrew.weatherspoon@edd.ca.gov Andrew Weatherspoon	N	0
12	Grossmont College 8800 Grossmont College Drive El Cajon, California 92020 Phone : 619-644-7611 Email : nancy.davis@gcccd.edu Pamela Abuka	N	0
13	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : 650-282-8066 Url : http://www.indeed.com Sunday Bejide Manual Posting	N	1
14	Internal Candidate	N	3
15	Linked In	N	14
16	Miramar College 10440 Black Mountain Road San Diego, California 92126 Phone : 619-338-7379 Email : jhankins@sdccd.edu Joseph Hankinson	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
17	National Association of Black Journalists 1100 Knight Hall, College Park, Maryland 20742 Suite 3100 College Park, Maryland 20742 Phone : 301- 405-0248 Url : http://www.nabj.org Email : taylor.nabj@gmail.com Taylor Osborn-Smith	N	0
18	National Lesbian & Gay Journalists Association 1420 K Street, NW Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 x10 Email : lcorona@nlgja.org Lorena Corona	N	0
19	North County Career Centers 1949 Avenida del Oro Ste. 106 Oceanside, California 92056 Phone : 760-414-3536 Email : HollyChilds@workforce.org Holly Childs	N	0
20	San Diego City College - Radio & TV Program 1313 Park Blvd A-122A San Diego, California 92101 Phone : 619-388-3043 Email : lcastane@sdccd.edu Laura Castaneda	N	0
21	San Diego State University (SDSU) - Career Services 5500 Campanile Drive San Diego, California 92182 Phone : 619-594-4379 Email : pnieves@mail.sdsu.edu Preston Chipps	N	0
22	San Diego State University (SDSU) - Department of Journalism 5500 Campanile Drive Dept of Journalism San Diego, California 92182 Phone : 619-594-5450 Email : jmsdesk@mail.sdsu.edu Diane Borden	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
23	Southwestern Community College 900 Otay Lakes Rd Chula Vista, California 91910 Phone : 619- 482-6356 x5715 Url : http://www.swccd.edu Email : jswanson@swccd.edu Julie Swanson	N	0
24	TEGNA Careers Page 8350 Broad St. Suite 2000 Tysons, Virginia 22102 Human Resources Manual Posting	N	24
25	The Chicano Federation of San Diego County 3180 University Ave Suite 317 San Diego, California 92104 Phone : 619-285-5600 Email : resourcecenter@chicanofed.org Brenda Sandoval	N	0
26	The National Academy of Television Arts & Sciences P.O. Box 80255 San Diego, California 92138 Phone : 602-888-3669 Url : http://www.nataspw.org Email : admin@nataspw.org Ena Newell	N	0
27	Traffic Directors Guild of America 26000 Avenida Aeropuerto San Juan Capistrano, California 92675 Phone : (310) 289-2000 Url : http://www.tdga.org Email : vhedgeman@dga.org Vada Hedgeman	N	0
28	University of Southern California-Annenberg School for Communication & Journalism 3502 Watt Way Los Angeles, California 90089 Phone : 213-740-6180 Url : http://annenberg.usc.edu Email : suzannea@usc.edu Suzanne Alcantara	N	0

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29	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:			46

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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	10/11/2024	Establishment of training programs for station personnel	TEGNA's Storytelling training. This training helped our Journalist to learn more about creating outstanding stories.	3	Producer In Residence Multiskilled Journalist Multiskilled Journalist
2	1/15/2025	Participation in events sponsored by organizations representing the community	CBS 8 Weekend News Anchor spoke at Tech Over Tapas which is a high-impact initiative that raises critical funds to provide STEM education, scholarships, and resources for students from underserved communities. During the event, the Weekend News Anchor engaged with students, sharing insights about the broadcast industry.	1	Weekend Anchor/Reporter
3	2/18/2025	Participation in events or programs sponsored by educational institutions	Students from San Diego State University toured CBS 8. These students are Journalism students. CBS 8 provided the students an opportunity to see a professional studio and see how a team prepares for a live news broadcast. Our Editing Supervisor also showed the students how to edit video for a newscast.	1	Editing Supervisor
4	2/25/2025	Provision of training to management	Department Heads and Managers attended a training session titled, Manager Best Practices and Guidelines. The session covered practices designed to promote equal employment opportunity and prevent discrimination. The training was conducted by our Human Resources Business Partner.	12	Digital Sales Manager President & General Manager Director, Content Research Director
5	3/4/2025	Participation in events or programs sponsored by educational institutions	CBS 8 Journalist was a guest speaker at San Diego State for a broadcasting class. The Journalist spoke to the students about her job, including what her daily tasks are. She talked about story assignments, conducting interviews, writing stories and shooting video.	1	Multiskilled Journalist
6	3/7/2025	Participation in events or programs sponsored by educational institutions	CBS 8's Meteorologist spoke at Paul Ecke Central Elementary School. She talked to the class about local weather. She also showed them the difference between high pressure and low pressure by making a cloud in a bottle.	1	Chief Meteorologist

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7	4/8/2025	Participation in events or programs sponsored by educational institutions	CBS 8's Chief Meteorologist visited a classroom at Monterey Ridge Elementary school. She discussed our local weather, severe weather phenomenon, and her career at CBS 8 San Diego as a Meteorologist with students, parents and staff.	1	Chief Meteorologist
8	4/9/2025	Participation in events or programs sponsored by educational institutions	Five San Diego State University journalism students visited the CBS 8 station to see the newsroom. During the visit our News Director and Digital Director met with them and discussed KFMB's mission, the focus on digital and streaming. Also discussed were the job opportunities within TEGNA. The students toured the studio where the morning news anchors and the Meteorologist spoke to them about their jobs as anchors and reporters.	6	Director, Content Director, Digital Content Multiplatform Producer Anchor
9	5/6/2025	Participation in events or programs sponsored by educational institutions	A group of 16 journalism students from San Diego State University visited the CBS 8 station, where they were provided with an opportunity to tour the professional studio and observe firsthand how the news team prepares for a live broadcast.	1	Director, Content
10	5/7/2025	Participation in events or programs sponsored by educational institutions	Journalism students from San Diego State University visited the CBS 8 studio. CBS 8's Multiplatform Producer and Chief Photographer spoke to the students about photojournalism and videography. The Chief Photographer talked with them about what it's like shooting breakers and the ins and outs of his job.	2	Multiplatform Producer Chief Photographer
11	5/12/2025	Participation in events or programs sponsored by educational institutions	CBS 8's Morning News Anchor and News Meteorologist both spoke to a elementary school class at Poway United School District. Topics of discussion were natural disasters.	2	Anchor Meteorologist
12	5/13/2025	Establishment of training programs for station personnel	Extensive training on Uaxte/Vaxte & Ulxte transmitters.	1	Supervisor, Technology & Operations

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13	5/13/2025	Participation in events or programs sponsored by educational institutions	CBS 8's Chief Meteorologist visited a classroom at Carver Elementary school. She discussed our local weather, severe weather phenomenon, and her career at CBS 8 San Diego as a Meteorologist with students, parents and staff.	1	Chief Meteorologist
14	5/14/2025	Establishment of training programs for station personnel	Award winning Journalist at TEGNA shared some tips and examples on how to best structure a video package for our audience.	23	Journalist Manager, News Operations Journalist Executive Producer
15	6/2/2025	Establishment of an intern program designed to assist members of the community	Internships - KFMB-TV, CBS 8 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 but can touch other departments as well. During the reporting period, KFMB, CBS 8 hired and trained 1 intern(s) for three-month assignments.	1	Intern
16	6/5/2025	Establishment of training programs for station personnel	Training on more advanced tips for using Ad Impact for sales prospecting and growth of existing advertising spend on TV & CTV.	7	Account Executive Account Executive Account Executive Account Executive
17	6/6/2025	Participation in other activities designed by the station employment unit	A recent Patrick Henry High School grad who is heading to Baylor University to major in sports journalism visited CBS 8 studios. The new graduate sat with three of our sports anchors for a few hours. They let him watch the team record The Final Quarter and then one of the sports anchors let him trail him for the evening shows.	3	Sports Anchor/Reporter Sports Anchor/MSJ Sports Anchor/Reporter

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18	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>PIR- 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 36 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.</p>	1	Producer In Residence