

WATE-TV
EEO PUBLIC FILE REPORT
April 1, 2015 - March 31, 2016

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 Anchor	1-6, 9, 12-17, 20-21, 23-28, 30-33	2
Online Content/News Producer	1, 3-7, 9, 12-15, 17, 19-21, 23-33	7
Photojournalist	1, 3-7, 9, 11-15, 17, 20-21, 23-28, 30-33	26
News Producer	1, 3-6, 9-17, 20-21, 23-28, 30-33	10
Sales Assistant	1, 3-7, 9-15, 17, 20-33	10
Sales Assistant	1, 3-7, 9-15, 17, 20-33	29
Digital Sales Manager	1, 3-7, 9-10, 12-15, 17-33	7
General Sales Manager	1, 3-6, 8-10, 12-15, 17-18, 20-28, 30-33	10
Editor	1, 3-9, 11-17, 20-21, 23-28, 30-33	15
Account Executive	1, 3-6, 8-9, 12-15, 17, 20-21, 23-25, 27-28, 30-33	32
Creative Services Producer	1, 3-10, 12-15, 17, 20-21, 23-28, 30-33	15
News Producer	1, 3-6, 8-10, 12-17, 20-21, 23-28, 30-33	10
Photojournalist	1, 3-9, 11-15, 17, 20-21, 23-28, 30-33	15
Digital Account Coordinator	1, 3-15, 17, 20-21, 23-25, 27-28, 30, 32-33	7
Account Executive	1, 3-6, 8-10, 12-14, 17, 20-21, 23-25, 27-30, 33	10
Sports Anchor/Reporter	1-6, 8-10, 12-17, 20-21, 23-28, 30, 32-33	26
Digital Account Executive	1, 3-9, 11-17, 20-21, 23-30, 32-33	7
Multimedia Journalist	1, 3-6, 8-9, 12-17, 20-21, 23-30, 32-33	29
Online Content Producer	1, 3-9, 11-17, 20-21, 23-28, 30, 32-33	32
Local Sales Manager	1, 3-9, 11-17, 19-30, 32-33	7
Assignment Editor	1, 3-6, 8-10, 12-17, 20-21, 23-28, 30, 32-33	10

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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	Alabama State University P.O. Box 271 Montgomery, Alabama 36101 Phone : 334-229-4156 Email : etucker@alasu.edu Ella Tucker	N	0
2	Broadcast Image Group 200 East Grayson Street, Suite 116 San Antonio, Texas 78215 Larry Rickel Manual Posting	N	6
3	Carson Newman College 2130 Branner Avenue Jefferson City, Tennessee 37760 Phone : 865-471-2000 Email : dneuman@cn.edu Donnie Newman	Y	0
4	Corporate Connections 600 Henley Street Suite 312 Knoxville, Tennessee 37996 Phone : 865-594-6720 Email : jonest@utk.edu Tina Jones	Y	0
5	East Tennessee State University Dept. of Communication P.O. Box 70667 Johnson City, Tennessee 37614 Phone : 423-439-1000 Email : langes@etsu.edu Shara Lange	N	0
6	Emory & Henry College P.O. Box 947 Emory, Virginia 24327 Phone : 276-944-4121 Email : agardner@ehc.edu Amanda Gardner	N	0
7	Employee Referral	N	20
8	Employer Support of the Guard and Reserve 3041 Sidco Drive Nashville, Tennessee 37204 Email : douglas.b.gilbert4.ctr@mail.mil Doug Gilbert	Y (as of 6/4/15)	0

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9	Green Hills Learning Center 1928 Natchez Ave #1800 Knoxville, Tennessee 37915 Phone : 865-523-1688 Email : ghlearningctr@bellsouth.net Kimberly Fowler	Y	0
10	Internal Transfer/Promotion	N	18
11	Internet Ad-not directly contacted by SEU	N	12
12	ITT Technical Institute 9123 Executive Park Drive Knoxville, Tennessee 37923 Phone : 865-342-2300 Email : dhowell@itt-tech.edu Donna Howell	Y	0
13	Knoxville Area Urban League 1514 East Fifth Avenue Knoxville, Tennessee 37917 Phone : 865-524-5511 Email : info@thekaul.org Bill Myers	N	0
14	Maryville College Center for Calling and Career 502 East Lamar Alexander Pkwy Maryville, Tennessee 37804 Phone : 865-981-8220 Email : ccc@maryvillecollege.edu Christy McDonald	N	0
15	Media General Careers Website 333 E. Franklin Street Richmond, Virginia 23219 Url : www.mediageneral.com/careers Susan Ellenburg Manual Posting	N	22
16	Medialine 1209 Wood Valley Road August, Georgia 30909 Url : www.medialine.com Rich Everitt Manual Posting	N	0

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17	NAACP of Oak Ridge P.O. Box 6165 Oak Ridge, Tennessee 37831 Phone : online Email : waltergho@aol.com Walter Ghosten	Y	0
18	National Association of Black Journalists 8800 Lakewood Dr #117 Windor, California 95492 Phone : 626-792-3846 NABJ Careers Manual Posting	N	0
19	Non-Employee Referral	N	3
20	Pellissippi State Technical Community College 10915 Hardin Valley Rd. P.O. Box 22990 Knoxville, Tennessee 37933 Phone : 865-694-6400 Email : ccarson@pstcc.edu Carolyn Carson	Y	0
21	South College 3904 Lonas Drive Knoxville, Tennessee 37909 Phone : 865-524-3043 Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
22	Spots n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Emily McKay Manual Posting	N	3
23	Tennessee Career Center Knoxville 1610 University Ave. Knoxville, Tennessee 37921 Phone : 865-594-5500 Email : ray.abbas@tnccknnox.org Ray Abbas	Y	0

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24	Tennessee Career Center Maryville 366 Glascock Street Suite 100 Alcoa, Tennessee 37701 Phone : 865-379-5525 Email : cflowers@ethra.org Cheryl Flowers	Y	0
25	Tennessee Department of Labor & Workforce Development Labor and Workforce Development – Career Center 2700 Middlebrook Pike, 1st Floor Knoxville, Tennessee 37921 Phone : 865-594-0165 Url : http://www.jobs4tn.gov Email : ginger.armstrong@state.tn.us Ginger Armstrong	N	0
26	TVJobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Mark Holloway Manual Posting	N	7
27	University of KY School of Journalism and Telecommunications 107 Grehan Building Lexington, Kentucky 40506 Phone : 859-257-2786 Email : bbarnes@uky.edu Beth Barnes	N	0
28	University of TN Dept. of Journalism and Electronic Media 333 Communications Building Knoxville, Tennessee 37996 Phone : 865-974-5155 Email : dnd330@utk.edu Deborah Douglas	Y	0
29	Walk In/Self-Referral	N	12

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30	Wallace Memorial Baptist Church 701 Merchant Drive Knoxville, Tennessee 37912 Phone : 865-688-7270 Email : kwilliams@wmbc.net Kent Williams	Y	0
31	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee 37813 Phone : 423-585-2600 Email : debbie.jones@ws.edu Debbie Jones	N	0
32	WATE-TV 1306 N Broadway St Knoxville, Tennessee 37917 Url : http://wate.com/ Melanie Morris Manual Posting	N	18
33	YWCA of Knoxville 420 West Clinch Ave. Knoxville, Tennessee 37902 Phone : 865-523-6126 Email : jrothery@ywcaknox.com JoAnn Rothery	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			121

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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	4/13/2015	Participation in events or programs sponsored by educational institutions	Station personnel from News, Production, Creative Services, and Community Relations attended the 2015 Knox County Schools Career Day. The career day is open to all 8th-12th grade students in Knox County and their parents or guardians. Attendance was around 2000 people and included students from 14 middle schools and various high schools. Careers in television and the education/training required for each were topics of discussion with students visiting the booth.	4	Creative Services Director Director of Programming & Development Production Supervisor Chief Photographer
2	5/11/2015	Establishment of an intern program designed to assist members of the community	WATE-TV partners with area colleges and universities in a program designed to give students applicable career experience. Participation for the period covered in this report was 15 students. These students worked in the departments of News, Sports, Production, Creative Service, or Community Relations depending upon the student's specific area of study. These interns represented the following schools: University of Tennessee, Carson Newman University, and Pellissippi State Technical Community College.	5	News Producer Production Supervisor Sports Director Director of Programming & Development
3	5/18/2015	Listing of each upper-level category opening in a job bank or newsletter	Upper-level category job openings during the period covered by this report include: Digital Sales Manager, General Sales Manager Each of these positions was posted with the National Association of Black Journalists.	2	
4	5/26/2015	Provision of training to management	At the Media General Business Administrator Summit in Indianapolis, our BA attended a two-day training session. The Business Administrators received training in HR compliance, employment & labor law relations, and other business matters.	1	Business Administrator

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5	7/23/2015	Establishment of a mentoring program	There are individuals in every department who have Individual Development Plans that they are working through with their Department Head. The IDPs help both the individual and their manager in looking for opportunities to develop the individual's skills so that he or she will be more qualified for advancement. This may include attending management training workshops, or strategic planning or budgeting meetings at the station, for example. The station aims to have potential successors in line when a manager leaves.	15	
6	9/2/2015	Provision of training to management	Station personnel participated in a webinar training provided by Media Genera, Inc. Associate General Counsel Henry Gola that provided an overview and explanation of the FCC's Equal Employment Opportunity rules and policies. The training included methods of ensuring equal employment opportunity and preventing discrimination.	1	Business Administrator
7	10/21/2015	Participation in Job Fairs	WATE-TV personnel from News, Production, and Community Relations attended the University of Tennessee College of Communication & Information Job & Internship Fair. Approximately 200 college students attended the event. Students were advised about internship opportunities and job/internship applications were accepted from students.	3	Production Supervisor News Producer Director of Programming & Development
8	2/16/2016	Participation in events or programs sponsored by educational institutions	Guest speaking engagement at the University of Tennessee to senior level broadcast journalism students about television management and job opportunities in broadcasting.	1	General Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
9	2/18/2016	Participation in events or programs sponsored by educational institutions	Station personnel from News, Creative Services, and Community Relations attended the 2016 Knox County Schools Career Day. The career day is open to all 8th-12th grade students in Knox County and their parents or guardians. Attendance was around 2000 people and included students from 14 middle schools and various high schools. Careers in television and the education/training required for each were topics of discussion with students visiting the booth.	7	Creative Services Director Director of Programming & Development Chief Meteorologist Digital Director