Approved by OMB (Office of Management and Budget) | OMB Control Number 3060-0113

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0001773852** | File Number: **0000078166** | Submit Date: **07/17/2019** | Call Sign: **WETP-TV** | Facility ID: **18252** | City: **SNEEDVILLE** | State: **TN**

Service: **Full Service Television** | Purpose: **EEO Report** | Status: **Submitted** | Status Date: **07/17/2019** | Filing Status: **Active**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
EAST TENNESSEE PUBLIC COMMUNICATIONS CORP. **Applicant** Doing Business As: EAST TENNESSEE PUBLIC COMMUNICATIONS CORP.	1611 E. MAGNOLIA AVENUE KNOXVILLE, TN 37917 United States	+1 (865) 595-0235	vlawson@easttennesseepbs.org	Company

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
AARON P SHAINIS FCC COUNSEL SHAINIS & PELTZMAN, CHARTERED	AARON P. SHAINIS 1850 M STREET, NW SUITE 240 WASHINGTON, DC 20036 United States	+1 (202) 293-0011	AARON@S-PLAW.COM	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
18267	WKOP-TV	KNOXVILLE	TN	No
18252	WETP-TV	SNEEDVILLE	TN	No

Program Report Questions

Section	Question	Response
Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	No
Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No

Additional Program Report

Responsibility for Implementation

Questions

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Vickie Lawson	President

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F. R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information,and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	07/17 /2019
Certified Title	President
Authorized Party Name	Vickie Lawson

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
2013 EEO (B396-20130401AJK). pdf	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
2015 EEO (B396-20150401AEQ). pdf	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
Narrative Statement.pdf	Applicant	Narrative Statement		Done with Virus Scan and/or Conversion

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application) Read INSTRUCTIONS Before Filling Out Form		FOR COMMISSION USE ONLY FILE NO. B396 - 20130401AJK

Section I

Legal Name of the Licensee EAST TENNESSEE PUBLIC COMMUNICATIONS CORPORATION		
Mailing Address 1611 EAST MAGNOLIA AVENUE		
City KNOXVILLE	State or Country (if foreign address) TN	Zip Code 37917 - 7825
Telephone Number (include area code) 8655950220	E-Mail Address (if available)	
	Facility ID Number 18252	Call Sign WETP-TV

TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station	Noncommercial Broadcast Station
	○ Radio ○ TV ○ Low Power TV ○ International	○ Educational Radio ◉ Educational TV

Application Purpose

◉ New Program Report

○ Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WETP-TV	18252	○ AM ○ FM ◉ TV	SNEEDVILLE, TN	○ Yes ◉ No

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WKOP-TV	18267	○ AM ○ FM ◉ TV	KNOXVILLE, TN	○ Yes ◉ No

CONTACT PERSON IF OTHER THAN LICENSEE

Name			Street Address
ROBERT S. STONE, ESQ.			5616 KINGSTON PIKE
City	State	Zip Code	Telephone Number
KNOXVILLE	TN	37919-6301	8656734960

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)? ○ Yes ◉ No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? ○ Yes ◉ No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

A. By licensee, if an individual;
B. By a partner, if a partnership (general partner, if a limited partnership);
C. By an officer, if a corporation or an association; or
D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent
	VICKIE LAWSON
Title	Telephone No. (include area code)
PRESIDENT	8655950235
Date	
04/01/2013	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: VICKIE LAWSON	Title: PRESIDENT

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 2
Description: ANNUAL EEO PUBLIC FILE REPORTS

SEE ATTACHED.

Attachment 2

Description
2012 ANNUAL EEO PUBLIC FILE REPORT
2013 ANNUAL EEO PUBLIC FILE REPORT

Exhibit 3
Description: ACHIEVEMENT OF BROAD AND INCLUSIVE OUTREACH

SEE ATTACHED.

Attachment 3

Description
STATEMENT OF OUTREACH ACHIEVEMENT

ANNUAL EEO PUBLIC FILE REPORT
MARCH 20, 2011 – MARCH 20, 2012

A. FULL-TIME VACANCIES FILLED: 0

1. Job title: _____ (e.g., announcer, sales rep, engineer)
   Number of persons interviewed: ____
   Date vacancy filled: _____

2. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

3. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

4. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

5. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

B. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: _____(e.g., newspaper, area college, high school, etc.)
   Address: _____
   _____
   Contact person: _____
   Phone Number: _____
   Number of referrals from this source interviewed for vacancy: ____

2. Name: _____
   Address: _____
   _____
   Contact person: _____
   Phone Number: _____
   Number of referrals from this source interviewed for vacancy: ____

WETP-TV/WKOP-TV
ANNUAL EEO PUBLIC FILE REPORT
APRIL 1, 2012 – MARCH 20, 2013

A. FULL-TIME VACANCIES FILLED: NONE

B. NEW POSITIONS ADDED: ONE

1. Job title created: Community Engagements and Grants Writer
Number of persons interviewed: 5
Date vacancy filled: August 20, 2012

C. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: WKOP-TV/WETP-TV Website
Address: easttennesseepbs.org
Contact person: Vickie Lawson
Phone Number: 865-595-0235
Number of referrals from this source interviewed for vacancy: 2

2. Name: In-house Bulletin
Address: East Tennessee Public Communications Corp.
1611 E. Magnolia Avenue, Knoxville TN 37917
Contact person: Vickie Lawson
Phone Number: 865-595-0235
Number of referrals from this source interviewed for vacancy: 1

3. Name: PBS Website
Address: secure.connect.pbs.org
Systemwide Management/Job Board
Contact person: Adminstrator Connect PBS
Phone Number: NA is website only
Number of referrals from this source interviewed for vacancy: 0

4. Name: Craigslist *
Address: Craigslist.org
Create an account/ Post to Classifieds for specific areas
Contact person: Web Admistrator
Phone Number: NA/Web based
Number of referrals from this source interviewed for vacancy: 2

5. Name: Pellissippi State Community College
Address: 10915 Hardin Valley Rd
Knoxville, TN 37931

Contact person: Doris Rutledge
Phone Number: 865-694-6400_
Number of referrals from this source interviewed for vacancy: 0

6. Name: Knoxville College
   Address: 901 Knoxville College Dr
   Knoxville, TN 379321
   Contact person: Vernell Gray
   Phone Number: 865-524-6525
   Number of referrals from this source interviewed for vacancy: 0

7. Name: Knoxville Area Urban League
   Address: 1514 E. 5th Avenue
   Knoxville TN 37917
   Contact person: Jackie Robinson
   Phone Number: 865-524-5511
   Number of referrals from this source interviewed for vacancy: 0

8. Name: Tennessee Career Center
   Address: 60 Ridley Streeet # 103
   Crossville TN 38855
   Contact person: Ginger Armstrong
   Phone Number: 931-484-7456

*Indicates which recruitment source that referred hiree.

D. RECRUITMENT INITIATIVES DURING PAST TWELVE MONTHS

1. Internship program for community members to acquire job skills
   WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership including substantial participation of women and minorities.
   Upper-level openings are advertised in the media newsletter *Current,* as well as on the Public Broadcasting Service (PBS) on-line service, PBS Connect.

3. Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally.
   In addition to all job openings being sent to various community organizations, they are also posted on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.
   In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College beginning with the Fall 2012 semester to teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.
   In-house component allows community access to lower income and more diversity in students for future potential qualified candidates for a strong Knoxville media community.

East Tennessee Public Communications Corporation
FCC Form 396
EEO Narrative Statement

East Tennessee Public Communications Corporation ("East Tennessee PBS"), licensee of noncommercial educational television stations WETP-TV, Sneedville, Tennessee and WKOP-TV Knoxville, Tennessee, has achieved broad and inclusive outreach in the past two years with respect to its recruitment for vacancies and its completion of supplemental employment activities. As detailed, East Tennessee PBS has taken the necessary steps to achieve widespread outreach and recruitment of open positions, has conducted a variety of non-vacancy-specific employment outreach initiatives in its communities, and has complied with its other related FCC equal employment opportunities requirements, including record-keeping and self-analysis efforts.

During the past two years, East Tennessee PBS has complied with FCC requirements regarding equal employment opportunities for all hiring situations. With regard to specific vacancies and/or newly created positions, East Tennessee PBS has widely distributed information on openings through Internet, state institutions, its own web page, and public broadcasting industry bulletin boards. It has maintained contact with area colleges and the Knox Area Urban League in order to widely disseminate job openings. East Tennessee PBS is fully compliant with the Diversity Eligibility Criteria of the Corporation for Public Broadcasting Community Service Grant Program.

In addition, during this period, East Tennessee PBS has engaged in several longer-term, non-vacancy-specific recruitment initiatives. These include:

1. Internship program for community members to acquire job skills.

WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership including substantial participation of women and minorities.

Upper-level openings are advertised in the media newsletter *Current*, as well as on the Public Broadcasting Service (PBS) on-line service, PBS Connect.

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In addition to all job openings being sent to various community organizations, they are also posted on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.

In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College.

Beginning with the Fall 2012 semester, East Tennessee PBS and Pellissippi State Community College joined forces to collectively teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.

The measures outlined above have been successful in providing a full array of available and qualified employee candidates from around the state and from outside Tennessee. No change in these initiatives is being considered at this time as they are deemed more than sufficient.

East Tennessee PBS does not discriminate against current or prospective employees or volunteers on the basis of race, creed, sex, age, national origin, disability, sexual orientation or any other legally protected characteristic. The Affirmative Action goals dictate that all citizens have equal access and opportunity for employment at WETP-TV and WKOP-TV.

East Tennessee PBS is committed to a policy of equal opportunity in all aspects of employee relations, including employment, salary administration, employee development, promotion and transfer.

In addition, East Tennessee PBS's Human Resources staff monitors all recruitment activities to ensure that every applicant is treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed and the appropriate state procedures are followed to reclassify positions to accurately reflect jobs.

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application) Read INSTRUCTIONS Before Filling Out Form		FOR COMMISSION USE ONLY FILE NO. B396 - 20130401AJK

Section I

Legal Name of the Licensee EAST TENNESSEE PUBLIC COMMUNICATIONS CORPORATION		
Mailing Address 1611 EAST MAGNOLIA AVENUE		
City KNOXVILLE	State or Country (if foreign address) TN	Zip Code 37917 - 7825
Telephone Number (include area code) 8655950220	E-Mail Address (if available)	
	Facility ID Number 18252	Call Sign WETP-TV

TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station	Noncommercial Broadcast Station
	○ Radio ○ TV ○ Low Power TV ○ International	○ Educational Radio ◉ Educational TV

Application Purpose

◉ New Program Report

○ Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

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Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WKOP-TV	18267	○ AM ○ FM ◉ TV	KNOXVILLE, TN	○ Yes ◉ No

CONTACT PERSON IF OTHER THAN LICENSEE

Name			Street Address
ROBERT S. STONE, ESQ.			5616 KINGSTON PIKE
City	State	Zip Code	Telephone Number
KNOXVILLE	TN	37919-6301	8656734960

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

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DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)? ○ Yes ◉ No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? ○ Yes ◉ No

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A. By licensee, if an individual;
B. By a partner, if a partnership (general partner, if a limited partnership);
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D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

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I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent
	VICKIE LAWSON
Title	Telephone No. (include area code)
PRESIDENT	8655950235
Date	
04/01/2013	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: VICKIE LAWSON	Title: PRESIDENT

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

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Exhibits

Exhibit 2
Description: ANNUAL EEO PUBLIC FILE REPORTS

SEE ATTACHED.

Attachment 2

Description
2012 ANNUAL EEO PUBLIC FILE REPORT
2013 ANNUAL EEO PUBLIC FILE REPORT

Exhibit 3
Description: ACHIEVEMENT OF BROAD AND INCLUSIVE OUTREACH

SEE ATTACHED.

Attachment 3

Description
STATEMENT OF OUTREACH ACHIEVEMENT

ANNUAL EEO PUBLIC FILE REPORT
MARCH 20, 2011 – MARCH 20, 2012

A. FULL-TIME VACANCIES FILLED: 0

1. Job title: _____ (e.g., announcer, sales rep, engineer)
   Number of persons interviewed: ____
   Date vacancy filled: _____

2. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

3. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

4. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

5. Job title: _____
   Number of persons interviewed: ____
   Date vacancy filled: _____

B. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: _____(e.g., newspaper, area college, high school, etc.)
   Address: _____
   _____
   Contact person: _____
   Phone Number: _____
   Number of referrals from this source interviewed for vacancy: ____

2. Name: _____
   Address: _____
   _____
   Contact person: _____
   Phone Number: _____
   Number of referrals from this source interviewed for vacancy: ____

WETP-TV/WKOP-TV
ANNUAL EEO PUBLIC FILE REPORT
APRIL 1, 2012 – MARCH 20, 2013

A. FULL-TIME VACANCIES FILLED: NONE

B. NEW POSITIONS ADDED: ONE

1. Job title created: Community Engagements and Grants Writer
Number of persons interviewed: 5
Date vacancy filled: August 20, 2012

C. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: WKOP-TV/WETP-TV Website
Address: easttennesseepbs.org
Contact person: Vickie Lawson
Phone Number: 865-595-0235
Number of referrals from this source interviewed for vacancy: 2

2. Name: In-house Bulletin
Address: East Tennessee Public Communications Corp.
1611 E. Magnolia Avenue, Knoxville TN 37917
Contact person: Vickie Lawson
Phone Number: 865-595-0235
Number of referrals from this source interviewed for vacancy: 1

3. Name: PBS Website
Address: secure.connect.pbs.org
Systemwide Management/Job Board
Contact person: Adminstrator Connect PBS
Phone Number: NA is website only
Number of referrals from this source interviewed for vacancy: 0

4. Name: Craigslist *
Address: Craigslist.org
Create an account/ Post to Classifieds for specific areas
Contact person: Web Admistrator
Phone Number: NA/Web based
Number of referrals from this source interviewed for vacancy: 2

5. Name: Pellissippi State Community College
Address: 10915 Hardin Valley Rd
Knoxville, TN 37931

Contact person: Doris Rutledge
Phone Number: 865-694-6400_
Number of referrals from this source interviewed for vacancy: 0

6. Name: Knoxville College
   Address: 901 Knoxville College Dr
   Knoxville, TN 379321
   Contact person: Vernell Gray
   Phone Number: 865-524-6525
   Number of referrals from this source interviewed for vacancy: 0

7. Name: Knoxville Area Urban League
   Address: 1514 E. 5th Avenue
   Knoxville TN 37917
   Contact person: Jackie Robinson
   Phone Number: 865-524-5511
   Number of referrals from this source interviewed for vacancy: 0

8. Name: Tennessee Career Center
   Address: 60 Ridley Streeet # 103
   Crossville TN 38855
   Contact person: Ginger Armstrong
   Phone Number: 931-484-7456

*Indicates which recruitment source that referred hiree.

D. RECRUITMENT INITIATIVES DURING PAST TWELVE MONTHS

1. Internship program for community members to acquire job skills
   WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership including substantial participation of women and minorities.
   Upper-level openings are advertised in the media newsletter *Current,* as well as on the Public Broadcasting Service (PBS) on-line service, PBS Connect.

3. Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally.
   In addition to all job openings being sent to various community organizations, they are also posted on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.
   In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College beginning with the Fall 2012 semester to teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.
   In-house component allows community access to lower income and more diversity in students for future potential qualified candidates for a strong Knoxville media community.

East Tennessee Public Communications Corporation
FCC Form 396
EEO Narrative Statement

East Tennessee Public Communications Corporation ("East Tennessee PBS"), licensee of noncommercial educational television stations WETP-TV, Sneedville, Tennessee and WKOP-TV Knoxville, Tennessee, has achieved broad and inclusive outreach in the past two years with respect to its recruitment for vacancies and its completion of supplemental employment activities. As detailed, East Tennessee PBS has taken the necessary steps to achieve widespread outreach and recruitment of open positions, has conducted a variety of non-vacancy-specific employment outreach initiatives in its communities, and has complied with its other related FCC equal employment opportunities requirements, including record-keeping and self-analysis efforts.

During the past two years, East Tennessee PBS has complied with FCC requirements regarding equal employment opportunities for all hiring situations. With regard to specific vacancies and/or newly created positions, East Tennessee PBS has widely distributed information on openings through Internet, state institutions, its own web page, and public broadcasting industry bulletin boards. It has maintained contact with area colleges and the Knox Area Urban League in order to widely disseminate job openings. East Tennessee PBS is fully compliant with the Diversity Eligibility Criteria of the Corporation for Public Broadcasting Community Service Grant Program.

In addition, during this period, East Tennessee PBS has engaged in several longer-term, non-vacancy-specific recruitment initiatives. These include:

1. Internship program for community members to acquire job skills.

WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

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4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.

In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College.

Beginning with the Fall 2012 semester, East Tennessee PBS and Pellissippi State Community College joined forces to collectively teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.

The measures outlined above have been successful in providing a full array of available and qualified employee candidates from around the state and from outside Tennessee. No change in these initiatives is being considered at this time as they are deemed more than sufficient.

East Tennessee PBS does not discriminate against current or prospective employees or volunteers on the basis of race, creed, sex, age, national origin, disability, sexual orientation or any other legally protected characteristic. The Affirmative Action goals dictate that all citizens have equal access and opportunity for employment at WETP-TV and WKOP-TV.

East Tennessee PBS is committed to a policy of equal opportunity in all aspects of employee relations, including employment, salary administration, employee development, promotion and transfer.

In addition, East Tennessee PBS's Human Resources staff monitors all recruitment activities to ensure that every applicant is treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed and the appropriate state procedures are followed to reclassify positions to accurately reflect jobs.

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