

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multimedia Photojournalist	1-6, 8-9, 11-13, 15-27, 29-36	2
Producer	1-9, 11-13, 15-27, 29-36	2
Producer	1-9, 11-13, 15-27, 29-36	7
Assistant News Director	1, 3-6, 8-9, 11-13, 15-27, 29-31, 33-36	1
Meteorologist	1, 3-9, 11-13, 15-27, 29-31, 33-36	29
Meteorologist	1, 3-9, 11-13, 15-27, 29-31, 33-36	7
Account Executive	1, 3-6, 8-9, 11-13, 15-27, 29-31, 33-37	37
Multimedia Journalist	1, 3-6, 8-9, 11-13, 15-27, 29-31, 33-37	37
Multimedia Journalist	1, 3-6, 8-9, 11-13, 15-27, 29-31, 33-37	29
Producer	1, 3-9, 11-13, 15-27, 29-31, 33-36	36
Producer	1, 3-9, 11-13, 15-27, 29-31, 33-36	7
Community Promotions Producer	1, 3-9, 11-13, 15-31, 33-36	7
Consumer Insight Strategist	1, 3-6, 8-9, 11-13, 15-26, 28-31, 33-36	36
Broadcast Director	1, 3-9, 11-13, 15-26, 28, 30-31, 33-36	7
Digital Producer	1, 3-6, 8-9, 11-13, 15-26, 29-31, 33-36	1
Multimedia Journalist	1, 3-6, 8-9, 11-13, 15-26, 29-31, 33-36	29
Digital Sales Specialist	1, 3-4, 6, 8-9, 11-26, 28-31, 33-36	14
Photojournalist	1, 3-6, 8-13, 15-26, 28-31, 33-36	10

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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	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	2
2	Career Fair	N	2
3	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-3483 Url : www.cn.edu Email : mworkman@cn.edu Fax : 1-865-471-4989 Mark Workman	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
5	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee Phone : (423) 439-4450 Url : www.atsu.edu/students/careers Email : speer@atsu.edu Fax : 1-423-439-6489 Wayne Speer	N	0
6	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
7	Employee Referral	N	5

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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
8	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : ngarvin@fisk.edu Natara Garvin	N	0
9	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
10	Job Board	N	1
11	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Url : www.king.edu Email : dhfelty@king.edu Donna Felty	N	0
12	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
13	KOMU –TV Missouri Phone : (573) 882-8888 Email : WillisB@missouri.edu Barbara Willis	N	0
14	Linked In	N	1
15	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : judy.hope@maryvillecollege.edu Judy Hope	N	0

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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
16	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
17	Middle Tennessee State University Placement Center Box 2 Murfreesboro, Tennessee Phone : (615) 494-8790 Email : career@mtsu.edu Katie Robinson	N	0
18	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Url : www.milligan.edu Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	N	0
19	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
20	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlja.org Career Service	N	0
21	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : (865) 694-6554 Email : ccarson@pstcc.edu Carolyn Carson	N	0

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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
22	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
23	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
24	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : www.tabtn.org Email : info@tabtn.org Fax : 1-615-365-1842 Brenda Heidt	N	0
25	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@tn.gov Ginger Armstrong	N	0
26	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
27	The Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio Phone : 216-447-9117 Url : http://www.beonair.com/ Email : gary@beonair.com Gary James	N	0

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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
28	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
29	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	3
30	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6372 Email : dale.warf@vba.va.gov Dale Warf	N	0
31	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
32	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : charris@upo.org Chantel Harris-Naji	N	0

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

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
33	University of Tennessee, College of Communications – Broadcasting Dept 100 Dunford Hall Knoxville, Tennessee Phone : (865) 974-2149 Url : http://www.utk.edu/contact/ Email : avenable@utk.edu Fax : 1-865-974-6497 Allison Beck	N	0
34	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
35	Walters State Community College 500 S Davy Crockett Pkwy Morristown, Tennessee 37813-6899 Phone : 423.318.2709 Url : www.ws.edu Email : nancy.brown@ws.edu Nancy Brown	N	0
36	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	2
37	Word of Mouth Referral	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			18

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	3/31/2014	Participation in events or programs sponsored by educational institutions	Gannett Corp. representatives attended the National Collegiate Sales Competition (NCSC) held at Kennesaw State University in Kennesaw, Georgia. The NCSC is the largest sales role-play competition in existence, providing students from across North America a venue to sharpen their sales skills and be scouted by leading businesses from across the country. Resumes from the NCSC were submitted to Gannett's broadcast units for review for open positions including WBIR.	3	V.P. Human Resources V.P. Diversity VP/Sales Strategy & Development	0.25

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
2	4/1/2014	Participation in other activities designed by the station employment unit	<p>The WBIR Information Center Coordinator conducts station tours biweekly to inform the community of our operations and to offer the opportunity to learn more about the various roles and jobs in broadcasting. Groups ranged from college journalism students to Cub Scout groups working on their Communication Badges. During the reporting period, 678 students from nine elementary schools, five middle schools, two high schools, two home school groups, two colleges/technical schools, three summer/spring programs and nine Scout troops visited the station. This year we had three special needs students who visited to talk to the meteorologist about weather.</p> <p>All tours include talking with news staff, learning about different careers in broadcasting, a tour of the station, watching a live newscast from the studio, talking to and asking questions of anchors and meteorologists.</p> <p>Tour listing: 4-1-14 20 students Walland Elementary School, group 2 4-3-14 0 students Walland Elementary School, group 3 4-8-14 25 students, North Knoxville Home School, K-6th grades 4-22-14 River's Edge Christian Academy, 20 6th graders, group 1 4-24-14 Temple Baptist, 13 middle school broadcast students 4-29-14 River's Edge Christian Academy, 20 6th graders, group 2 5-6-14 Clairfield Elementary, 12 8th graders 5-15-14 Powell Elementary, 20 7-8th graders, Broadcast Class, group 1 of 3 5-20-14 Powell Elementary, 20 7-8th graders, Broadcast Class, group 2 of 3 6-3-14 Lanier Summer Program, K-5th, 25 students</p>	1	Content Coordinator	1.00

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			6-5-14 Prospect Elementary, 40 students 6-10-14 Powell Elementary, 20 7-8th graders, Broadcast class, group 3 of 3 6-17-14 Lenoir City Christian Summer Program, 27 1-6th graders 6-26-14 Montvale Summer Camp, 25 K-5th graders 7-8-14 Mt. Olive Summer Youth Program, 12 1st-6th graders 9-26-14 Roane State Mass Communications Class, 7 college students 10-1-14 30 Media students, Cumberland County High School 10-7-14 20 Tiger and Wolf Cub Scouts 10-8-14 Webb School, 44 1st graders 10-21-14 Homeschoolers exploring careers in Knoxville, 25 middle and high school students, group 1 10-28-14 Homeschoolers exploring careers in Knoxville, 25 middle and high school students, group 2 11-6-14 University of Tennessee Broadcast Class, 6 college students 12-9-14 12 Cub Scouts 12-15-14 All Saints Episcopal School, 20 3rd graders 1-8-15 12 Claxton Cub Scouts 1-22-15 Apostolic Christian Academy, 14 high school broadcasting students 2-3-15 20 Joppa Elementary Cub Scouts 2-12-15 18 1st graders studying weather 3-3-15 17 Cub Scouts studying weather 3-5-15 11 Tiger Cub Scouts 3-18-15 2 special needs students to talk with meteorologist about weather 3-19-15 20 students, Taekondo Spring Camp, 1st-8th grades			

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
3	4/25/2014	Participation in events or programs sponsored by educational institutions	WBIR anchors, reporters and meteorologists go to area schools or have students in the station to talk to students about their jobs and what education, skills and experience students need to have for various careers in broadcast. They explain the process of creating news programs, or discuss digital journalism and social platforms and/or review careers in meteorology and broadcasting. During the reporting period 1,790 students from eight elementary schools, six high schools, seven college classes at the University of Tennessee and two Cub Scout Packs participated in the sessions.	6	Reporter/Anchors/Meteorologist News Reporting Staff	0.25
4	5/1/2014	Establishment of an intern program designed to assist members of the community	<p>WBIR internship program offers college students active participation in a professional broadcast organization so they gain the work skills needed to later obtain employment in the broadcast industry. Internships are available in News, Sports, Marketing/Promotion, Production, and Sales departments.</p> <p>Internships are available year-round and generally last one semester. The intern learns to apply classroom theories and learns what works in the real world.</p> <p>Our interns must receive academic credit, either college class hours towards a degree or extra credit in a specific class.</p> <p>During the reporting period, the 23 students in the program were from the University of Tennessee, the University of Alabama, University of Mississippi and Southern Methodist University.</p>	1	Executive Producer	1.00

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
5	5/8/2014	Participation in Job Fairs	Marketing Director and Community Relations Producer had a booth at Sarah Moore Greene Magnet Academy's "Media Madness Showcase" for K-5th grades plus their parents. WBIR attendees showcased and talk about jobs and opportunities in the fields of media and communications.	2	Marketing Director Image Producer	0.25
6	5/17/2014	Establishment of a mentoring program	WBIR offers a tuition reimbursement program to full-time employees for development through formal education to enhance their ability to compete for internal jobs and possible career advancement opportunities.	1	Editor	1.00
7	9/14/2014	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, WBIR supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2014. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	General Manager	1.00
8	10/1/2014	Participation in Job Fairs	The Marketing Director, the Image Producer and the Web Content Manager participated in University of Tennessee Career Fair October 2014.	3	Marketing Director Digital Executive Producer	0.25

WBIR
EEO PUBLIC FILE REPORT
March 21, 2014 - March 20, 2015

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
9	3/20/2015	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WBIR posted an upper-level category opening with media trade groups and other organizations and websites whose membership and/or audience includes substantial participation of women and minorities such as Emma Bowen Foundation for Minority Interests in Media, the National Association of Black College Broadcasters, National Lesbian and Gay Journalist Association, South Asian Journalists Association, Knoxville Urban League.	1	Human Resources	1.00
TOTAL POINTS OVER REPORTING PERIOD:						6.00