

WBIR EEO PUBLIC FILE REPORT

(March 21, 2013 – March 20, 2014)

III. Recruitment Initiatives

1. Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

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.

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.

Interns must receive academic credit, either college class hours towards a degree or extra credit in a specific class.

During the reporting period, the 26 students in the program were from the University of Tennessee, the University of Alabama and the University of Memphis.

2. Establishment of training programs for station personnel

Training is available to employees in all departments, and requests for training are solicited by department heads on a regular basis.

Our goal is to provide training both on-site and off-site to allow employees the opportunity to learn new skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions within the television station and to develop skills for our emerging digital platforms.

During the reporting period many training classes were attended by employees in Sales, News, Marketing, Operations and Engineering as follows:

4/13 Sales Team (15) received further training in Digital Media Sales. All 4 Sales Managers completed training and are Google Adwords Certified.

4/13 NPPA (1), new Social Media Manager received training at sister station, KARE with their social media/digital team.

5/13 News staff (2) to KSDK to learn about ENPS workflow system before installation at WBIR. Marketing added Aptivada, an audience captivation service and 2 employees received web and on-line training.

6/13 News staff (2) attended IRE in San Antonio and returned able to train investigative news team. Entire news department, promotion producers and directors (60) were trained on the News HD Workflow System.

8/13 Marketing Director went to KUSA to train with their Marketing Director on image campaign management, strategies to improve promotional traffic inventory, as well as overall management strategies. News department and production assistants (56) trained on PRESTO.

9/13 Sales staff (15) received 2 day further digital sales training from Wilten Haynes from Gannett Corporate.

10/13 - MMJ's (2) and producer (1) attended Online News Association Conference in Atlanta. Talent coach worked with on-air anchors (10) to enhance their on-air presence.

12/13 All non-exempt employees (75) received training on KRONOS time keeping system. Station staff (130) were trained on the new Office 365 System.

3/10-14/14 News staff and Production staff (42 total) trained on the Miranda Graphics System

3. Participate in scholarship programs.

As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2013 WBIR supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2013. 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.

4. Participation in other activities designed by the station employment unit.

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, 623 students from three elementary schools, four middle schools, three high schools, five home school groups, two colleges/technical schools and 16 scout troupes visited the station.

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.

5. 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 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 2,510 students from ten elementary schools, five middle schools, three high schools, one home school, seven colleges and two clubs participated in the sessions.

6. Provision of training to management

Management at WBIR participated in the following programs:

News Director participated in the Gannett Leadership Program in October 2013. The program is designed to provide managers with leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change, and Leading Innovation. The program provides the opportunity to network and build strong career-based relationships.

General Manager attended Gannett General Manager Conference (January 2014) where leadership was stressed and ideas shared in order to “own” the news story, ad sale or being the strong leader/example for station.

News Director and Marketing Director attended Gannett Conference (March 2014) that emphasized the need to lead, think big, manage/allocation of resources and move strongly into digital.

General Manager, News Director and Marketing Director attended the Gannett Market Makers four-day conference (April 2013). Topics included staffing, employee relations, change management, organizational development and succession planning.

7. Participation in Job Fairs

The Marketing Director, the Digital Producer and the Executive Producer of New Media and Special Projects/Intern Coordinator participated in University of Tennessee Career Fair October 23, 2013. Additionally, a reporter participated in the Fulton High School Career Day on 4/21/2013 and the station participated in the Cumberland Gap High School Career Day on 10/23/2013.

8. 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 and Hispanic Link News Service.

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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 Director	1-2, 4-5, 7, 9-10, 12-37	37
Production Assistant	2, 4-5, 7, 9-10, 12-13, 15-37	37
Producer	1-2, 4-5, 7, 9-10, 12-13, 15-37	37
Multimedia Journalist	1-2, 4-5, 7, 9-10, 12-13, 15-37	37
Multimedia Journalist	1-2, 4-7, 9-10, 12-28, 30-37	6
Producer	1-2, 4-7, 9-10, 12-28, 30-38	6
Producer	1-2, 4-7, 9-10, 12-28, 30-38	6
Producer	1-2, 4-7, 9-10, 12-28, 30-38	6
Account Executive	1-10, 12-28, 30-37	6
Account Executive	1-10, 12-28, 30-37	8
Multimedia Journalist	1-5, 7, 9-10, 12-21, 23-28, 30-37	37
Digital Media Sales Consultant	1-7, 9-10, 12-21, 23-28, 30-37	6
Digital Media Sales Consultant	1-7, 9-10, 12-21, 23-28, 30-37	37
Production Assistant	1-5, 7-10, 12-21, 23-28, 30-37	8
Meteorologist	1-5, 7, 9-21, 23-28, 30-37	37
Sports Director	1-7, 9-10, 12-21, 23-28, 30-38	6
Digital Sales Specialist	1-5, 7, 9-21, 23-28, 30-37	11
Commercial Production Producer	1-5, 7, 9-21, 23-28, 30-37	1

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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	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	5
2	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
3	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
4	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
5	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 : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
6	Employee Referral	N	7

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	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
8	Former Employee	N	2
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	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Carlos Ericksen-Mendoza	N	0
11	Indeed.com	N	4
12	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
13	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
14	KOMU –TV Missouri Phone : (573) 882-8888 Email : WillisB@missouri.edu Barbara Willis	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
15	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : judy.hope@maryvillecollege.edu Judy Hope	N	0
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 (NABCB) 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.nlgja.org Email : info@nlgja.org Career Service	N	0

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21	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : (865) 694-6554 Email : ccarson@pstcc.edu Carolyn Carson	N	0
22	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Karen Gregory	N	0
23	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
24	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
25	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
26	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@tn.gov Ginger Armstrong	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
27	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
28	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
29	Tusculum College P O Box 5012 Greenville, Tennessee 37743 Phone : 423-636-7300 Url : www.tusculum.edu Fax : 1-423-636-0501 Barth Cox	N	0
30	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
31	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
32	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

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33	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
34	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
35	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
36	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
37	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	12
38	Word of Mouth Referral	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			32

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	3/20/2014	Provision of training to management	<p>Management at WBIR participated in the following programs:</p> <p>News Director participated in the Gannett Leadership Program in October 2013. The program is designed to provide managers with leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change, and Leading Innovation. The program provides the opportunity to network and build strong career-based relationships.</p> <p>General Manager attended Gannett General Manager Conference (January 2014) where leadership was stressed and ideas shared in order to “own” the news story, ad sale or being the strong leader/example for station.</p> <p>News Director and Marketing Director attended Gannett Conference (March 2014) that emphasized the need to lead, think big, manage/allocation of resources and move strongly into digital.</p> <p>General Manager, News Director and Marketing Director attended the Gannett Market Makers four-day conference (April 2013). Topics included staffing, employee relations, change management, organizational development and succession planning.</p>	3	General Manager News Director Marketing Director	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
2	3/20/2014	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>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 26 students in the program were from the University of Tennessee, the University of Alabama and the University of Memphis.</p>	10		1.00
3	3/20/2014	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, 623 students from three elementary schools, four middle schools, three high schools, five home school groups, two colleges/technical schools and 16 Scout troops visited the station.</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>	10	Various station employees	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	3/20/2014	Establishment of training programs for station personnel	<p>Training is available to employees in all departments, and requests for training are solicited by department heads on a regular basis.</p> <p>Our goal is to provide training both on-site and off-site to allow employees the opportunity to learn new skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions within the television station and to develop skills for our emerging digital platforms.</p> <p>During the reporting period many training classes were attended by employees in Sales, News, Marketing, Operations and Engineering as follows:</p> <p>4/13 Sales Team (15) received further training in Digital Media Sales. All 4 Sales Managers completed training and are Google Adwords Certified.</p> <p>4/13 NPPA (1), new Social Media Manager received training at sister station, KARE with their social media/digital team.</p> <p>5/13 News staff (2) to KSDK to learn about ENPS workflow system before installation at WBIR. Marketing added Aptivada, an audience captivation service and 2 employees received web and on-line training.</p> <p>6/13 News staff (2) attended IRE in San Antonio and returned able to train investigative news team. Entire news department, promotion producers and directors (60) were trained on the News HD Workflow System.</p> <p>8/13 Marketing Director went to KUSA to train with their Marketing Director on image campaign management, strategies to improve promotional traffic inventory, as well as overall</p>	100	All station employees	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>management strategies. News department and production assistants (56) trained on PRESTO.</p> <p>9/13 Sales staff (15) received 2 day further digital sales training from Wilten Haynes from Gannett Corporate.</p> <p>10/13 - MMJ's (2) and producer (1) attended Online News Association Conference in Atlanta. Talent coach worked with on-air anchors (10) to enhance their on-air presence.</p> <p>12/13 All non-exempt employees (75) received training on KRONOS time keeping system. Station staff (130) were trained on the new Office 365 System.</p> <p>3/10-14/14 News staff and Production staff (42 total) trained on the Miranda Graphics System</p>			
5	3/20/2014	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 2,510 students from ten elementary schools, five middle schools, three high schools, one home school, seven colleges and two clubs participated in the sessions.	10	Anchors, reporters, meteorologists	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	3/20/2014	Participation in Job Fairs	The Marketing Director, the Digital Producer and the Executive Producer of New Media and Special Projects/Intern Coordinator participated in University of Tennessee Career Fair October 23, 2013. Additionally, a reporter participated in the Fulton High School Career Day on 4/16/2013 and the station participated in the Cumberland Gap High School Career Day on 10/23/2013.	5	Marketing Director Digital Producer Executive Producer Reporters	0.25
7	3/20/2014	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 and Hispanic Link News Service.	1	Sports Director	1.00
8	3/20/2014	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2013 WBIR supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2013. 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		1.00
TOTAL POINTS OVER REPORTING PERIOD:						6.50