

**WBIR**  
**EEO PUBLIC FILE REPORT**  
**March 21, 2015 - March 20, 2016**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Multimedia Journalist	1-3, 7-11, 15, 18-20, 22-27, 29-32, 35-38, 40-46	38
Multimedia Journalist	1-3, 7-11, 15, 18-20, 22-27, 29-32, 35-38, 40-46	29
Multimedia Journalist	1-3, 7-11, 15, 18-20, 22-27, 29-32, 35-38, 40-46	9
Producer	1-3, 5-6, 8-9, 11, 13, 15, 18-28, 30-37, 40-46	40
Producer	1-3, 5-6, 8-9, 11, 13, 15, 18-28, 30-37, 40-46	9
Producer	1-3, 5-6, 8-9, 11, 13, 15, 18-28, 30-37, 40-46	21
Producer	1-3, 5-6, 8-9, 11, 13, 15, 18-28, 30-37, 40-46	21
Digital Sales Specialist	1-4, 8-9, 11-12, 15-16, 18-27, 30-32, 35-37, 39-46	16
Photojournalist	1-3, 6-8, 11-12, 15, 17-20, 22-27, 30-33, 35-37, 39-46	12
News Technical Operations Manager	1-3, 5, 7-8, 11, 15, 18-20, 22-27, 30-33, 35-37, 39-46	33
Maintenance Technician	1-3, 7-8, 11, 15-16, 18-20, 22-27, 30-33, 35-37, 39-46	16
Digital Producer	1-3, 7-8, 11, 15, 18-27, 30-32, 35-37, 39-40, 42-46	21
Assistant News Director	1-3, 5, 7-9, 11, 15, 17-20, 22-27, 30-32, 34-37, 39-40, 42-46	9
Anchor	1-5, 7-8, 11-13, 15, 18-20, 22-27, 30-33, 35-37, 39-40, 42-46	4
IT Specialist	1, 16, 28, 33-34, 46	16
Account Executive	1, 9, 34, 46	9
Sales Assistant	1-3, 7-8, 11, 15, 18-20, 22-27, 30-33, 35-37, 39-46	33
Meteorologist/MMJ	1-4, 7-8, 11, 15, 18-20, 22-23, 25-27, 30-32, 34-37, 39-45	4
Media Technician	1-3, 7-8, 11, 14-15, 18-20, 22-23, 25-27, 30-32, 34-37, 39-45	14

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	2
2	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : <a href="http://www.cn.edu">www.cn.edu</a> Email : <a href="mailto:dstory@cn.edu">dstory@cn.edu</a> Fax : 1-865-471-4989 Drew Story	N	0
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
4	Corporate Recruiter	N	3
5	Current Employee	N	10
6	Current Employee/Internal Promotion	N	2
7	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee 37614 Phone : (423) 439-5388 Url : <a href="http://www.atsu.edu/students/careers">www.atsu.edu/students/careers</a> Email : <a href="mailto:creek@etsu.edu">creek@etsu.edu</a> Susan Creek	N	0
8	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : <a href="http://www.emmabowenfoundation.com/">http://www.emmabowenfoundation.com/</a> Email : <a href="mailto:Sandra.Rice@nbcuni.com">Sandra.Rice@nbcuni.com</a> Fax : 1-212-975-5884 Sandra Rice	N	0

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9	Employee Referral	N	8
10	Facebook post	N	1
11	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : ngarvin@fisk.edu Natarra Garvin	N	0
12	Former Employee	N	4
13	Former Employee Referral	N	2
14	Glassdoor 100 Shoreline Highway Building A Mill City, California 94941 Url : www.glassdoor.com TEGNA Contact Through CB1 Account Manual Posting	N	1
15	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
16	Indeed.com	N	17
17	Job Board	N	3
18	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
19	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0

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20	KOMU –TV Missouri Phone : (573) 882-8888 Email : WillisB@missouri.edu Barbara Willis	N	0
21	Linked In	N	12
22	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : judy.hope@maryvillecollege.edu Judy Hope	N	0
23	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
24	Middle Tennessee State University Placement Center Box 2 Murfreesboro, Tennessee Phone : (615) 494-8790 Email : career@mtsu.edu Katie Robinson	N	0
25	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
26	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

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
27	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : <a href="http://www.nlgja.org">www.nlgja.org</a> Email : <a href="mailto:info@nlgja.org">info@nlgja.org</a> Career Service	N	0
28	Non-Employee Referral	N	2
29	Other Source	N	1
30	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : <a href="mailto:drutledge@pstcc.edu">drutledge@pstcc.edu</a> Doris Rutledge	N	0
31	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : <a href="http://www.saja.org">www.saja.org</a> Email : <a href="mailto:saja@columbia.edu">saja@columbia.edu</a> Career Service	N	0
32	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : <a href="http://www.southcollegetn.edu/">http://www.southcollegetn.edu/</a> Email : <a href="mailto:gtaylor@southcollegetn.edu">gtaylor@southcollegetn.edu</a> Gary Taylor	N	0
33	Station Website	N	7
34	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : <a href="http://www.tegna.com">www.tegna.com</a> Janae Barker Manual Posting	N	7

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35	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
36	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@tn.gov Ginger Armstrong	N	0
37	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
38	Trade Website	N	1
39	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
40	Tvjjobs.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	4

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41	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
42	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
43	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
44	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
45	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
46	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0

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<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>87</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	3/21/2015	Establishment of training programs for station personnel	<p>WBIR provided training programs designed to enable station personnel with acquire skills that could qualify them for higher level positions within the station and/or the TEGNA Media Division.</p> <p>3/15 Producers and managers trained on new social media guidelines for posting viewer pictures. Everyone now has the Gannett document posted at their desks. 25 employees trained.</p> <p>3/15 Sales team watched a TVB training video on all of the resources TVB has to offer on their AE dashboard. From this training, our Consumer Insights Strategist has developed a cable and radio one-sheet. 15 trained</p> <p>4/15 Senior Digital Producer and Multimedia Journalist attended IRE and will come back and train news staff. 50 news staff trained</p> <p>4/15 Multimedia Journalist went to NPPA and returned with an incredible amount of information and presented to MMJ staff with video examples to help them become better storytellers. 6 news staff trained</p> <p>5/15 Team of news and production staff went to WXIA, Atlanta, to study the new ELC automation system in preparation for the July launch. 5 trained</p> <p>6/15 Team of investigative reporters attended IRE and returned to present interactive, multimedia training sessions for all news staff. 40 trained</p> <p>8/15 Tease Writing Consultant Greg Derkowski held 2-day training sessions for Management Team,</p>	72	

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			<p>Promotions, news producers, and meteorologists teaching them to find specific promises in content, use compelling sound and video to keep viewers watching. 39 trained</p> <p>7/15 Production staff trained on ELC system. 12 trained</p> <p>7/15 News staff completed Videolicious and Tagboard training, tools to increase their creativity and video production on social media and digital. 35 trained</p> <p>8/15 News digital producers completed training on DoApp, Crowdtangle and the new version of Presto. 8 trained</p> <p>9/15 Production staff trained on Logitek Audio Board. 8 trained</p> <p>9/15 Talent Coach Lou Michaels met with all on-air news staff individually offering feedback from clips of recorded reporting and anchoring. 15 trained</p> <p>9/15 Production trained on new Lighting Board. 10 trained</p> <p>10/15 News digital team held training sessions teaching newsroom staff what they learned at ONA focusing on 20 apps that everyone in the newsroom should have. 40 trained</p> <p>11/15 All news anchors were trained on the Facebook Mentions app, a tool for their Facebook pages. 10 trained</p> <p>12/15 News staff trained on new Lakana system. 45 trained</p> <p>1/16 News trained on and</p>		

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			<p>implemented the Slack communication tool. 30 trained</p> <p>2/16 Trained off-air multimedia journalists on how to build slideshows and post articles to Lakana. 6 trained</p> <p>3/8 Initiated sales transformation training for sales team. 15 trained.</p>		

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2	4/1/2015	Participation in other activities designed by the station employment unit	<p>The WBIR News Department Coordinator conducts station tours bi-weekly 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 elementary school news and broadcast clubs/broadcast students, to middle school journalism and TV production classes, and college students from South College, Bearden UMC's summer program. Other tour participants included Cub Scout groups, Girl Scout Groups, participants of leadership programs and senior adults. During the reporting period, 513 students from fifteen elementary schools, four middle schools, two colleges, nine Scout Troops and two leadership programs 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> <p>Tours listing:</p> <p>3.24.2015 17 first grade cub scouts</p> <p>3.31.2015 25 Middle School Students (Rocky Hill)</p> <p>4.2.2015 20 Tiger Cubs, Greenback</p> <p>4.7.2015 25 1st graders, 1st group, Walland Elementary</p> <p>4.9.2015 25 1st graders, 2nd group, Walland Elementary</p> <p>4.15.2015 15 3rd-5th grade Newspaper Club students</p> <p>4.16.2015 Moreland</p>	1	Content Coordinator

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			Heights Elementary Broadcast Club, 15 students  4.21.2015 10 Cub Scouts, Pack 238, Norwood  5.6.2015 Bluegrass Elementary 5th grade TV Class  5.7.2015 Tiger cubs, 15 total  5.12.2015 10 total, Tiger Cubs  5.19.2015 Mount Olive Elementary, 10 students  5.21.2016 Powell Elementary, 20 total, Broadcasting students—1st group  5.27.2016 South College-- 12 students, media and crime class  5.28.2015 Powell Elementary, 20 total, Broadcasting students—2nd group  6.4.2015 Bearden UMC Summer Program, 20 students  6.16.2015 11 Girl Scouts, Troop #20705  6.18.2015 16 students, LaPetite Academy, 6-10 yrs. old  6.23.2015 15 6-8th grade students, Wesley House  6.24.2015 Leadership Academy, 2 principals from Knox County Schools  7.30.2015 12 students, LaPetite Academy		

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			8.18.2015 Michael Dunn Center, 6 adults & 2 staff (disabled adults)		
			9.17.2015 Seymour Community Christian, 5th-6th grade--9 students		
			10.14.2015 Webb School, 1st grade, 38 students		
			11.4.2015 All Saints, Morristown, 3rd grade—11 students		
			11.5.2015 Boy Scout troop, 10 scouts from Gatlinburg		
			11.10.2015 West View Middle TV production class--8th grade, 18 total students		
			12.1.2015 14 total, Middle School Journalism Class, Robertsville Middle School		
			12.9.2015 15 students, Youth Group --First Baptist in Maynardville		
			1.19.2016 Leadership Anderson County, 20 adults		
			2.16.2016 Clayton Bradley Academy, Kindergarten Class, 11 students		
			2.18.2016 17 1st graders, Clayton Bradley STEM Academy		
			3.1.2016 12 Tiger Cubs, Pack 251, Tiger Den 1		
			3.16.2016 15 Girl Scouts, Knox County Schools		

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3	4/1/2015	Participation in events or programs sponsored by educational institutions	<p>WBIR anchors, reporters and meteorologists go to area schools or have students visit the station and talk with the students about their jobs in broadcast and the education, skills and experiences needed to obtain the various careers in broadcast. They explain the process of creating news programs, discuss digital journalist and social platforms and/or review careers in meteorology and broadcasting. During the reporting period, 2,850 students from fifteen elementary schools, five middle/high schools, two college classes, one Cub Scout Troop, the Knoxville Choral Society and the Knox County Special Olympics participated in the sessions.</p> <p>The following are the dates, schools visited and number of students attending:</p> <p>3/28 Knoxville Choral Society Young Musician's Awards (200);</p> <p>3/31 Knox Co. Cedar Bluff Elementary Family Reading Night (75);</p> <p>3/2 Clinton Elementary School Read Across America (100); Northshore Elementary Read Across America (80)</p> <p>4/2 Foothills Elementary (100);</p> <p>4/14 Pellissippi State Community College Broadcasting Class (30); T&amp;T Elementary School, New Tazewell (85); New Center Elementary (100); University of Tennessee (15); Gibbs Elementary School (800);</p> <p>4/23 Seymour Intermediate School (100);</p> <p>4/24 Knox Co. Special Olympics (200); 9/9 Farragut Intermediate School (80)</p>	6	

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			10/1 Sunbright School 3rd-5th Grade and high school career talk (200);  10/12 Glenn Hills Elementary (100); Concord Christian School (80); Rocky Hill Elementary Reading Importance (50);  10/23 A.L. Lotts Elementary (25);  10/28 A.L. Lots Elementary Reading (60)  10/29 A.L. Lotts Read-a-thon (60);  11/7 New Covenant Home School Co- op 7th-9th (50)  1/19 Boy Scouts (20)  2/11 Adrian Burnett Elementary (100); 2/19 Rockford Elementary School (75); Clayton Bradley Academy (40);  3/22 Rocky Hill Kindergarten (30)		

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4	5/1/2015	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 16 students in the program were from the University of Tennessee/Knoxville, the University of Tennessee/Chattanooga, Middle Tennessee State University and Belmont University. Students were pursuing degrees in Journalism and Electronic Media; Public Relations and Marketing; Journalism; Audio Engineering; and Broadcasting.</p>	1	Executive Producer
5	9/1/2015	Participation in scholarship programs	<p>As 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 TEGNA Foundation Media Fun in 2015. 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.</p>	1	Lee

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6	3/20/2016	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	News Editor