

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2023 to March 22, 2024.

- 1) Employment Unit: Local 3 News/WRCB-TV
- 2) Unit Members (Stations and Communities of License): Local 3 News/WRCB, Chattanooga, TN
- 3) EEO Contact Information for Employment Unit:

Mailing Address: Local 3 News/WRCB-TV 900 Whitehall Road Chattanooga, TN 37405	Telephone Number: 423-267-5412
	Contact Person/Title: Callie Starnes, General Manager
	E-mail Address: cstarnes@local3news.com

- 4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
(a) Digital Marketing Specialist	LinkedIn
(b) Weekend Morning Anchor/Reporter	Former Applicant
(c) Early Morning Anchor/Reporter	Recommendation of Current Employee
(d) Chief Engineer	LinkedIn
(e) ① Multimedia Reporter Multimedia Reporter	Local3news.com Recommendation of Current Employee
(f) Master Control Operator	Recommendation of Current Employee
(g) Photojournalist	Local3news.com
(h) ② Photojournalist Photojournalist Photojournalist Photojournalist	Recommendation of Former Employee Local3news.com Recommendation of Current Employee TV Ad on Local3/WRCB
(i) Video Editor	Local3news.com
(j) ③ Marketing Specialist Marketing Specialist	LinkedIn Local3news.com
(k) Nightside Digital Producer/Assignment Editor	Former Intern
(l) Weekend Meteorologist/Reporter	Facebook.com
(m) Digital Producer/Assignment Editor	Recommendation of Current Employee
(n) ④ Multimedia Producer Multimedia Producer Multimedia Producer Multimedia Producer	Intern Local3news.com Recommendation of Current Employee TV Ad on Local3/WRCB
(o) Digital Marketing Specialist	Former Intern

- ① Two employees hired from one flight of recruitment announcements
- ② Four employees hired from one flight of recruitment announcements
- ③ Two employees hired from one flight of recruitment announcements
- ④ Four employees hired from one flight of recruitment announcements

5) Recruitment sources contacted by Local 3/WRCB during this reporting period are listed in Attachment A. Recruitment Source of Interviewees during this reporting period are listed below:

Job Title: (a) Digital Marketing Specialist

Referral Source(s) of Hiree: LinkedIn.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn	WRCB Post Directly To Site	Internet Job Site	844-587-5735	5	No

Job Title: (b) Weekend Morning Anchor/Reporter

Referral Source(s) of Hiree: Former Applicant

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Former Applicant	Callie Starnes	N/A	N/A	1	No
Internal Posting	Megan Roberts	N/A	N/A	1	No

Job Title: (c) Early Morning Anchor/Reporter

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	Callie Starnes	N/A	N/A	1	No
Internal Posting	Megan Roberts	N/A	N/A	2	No

Job Title: (d) Chief Engineer

Referral Source(s) of Hiree: LinkedIn.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn	WRCB Post Directly To Site	Internet Job Site	844-587-5735	1	No
Internal Posting	Callie Starnes	N/A	N/A	1	No

**① Two employees hired from one flight of recruitment announcements**

Job Title: (e) Multimedia Reporter  
Multimedia Reporter

Referral Source(s) of Hiree: Local3news.com

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Local3news.com	Megan Roberts	Home Internet Job Site	423-267-5412	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No
Former Employee	N/A	N/A	N/A	1	No
Former Intern	Emily Blackwell	N/A	N/A	1	No

Job Title: (f) Master Control Operator

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	1	No

Job Title: (g) Photojournalist

Referral Source(s) of Hiree: Local3news.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Local3news.com	Megan Roberts	Home Internet Job Site	423-267-5412	3	No

**② Four employees hired from one flight of recruitment announcements**

Job Title: (h) Photojournalist  
Photojournalist  
Photojournalist  
Photojournalist

Referral Source(s) of Hiree: Recommendation of Former Employee

Referral Source(s) of Hiree: Local3news.com

Referral Source(s) of Hiree: Recommendation of Current Employee

Referral Source(s) of Hiree: TV Ad on Local3/WRCB

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	3	No
Local3news.com	N/A	Home Internet Job Site	423-267-5412	4	No
Former Employee	N/A	N/A	N/A	3	No
Local3 TV Ad	N/A	N/A	N/A	1	No
LinkedIn.com	WRCB Post Directly To Site	Internet Job Site	844-587-5735	1	No

Job Title: (i) Video Editor

Referral Source(s) of Hiree: Local3news.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Local3news.com	Megan Roberts	Home Internet Job Site	423-267-5412	2	No

Ⓢ Two employees hired from one flight of recruitment announcements

Job Title: (j) Marketing Specialist  
Marketing Specialist

Referral Source(s) of Hiree: LinkedIn.com  
Local3news.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	1	No
Local3news.com	Megan Roberts	Home Internet Job Site	423-267-5412	1	No
LinkedIn.com	WRCB Post Directly To Site	Internet Job Site	844-587-5735	5	No

Job Title: (k) Nightside Digital Producer/Assignment Editor

Referral Source(s) of Hiree: Former Intern

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Local3news.com	Dan Sommers	Home Internet Job Site	423-267-5412	3	No
Former Intern	Emily Blackwell	N/A	N/A	1	No

Job Title: (l) Weekend Meteorologist/Reporter

Referral Source(s) of Hiree: Facebook.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Local3 Facebook Page	Megan Roberts	Internet Site	423-267-5412	1	No

Job Title: (m) Digital Producer/Assignment Editor

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	1	No

**4 Four employees hired from one flight of recruitment announcements**

Job Title: (n) Multimedia Producer  
 Multimedia Producer  
 Multimedia Producer  
 Multimedia Producer

Referral Source(s) of Hiree: Intern  
 Referral Source(s) of Hiree: Local3news.com  
 Referral Source(s) of Hiree: Recommendation of Current Employee  
 Referral Source(s) of Hiree: TV Ad on Local3/WRCB

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	1	No
Local3news.com	N/A	Home Internet Job Site	423-267-5412	1	No
Current Intern	Emily Blackwell	N/A	N/A	1	No
Local3 TV Ad	N/A	N/A	N/A	1	No

Job Title: (o) Digital Marketing Specialist

Referral Source(s) of Hiree: Former Intern

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Former Intern	Gregg Acuff	N/A	N/A	1	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2023 to March 22, 2024, this Employment Unit interviewed fifty-two (52) interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives**

Station Local 3/WRCB has undertaken the following supplemental recruitment measures during the reporting period of March 23, 2023 – March 22, 2024:

**(a) Initiative: Chattanooga State Engineering and TCAT Fair**

March 28, 2023, 10:00am-1:00pm, held at the main campus -- CETAS Building 107. Local3/WRCB hosted a booth. Information was available relating to career options, workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the “Job Opening” page on local3news.com for current openings. Applications were available for those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB’s Information Systems Manager.

**(b) Initiative: Tennessee Association of Broadcasters Virtual Job Fair**

March 27-31, 2023, online via chat setting. Local3/WRCB took part in this week-long virtual event. Information relating to career options, workforce needs within WRCB, including job openings and job descriptions were available. Students were encouraged to frequently check the “Job Opening” page on Local3news.com for current openings. Applications were available online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB’s Controller.

(c) **Initiative:** **Event Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting**

April 14, 2023, 9:00am-10:00am. Local 3/WRCB News Director attended this career fair at Christian Heritage School in Dalton, GA. She spoke to the student body about career options in the broadcasting industry.

(d) **Initiative:** **Southern Adventist University On-Campus Speed Interviewing Event**

February 21, 2024, 6:15pm-8:30pm. Local3/WRCB took part in this “Meet the Firms course speed interviewing” event. Each interview session lasted no more than 5 minutes. Students were rotated through interviewers with the intent to provide them the opportunity to think on their feet and be able to answer interview questions without stumbling. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB’s General Sales Manager.

(e) **Initiative:** **Southern Adventist University Meet the Firms Career Fair**

February 22, 2024, 12:00pm-2:00pm, Local3/WRCB hosted a booth. Information relating to career options, workforce needs within Local 3/WRCB, including job openings and job descriptions, was available. Students were encouraged to frequently check the “Job Opening” page on local3news.com for current openings. Applications were available, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB’s Controller.

(f) **Initiative:** **Local 3/WRCB-TV/Sarkes Tarzian, Inc. Scholarship at The University of Tennessee at Chattanooga (UTC)**

Local 3/WRCB provides two \$1,000 Scholarships per academic year to students in UTC’s Communication Department. Local 3/WRCB established the criteria for recipients of these scholarships. The recipients must be Communications Department students and must have attained junior or senior class status and UTC must determine that they want to pursue a career in broadcasting. Preference for the recipients is given to financially disadvantaged students. Members of protected groups are urged to apply. The Scholarship Committee at UTC, upon the recommendation of the Communications Department, selects qualified recipients based on the criteria established by Local 3/WRCB and recommends these students to Local 3/WRCB. Local 3/WRCB compares the students’ profiles to the established criteria and makes final approval of the choice. The availability of these scholarships is presently promoted through UTC’s Development Office and Department of Communication and WRCB’s managers inform UTC students of these scholarships at appropriate job fairs. WRCB also promotes the availability of these scholarships on WRCB’s website. Whenever possible, WRCB invites scholarship recipients to attend a luncheon where they are introduced to WRCB Department Heads and given a tour of Local 3/WRCB’s Studios.

(g) **Initiative:** **Local 3/WRCB-TV/NAACP Scholarship at The University of Tennessee at Chattanooga (UTC)**

Local 3/WRCB and the local chapter of NAACP provide two \$1,000 Scholarships per academic year to Business School students at The University of Tennessee at Chattanooga (UTC). Local 3/WRCB established the criteria for recipients of these scholarships. The recipients must be UTC business students and must have attained junior or senior status as undergraduates or must be enrolled in UTC’s MBA program. Preference is given to students who indicate an interest in broadcasting. Preference is also given to financially disadvantaged students. Members of protected groups are urged to apply. The UTC Graduate Office determines qualified recipients based on the criteria established by Local 3/WRCB. Recommendations are made from a pool of candidates. The availability of these scholarships is promoted through UTC’s Development Office and School of Business Administration and Local 3’s managers inform UTC students of these scholarships at appropriate job fairs. Local 3/WRCB also promotes the availability of these scholarships on Local 3/WRCB’s website.

(h) **Initiative:**     **Job Banks and Internet Programs**

Local 3/WRCB post job openings which require external recruitment on the “Jobs/EEO” page of the Local 3/WRCB website ([www.local3news.com](http://www.local3news.com)). This page also 1) notifies visitors of scholarships provided by Local 3/WRCB through The University of Tennessee at Chattanooga; and 2) gives interested community organizations an opportunity to fill-out and submit a “Community Organizations Notification Request Form” in order to receive notification of job openings. Local 3 posts job openings which require external recruitment on the following job banks/websites: Zip Recruiter, Indeed, tabtn.org, tvjobs.com, medialinetalent.com, careerpage.org, conservativejobs.com, tvb.org (sales positions only), SpotsnDots.com (sales positions only), LinkedIn.com, tvspy.com (promotion positions only), sbe.org (engineering positions only), rickgevers.com (news directors’ positions only) and the following college websites: University of Tennessee at Chattanooga, Chattanooga State, Cleveland State, Dalton State, Southern Adventist University, Middle Tennessee State and University of Tennessee at Knoxville.

(i) **Initiative:**     **Internship Programs**

Local 3/WRCB offered paid internships in its News and Sales Departments. The internships continue throughout the year and are offered for semester-long periods. All interns receive training and exposure to the skills necessary for a successful career in the broadcast television industry. The interns come from a number of colleges and universities. During this reporting period, WRCB had eleven interns. Station personnel oversee the interns, evaluating their performance and providing feedback.

## ATTACHMENT A

## RECRUITMENT SOURCE LIST

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Youth and Family Development	Dr. David Banks	501 W. 12 <sup>th</sup> Street Chattanooga, TN 37402	423-643-6400	0	No
Dalton Career Center/ Georgia Department of Labor	Ms. Susan Smith	1406 Chattanooga Avenue Dalton, GA 30721	706-861-1990	0	No
University of TN at Chattanooga, Career & Student Employment Center	Dr. Robert Liddell Lyndsey Johnson	615 McCallie Avenue Dept 1851, UC-315 Chattanooga, TN 37403	423-425-4184	0	Yes
WAJI/WLDE	Mr. Lee Tobin	347 W. Berry, Suite 600 Fort Wayne, IN 46802	260-423-3676	0	Yes
WTTS/WGCL	Mr. Brad Holtz	400 One City Center, 4 <sup>th</sup> Floor Bloomington, IN 47404	812-332-3366	0	Yes
KTVN	Mr. Andrew Perini	P. O. Box 7220 Reno, NV 89510	775-858-2222	0	Yes
Fisk University	Career Development & Leadership	1000 17 <sup>th</sup> Avenue N. Nashville, TN 37208	615-329-8894	0	No
University of TN @ Knoxville	Career Services ATTN: Mary Beth Woodard	University of Tennessee Knoxville, TN 37996	865-974-5435	0	No
Morehouse College Career Development	Ms. Bridgett Baggett bridgett.baggett@ morehouse.edu	830 Westview Drive, SW Atlanta, GA 30314	470-639-0723	0	No
Chattanooga State Community College, Career Services	A.J. Coleman careers@chattanoogast ate.edu	4501 Amnicola Highway Chattanooga, TN 37406	423-697-2570	0	Yes
Urban League of Chattanooga	Ms. Ronni Darlene Pruitt	P. O. Box 11106 Chattanooga, TN 37401	423-756-1762 X16	0	No
Vocational Services Department Siskin Hospital	Ms. Darlene Jenkins	One Siskin Plaza Chattanooga, TN 37403	423-634-1635	0	Yes
NAACP	Ms. Ann Pierre	P. O. Box 3226 Chattanooga, TN 37404	423-267-5637	0	No
Middle Tennessee State University Career Development Center	Audrey Kee/Jennifer Bailey Woodard, PhD	1301 East Main Street, Box 2 Murfreesboro, TN 37132	615-898-2500/ 615-898-2766	0	Yes

## RECRUITMENT SOURCE LIST

## ATTACHMENT A

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Cleveland State Community College	Job Placement Ofc clevelandstatecc.edu	P. O. Box 3570, 3535 Adkisson Drive, Cleveland, TN 37320-3570	423-478-6397	0	Yes
Chattanooga State Community College	WAWL – Prod Ofc David McGlumph, Mgr	4501 Amnicola Highway Chattanooga, TN 37406	423-697-4470	0	Yes
Dalton State College	Stephani Womack	650 College Drive Dalton, GA 30720	706-272-4429	0	Yes
Chattanooga College	Angie Williams	5600 Brainerd Road, Suite B38 Chattanooga, TN 37411	423-305-7781	0	Yes
Drum Service, Inc.	Connie Smith	P. O. Box 2157 Chattanooga, TN 37404	423-867-2975	0	Yes
Tennessee Career Center @ Chattanooga/Dept of Labor-WFD	Andrea Witt	1105 E. 10 <sup>th</sup> Street Chattanooga, TN 37403	423-894-5354	0	Yes
Social Services /Salvation Army (formerly Esperanza Del Barrio)	c/o Sandy Leavell	800 McCallie Avenue Chattanooga, TN 37404	423-305-6200	0	Yes
University of Tennessee at Chattanooga, Communication Department	Dr. John Zibluk	311 University Center Chattanooga, TN 37403	423-425-4184	0	Yes
Southern Adventist University, School of Journalism & Communication	Arlene Leavitt	P. O. Box 370 Collegedale, TN 37315	423-238-2330	0	Yes
Tennessee Association of Broadcasters	Brenda Heidt	50 Music Square West, Suite 900 Nashville, TN 37203	615-321-1626	0	Yes
Department of Veterans Affairs, Vocational Rehabilitation & Employment	Jordan McCall	110 Ninth Ave. S, Nashville, TN 37203; 227B Dunbar Cave Rd, Clarksville, TN 37043	615-695-6157 913-906-6612	0	Yes
Signal Centers	Kathy L. White	2300 Bailey Avenue Chattanooga, TN 37404	423-698-8528	0	Yes
Department of Veterans Affairs	Yulonda Garth	6098 Debra Road, Suite 5200 Chattanooga, TN 37411	423-893-6500, X-27363	0	Yes
Local 3/WRCB Website	Kittie Nelson or Megan Roberts	Home Internet Job Site (local3news.com)	423-267-5412	15	No
Local 3/WRCB TV Ads	Kittie Nelson or Megan Roberts	Home TV Station	423-267-5412	2	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	0	No

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## ATTACHMENT A

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Media Line Talent	WRCB Posts Directly To Site	Internet Job Site (medialinetalent.com)	800-237-8073	0	No
The Leadership Institute	WRCB Posts Directly To Site	Internet Job Site (conservativejobs.com)	703-247-2000	0	No
Tennessee Association of Broadcasters	WRCB Posts Directly To Site	Internet Job Site (tabtn.org)	615-399-3791	0	No
Linked In	WRCB Posts Directly To Site	Internet Job Site (linkedin.com)	844-587-5735	12	No
Indeed	WRCB Posts Directly To Site	Internet Job Site (indeed.com)	N/A	0	No
Spots N Dots (Sales Only)	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	0	No
Zip Recruiter	N/A	Internet Job Site (ziprecruiter.com)	N/A	0	No
<b>In addition to the sources listed above which were contacted by WRCB-TV, the following sources were identified by applicants as the sources of their referral.</b>					
Recommendation of Current Employee	N/A	N/A	N/A	9	No
Former Employee	N/A	N/A	N/A	4	No
Former Intern	Emily Blackwell or Gregg Acuff	N/A	N/A	3	No
Internal Posting	N/A	900 Whitehall Road Chattanooga, TN 37405	423-267-5412	4	No
Former Applicant	Callie Starnes	N/A	N/A	1	No
Local 3 Facebook Page	Megan Roberts	N/A	N/A	1	No
Current Intern	Emily Blackwell	N/A	N/A	1	No