

EEO PUBLIC FILE REPORT

FOR

**WBXX-TV & WKNX-TV**

This EEO Public File Report  
Covers Starting April 1, 2013  
Ending on March 31, 2014

## **EEO Annual Public File Report**

### **WBXX-TV & WKNX-TV**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of WBXX-TV and WKNX-TV. This Report will be placed in WBXX-TV's public inspection file and WKNX-TV's public inspection file and posted on WBXX-TV's website and WKNX-TV's website.

The information contained in this Report covers the time period ending March 31, 2014 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- \* The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- \* The recruitment source that referred the hiree for each full-time vacancy;
- \* The total number of persons interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey, at (804) 672-6565.

\* \* \* \* \*

## **ATTACHMENT 1**

### **FULL-TIME VACANCY INFORMATION**

There were no hires during the period of April 1, 2013 to March 23, 2014.

### ATTACHMENT 3

#### MENU OPTION ACTIVITIES

**WBXX-TV and WKNX-TV** has engaged in the following outreach activities during the period covered by this Report:

<b>Activity Classification*</b>	<b>Type of Activity</b>	<b>Brief Description</b>
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);	<p>WBXX-TV created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Tennessee Association of Broadcasters and the Alabama Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WBXX-TV and ran during the month of March on WKNX.</p> <p>WBXX-TV also provided a link from our website (Job Opportunities page) to the Tennessee and Alabama Association of Broadcasters websites</p>
1.	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.	WBXX station personnel attended the University of Tennessee 2014 Spring Job and Internship Fair on Tuesday, February 4, 2014 from 2-6pm. In attendance were the station's General Manager, General Sales Manager and an Account Executive.
14.	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	WBXX's Business Manager attended the Employment Law Update Webinar on November 20, 2013 provided by Vorys, Sater, Seymour and Pease, LLP. This Webinar discussed issues relating to workplace violence, changes to the FMLA and how the Supreme Court's decision on the Defense Of Marriage impacts FMLA. Likewise, the Webinar discussed recent developments in Title VII matters including the definition of supervisor and the standard for retaliation cases.

**\* For “Activity Classification”, use “1” through “16” in accordance with attached list.**

#### **Menu Option Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.