

**EEO PUBLIC FILE REPORT**

**FOR**

**WTNZ/WKNX-TV**

This EEO Public File Report  
April 1, 2023-March 31, 2024

## EEO Annual Public File Report

### WTNZ/WKNX

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 the employment unit comprising commonly-owned television stations WTNZ(DT), Knoxville, TN, and WKNX-TV, Knoxville, TN. This Report will be placed in each of WTNZ's and WKNX's respective public inspection file and posted on each station's website.

The information contained in this Report covers the one-year period ending March 31, 2024 (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.

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**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Account Executive	5	20	1-21
Sales Operational Lead	6	20	1-20
Account Executive	5	20	1-21

Total number of persons interviewed during the Reporting Period: 16



## RECRUITMENT SOURCES

### Source

1. WTNZ/WKNX-TV station website [www.WTNZFox43.com](http://www.WTNZFox43.com) 10427 Cogdill Road, Suite 100, Knoxville, TN 37932, 865-693-4343
2. TV Jobs [www.tvjobs.com](http://www.tvjobs.com)
3. Tennessee Gov [www.jobs4tn.gov](http://www.jobs4tn.gov)
4. University of Tennessee Career Services, 100 Dunford Hall, Knoxville TN, 37996-4010 Heather Harrison 865-974-2149
5. Art Institute of Atlanta, 1000 Embassy Row Atlanta, GA 30328 Nicole Bradford 800-275-4242
6. Roane State Community College, 276 Patton Lane Harriman, TN 37748 Kim Harris 865-882-4695
7. Lincoln Memorial University, 6965 Cumberland Gap Pkwy. Harrogate, TN 37752 800-325-0900 EXT. 6251
8. Knoxville NAACP, PO Box 14096 Knoxville, TN 37917 Ezra Maize 865-622-4748
9. Maryville College Center for Calling and Career, 502 East Lamar Alexander Parkway, Maryville, TN 37804, Tracey Gartmann
10. NAACP of Oak Ridge, PO Box 6165 Oak Ridge, TN 37831 Jean. A. Shaakir-Ali 865-567-7372
11. Pellissippi State Community College, 10915 Hardin Valley Road PO Box 22990 Knoxville, TN 37933, Carolyn Carson 865-694-6400
12. Tennessee Technology Center, 821 W. Louise Ave. Knoxville, TN 37813 S. Rodgers 423-543-0070
13. Walter State Community College, 550 S. Davy Crockett Parkway Morristown, TN 37813, Ann Bowen 423-585-2600
14. Media Ideanet Graeme Newrll, 602 Communications, 6839 Charter Hills Road, Charlotte, NC 28277, 704-543-1426
15. Community Action Committee, 2247 Western Avenue, Knoxville, TN 37921
16. Middle Tennessee State University, 1301 E. Main Street, Murfreesboro, TN 37132
17. U.S. Department of Veterans Affairs, 8033 Ray Mears Boulevard, Knoxville, TN 37919
18. Western Kentucky University, 1906 College Heights Boulevard, Bowling Green, KY 42101
19. United Minority Media, 5511 Woodland Avenue, #1, Kansas City, MO 64110
20. Indeed.com, 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361
21. Zip Recruiter, 604 Arizona Avenue, Santa Monica, CA 90401, 1-877-252-1062, support@ziprecruiter.com

## ATTACHMENT 3

### MENU OPTION ACTIVITIES

WTNZ/WKNX-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
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)	WTNZ/WKNX created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the website of the Tennessee Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WTNZ/WKNX. Job Opportunities at the stations are also posted to Jobs4TN.gov.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> <li>• General Manager and Sales Operational Lead become Comscore certified in April of 2023. In order to become certified, both employees had to follow Comscore's Cadet Curriculum and pass a certification test.</li> <li>• November 29, 2023: The General Manager participated in Political Webinar Training with Wilkinson, Knauer, LLP to learn more about political FCC requirements.</li> <li>• November 30, 2023: The General Manager, Account Executives, and Creative Services Staff participated in training with Waymark whereby, they learned about Waymark's AI video creator in an effort to better serve clients.</li> <li>• January 23, 2024: The General Manager, General Sales Manager, Account Executives, and Sales Operational Lead participated in training with Rumble on how to use Rumble's CRM tool and how to help better generate projections using those tools.</li> <li>• February 13, 2024: The General Manager, General Sales Manager, Account Executives, Sales Assistant, and Sales Operational Lead trained with WideOrbit on how to use Order Connect to process orders and makegoods.</li> </ul>

**\* 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.