

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2020 – March 31, 2021

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Producer	1 - 10	8
Producer	1 - 10	7
MultiMedia Journalist	1 - 10	10
Technical Media Producer	1 - 10	7
MultiMedia Journalist	1 - 10	7
Technical Media Producer	1 - 10	8
Account Executive	1 - 10	5
Photographer/Editor	1 - 10	6
Creative Services Producer	1 - 10	9
Producer	1 - 10	5
Photographer/Editor	1 - 10	7

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 Contact: Michael Bille – bille@michaelsmedia.com Entitled: 5-23-11	Yes	0
2	Knox County Community Action Committee East Neighborhood Center 4610 Asheville Hwy. Knoxville, TN 37914 (865) 546-5125 Contact Person: Albert Nelson albert.nelson@knoxcac.org Jarrett Bush Jarrett.bush@knoxcac.org Entitled: 10-26-06	Yes	0
3	Disability Resource Center 9111 Cross Park Drive Bldg E Suite 135 Knoxville, TN 37923 (865) 637-3666 Contact Person: Katherine Moore – kmoore@drctn.org Entitled: 6-15-06	Yes	0
4	Knoxville Area Urban League 1514 East Fifth Avenue Knoxville, TN 37917 865-524-5511 (ext 215) Contact: Jackie Robinson – jrobinson@thekaul.org Entitled as of: 7-23-08	Yes	0
5	University of Tennessee Communications Job Board 333 Communications & UEB Knoxville, TN 37996 865-974-4291 Contact: Sam Swan – Samswan@utk.edu	No	3
6	University of Tennessee Career Services 100 Dunford Hall Knoxville, TN 37996 865-974-5435 Contact: Mary Mahoney - mmahoney@utk.edu Entitled as of : 7-14-14	No	1
7	PEOPLEMATTER.com <u>Gray Television Recruitment Website</u> <u>All job postings automatically posted to Indeed.com</u>	No	16
8	WVLT-TV website Contact: Julie Tew – Julie.Tew@gray.tv www.wvlt.tv	No	5

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
9	Non-Employee Referral	No	1
10	Station Employee Referral	No	2
	TOTAL NUMBER OF INTERVIEWEES OVER 12- MONTH PERIOD		<u>28</u>

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participated in Career Fair	<p>On October 14, 2020 the station participated in a virtual job and internship fair hosted by the University of Tennessee and sponsored by the College of Communications and Information. News, Sales and Digital Managers participated in the first virtual job fair, meeting online with upper- level students and recent graduates to discuss job opportunities with WVLT, as well as academic paths needed to obtain a job.</p> <p>The Tennessee Association of Broadcasters hosted its first virtual Job Fair on December 7 – 14, 2020. News and Sales managers interviewed candidates through online team meetings. A TAB job fair promotional campaign ran on air and on the station website to encourage participation in the event.</p> <p>The Director of Creative Services and Production participated in a virtual career on February 26, 2021 presented by the Savannah College of Art and Design. Individual meetings were held with several upper -level students to discuss qualifications and types of broadcast employment opportunities available in Gray marketing departments across the country.</p> <p>On March 5, 2021 the News Director participated in a virtual career fair event hosted by Penn State University. The News Director meet with students virtually and discussed both academic career paths in journalism as well as job/internship opportunities at WVLT-TV.</p> <p>On October 13, 2020 a WVLT Primary Anchor participated in the University of Tennessee Virtual Student-Athlete Job & Internship Fair. Emphasis was placed on available careers in television. This virtual job fair was hosted by the University of Tennessee Center for Career Development for their student athletes.</p>

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2	Host Job Fair	WVLT along with other Gray television stations hosted several virtual job fairs in response to the need to continue recruiting as the COVID pandemic negatively impacted the ability to visit and meet directly with college students on campuses. The WVLT News Director participated in the events as follows: February 19, 2021 – University of Tennessee; February 22, 2021 – University of Kentucky; and March 3, 2021 – University of Maryland.
3	Participate in Events Sponsored by Education Institutions relating to Careers in Broadcasting	<p>A WVLT Primary Anchor is the course instructor at University of Tennessee for the upper-level TV News Reporting (JREM411). This class was offered during Fall 2020 and Spring 2021 semesters. This is a class open to upperclassmen and is designed to give the students the tools needed to be successful multimedia journalists. In addition to reporting, classes are held on career pathing, networking, how to interview, developing your professional career personality profile and developing your resume reel. Class of 25 students.</p> <p>On October 02, 2020 both the WVLT Chief Meteorologist and a Primary Anchor participated in virtual meetings where they regularly serve on the University of Tennessee Journalism Advisory Board. This board reviews and works with journalism students to help bring real world broadcast experiences into the classroom.</p>
4	Participate in Events Sponsored by Community Groups interested in Broadcast Employment	Girl Talk Knoxville is a program which works in collaboration with Knox County Schools to provide girls networking and mentoring opportunities to help their educational and career advancement. On January 23, 2021 the WVLT General Manager conducted virtual Zoom interviews with senior level girls as preparation for the workplace today and to introduce them to the possibilities for women in the broadcast field.
5	Internship Program	For many years WVLT has offered upper-level students enrolled in a college/university the opportunity to gain practical experience in a broadcast environment through an on-site internship program. For the safety of our employees and the students, all internship programs were suspended due to the COVID pandemic during this reporting period.

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6	EEO Training	<p>On November 19, 2020 the WVLT Office Manager participated in the FCC's Equal Employment Opportunity Rules webinar presented by Joan Stewart of Wiley Rein, LLP.</p> <p>On March 24, 2021, the WVLT General Manager and Office Manager participated in a webinar presented by the Tennessee Association of Broadcasters called "Staying on Top of Your Broadcast FCC EEO Obligations" presented by David Oxenford of Wilkinson Barker Knauer.</p>
7	Management Training	<p>July 9 - August 4, 2020 – our General Manager and News Director participated in a training series "Foundations in Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p>