

**WVLT-TV/WBXX-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2022 – March 31, 2023**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital News Producer	1-13	8
Producer/Multi-Media Journalist	1-13	12
Producer	1-13	12
Anchor/Multi-Media Journalist	1-13	7
Photographer/Editor	1-13	10
Meteorologist/Reporter	1-13	7
Receptionist/Sales Assistant	1-13	8
Account Executive	1-13	12
Investigative Reporter	1-13	7
Account Executive	1-13	12
Account Executive	1-13	11
Videographer/Editor	1-13	8
Producer	1-13	12
Anchor/Multi-Media Journalist	1-13	12
Multi-Media Journalist	1-13	12
Chief Photographer	1-13	12
Creative Services Producer	1-13	8
Account Executive/Sales Mkt Consultant	1-13	10
Digital Web Producer	1-13	12
Traffic Coordinator	1-13	10

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<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 12-month period</b>
1	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 Contact: Michael Bille – <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> 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 <a href="mailto:albert.nelson@knoxcac.org">albert.nelson@knoxcac.org</a> Jarrett Bush <a href="mailto:Jarrett.bush@knoxcac.org">Jarrett.bush@knoxcac.org</a> 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 – <a href="mailto:kmoore@drctn.org">kmoore@drctn.org</a> 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 – <a href="mailto:jrobinson@thekaul.org">jrobinson@thekaul.org</a> Entitled as of: 7-23-08	Yes	0
5	University of Tennessee Communications Job Board 333 Communications & UEB Knoxville, TN 37996 865-974-1567 Contact: Michael Martinez – <a href="mailto:mmarti82@utk.edu">mmarti82@utk.edu</a>	No	2
6	University of Tennessee Career Services 100 Dunford Hall Knoxville, TN 37996 865-974-5435 Contact: Mary Beth Woodward – <a href="mailto:mbwoodward@utk.edu">mbwoodward@utk.edu</a>	No	0
7	Gray TV Careers – <a href="http://www.gray.tv/careers">www.gray.tv/careers</a> <u>Gray Television Recruitment and wvlt.tv websites</u>	No	22
8	Indeed.com <a href="https://www.indeed.com">https://www.indeed.com</a>	No	8
9	CareerBuilder.com <a href="https://www.careerbuilder.com">https://www.careerbuilder.com</a>	No	5

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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 12-month period</b>
10	Linkedin.com <a href="https://linkedin.com">https://linkedin.com</a>	No	5
11	Non-Employee Referral	No	3
12	WVLT Employee Referral	No	17
13	WVLT/WBXX On Air Promotion Schedule WVLT Job Openings Order #2872639 Contact: <a href="mailto:chad.kennedy@wvlt-tv.com">chad.kennedy@wvlt-tv.com</a>	No	0
	<b>TOTAL NUMBER OF INTERVIEWEES OVER 12-MONTH PERIOD</b>		<b>62</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	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). These classes were offered during Fall 2022 and Spring 2023 semesters. This class is open to upperclassmen and designed to give students the tools needed to be successful multimedia journalists. In addition to reporting, classes are held on career pathing, networking, how to interview, how to develop your professional career personality profile and your resume reel. Class of 25 students.</p> <p>Each semester (April 8, 2022, September 23, 2022) the WVLT Chief Meteorologist and a Primary Anchor participated in meetings by serving 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> <p>WVLT Chief Meteorologist, as part of the University of Tennessee advisory board, was instrumental in the development and approval of a Broadcast Meteorology minor for students. On 2/3/23 she was recognized by the University with the honor of “The Volunteer 40 under 40” She uses this platform to share her accomplishments in the broadcast field by promoting broadcast jobs and upward mobility in the news industry. Information for students and alumni is published on the University of Tennessee website <a href="http://www.alumni.utk.edu">www.alumni.utk.edu</a></p> <p>The WVLT News Desk Manager is the instructor at University of Tennessee for a Multi-Media Writing course (JREM 200) which is required by all students with journalism and communications majors. Classes were taught during Fall 2022 and Spring 2023 semesters. This class is open to students at a sophomore level and higher. The class is designed to improve journalistic writing across all media platforms. The class also promotes internships and part-time employment in the broadcast field. Class of 20 students</p> <p>On November 14, 2022 WVLT Assistant News Director, News Producer and Digital Content Producer hosted a journalism class at the University of South Carolina. Reviews of student newscasts and Q&amp;A on Broadcast Careers were discussed. 30 upper-level journalism students attended.</p>

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		<p>WVLT hosted two upper-level college students from Lincoln Memorial University in Harrogate, TN for a hands-on job shadowing experience on November 4, 2022. The students experienced editorial meetings, reporting, producing and editing of the news product to promote interest in a local television news career path.</p> <p>On November 15, 2022, a WVLT Account Executive taught a senior level Media Sales (JREM 420) class at the University of Tennessee helping to promote careers in broadcast sales and how to sell advertising across all news mediums. Topics discussed were how to sell television and digital time to advertising agencies and direct accounts. There are 15-20 Junior/Senior level students in each class.</p> <p>Below is a listing of school visits for this reporting period which focused on an introduction to careers in Broadcast television. These presentations were conducted by our Meteorology team, News/Sports Managers and are designed for students in Elementary, Middle and High school.</p> <table> <tr><td>04/05/22</td><td>Allardt Elementary</td><td>25 students</td></tr> <tr><td>04/27/22</td><td>Green Magnet Academy</td><td>80 students</td></tr> <tr><td>05/16/22</td><td>Mount Olive Elementary</td><td>35 students</td></tr> <tr><td>05/19/22</td><td>Bonny Kate Elementary</td><td>50 students</td></tr> <tr><td>10/05/22</td><td>Claxton Elementary</td><td>75 students</td></tr> <tr><td>11/03/22</td><td>Glenwood Elementary</td><td>100 students</td></tr> <tr><td>11/09/22</td><td>Sweetwater Home School</td><td>105 students</td></tr> <tr><td>11/11/22</td><td>Cedar Bluff Middle</td><td>100 students</td></tr> <tr><td>11/30/22</td><td>Morgan County Middle</td><td>75 students</td></tr> <tr><td>12/06/22</td><td>Oliver Springs Middle</td><td>100 students</td></tr> <tr><td>01/26/23</td><td>Karns High School</td><td>150 students</td></tr> <tr><td>02/15/23</td><td>Bearden High School</td><td>100 students</td></tr> <tr><td>02/21/23</td><td>Morning Star Elementary</td><td>12 students</td></tr> <tr><td>02/23/23</td><td>Midway Elementary</td><td>40 students</td></tr> <tr><td>03/03/23</td><td>Rocky Hill Elementary</td><td>25 students</td></tr> <tr><td>03/22/23</td><td>Northshore Elementary</td><td>45 students</td></tr> <tr><td>03/24/23</td><td>Knoxville Home School</td><td>25 students</td></tr> <tr><td>03/06/23</td><td>Catlettsburg Elementary</td><td>150 students</td></tr> <tr><td>03/07/23</td><td>Middlesettlements Elem</td><td>60 students</td></tr> </table>	04/05/22	Allardt Elementary	25 students	04/27/22	Green Magnet Academy	80 students	05/16/22	Mount Olive Elementary	35 students	05/19/22	Bonny Kate Elementary	50 students	10/05/22	Claxton Elementary	75 students	11/03/22	Glenwood Elementary	100 students	11/09/22	Sweetwater Home School	105 students	11/11/22	Cedar Bluff Middle	100 students	11/30/22	Morgan County Middle	75 students	12/06/22	Oliver Springs Middle	100 students	01/26/23	Karns High School	150 students	02/15/23	Bearden High School	100 students	02/21/23	Morning Star Elementary	12 students	02/23/23	Midway Elementary	40 students	03/03/23	Rocky Hill Elementary	25 students	03/22/23	Northshore Elementary	45 students	03/24/23	Knoxville Home School	25 students	03/06/23	Catlettsburg Elementary	150 students	03/07/23	Middlesettlements Elem	60 students
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2	Participate in Events Sponsored by Community Groups interested in Broadcast Employment	<p>On September 21, 2022, The Emerald Youth Foundation of Knoxville sponsored a station visit for inner city students to provide a realistic introduction to careers in television news. Participants had the opportunity to visit a working newsroom, master control area, and broadcast studio. In addition, a WVLT meteorologist spoke with the participants about career paths in broadcast journalism. About 20 youth attended.</p> <p>The East TN Chapter of the Society of Professional Journalists on February 21, 2023 hosted a discussion with the co-founder of “Rising Media Stars”, LaChina Robinson. A WVLT anchor interviewed a panel who discussed the</p>																																																									

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		challenges of breaking into the broadcasting industry and opportunities to reach out to help more women of color gain positions in broadcasting. The event was livestreamed on ETSPJ's Facebook page.
3	Internship Program	<p>Through the Gray Television Future Focus Paid Internship Program, WVLT offers students in journalism, broadcasting, communications, and related fields the opportunity to gain hands-on experience in television. Students who participate gain a wide variety of practical experience while receiving an hourly wage. The company strives to offer this opportunity to a diverse group of interns. During the reporting period the station had a total of 5 interns. Participation was as follows:</p> <p><b>Summer Semester 2022</b>– Two students, one from the University of Tennessee and one from Elon University in North Carolina participated in the internship. One student was assigned in the Sports Department and one in the News Department.</p> <p><b>Fall semester 2022</b> - Two students from the University of Tennessee participated in the internships. Both students were assigned to the News Department.</p> <p><b>Spring semester 2023</b> - One student from the University of Tennessee participated in the internship and was assigned to the News Department.</p>
4	EEO Training	<p>On November 09 and November 16, 2022, the HR/Office Manager, participated in the Tennessee Association of Broadcasters two- part EEO webinar. Part one focused on the FCC's Equal Employment Opportunity rules and compliance specifically the requirement to achieve Prong 1 – Broad Outreach titled “The Great Reimagination. Part two of the training was titled “Planning Tomorrow for Today” and focused on effective recruiting to develop events that meet the FCC's requirements and improve the station's talent pool. The webinar was presented by Lisa Field, SVP /GM of Broadcast1 Source.</p>