

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2019 – March 31, 2020

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 |
|-----------------------------------|--|-----------------------------------|
| Digital Producer | 1 - 17 | 6 |
| Photojournalist | 1 - 17 | 13 |
| Account Executive | 1 - 17 | 16 |
| Multimedia Journalist | 1 - 17 | 6 |
| Multimedia Journalist | 1 - 17 | 13 |
| Multimedia Journalist | 1 - 17 | 6 |
| Meteorologist | 1 - 17 | 6 |
| Sports/News Multimedia Journalist | 1 - 17 | 6 |
| Executive Producer | 1 - 17 | 13 |
| Executive Producer | 1 - 17 | 17 |
| Producer | 1 - 17 | 6 |
| Anchor/Multimedia Journalist | 1 - 17 | 17 |
| Anchor/Multimedia Journalist | 1 - 17 | 6 |
| Creative Services Producer | 1 - 17 | 6 |
| Traffic Coordinator | 1 - 17 | 6 |
| Account Executive | 1 - 17 | 13 |

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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 | United Minority Media 5511 Woodland Avenue / Suite 1 Kansas City, MO 64110-2921 Contact: M.C. Richardson 816-822-1313 Entitled: 1-4-07 | Yes | 0 |
| 2 | Carson-Newman College Academic Support Center P.O. Box 72018 Jefferson City, TN 37760 865-471-4483 Contact: Brent McLemore – bmclemore@cn.edu Entitled as of: 1-6-09 | Yes | 0 |
| 3 | Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 Contact: Michael Bille – bille@michaelsmedia.com Entitled: 5-23-11 | Yes | 0 |
| 4 | Community Action Committee East Neighborhood Center 4200 Asheville Hwy. Knoxville, TN 37914 (865) 546-5125 Contact Person: Albert Nelson – albert.nelson@knoxcac.org Entitled: 10-26-06 | Yes | 0 |
| 5 | 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 |
| 6 | PEOPLEMATTER.com <u>Gray Television Recruitment Website</u> <u>All job postings automatically posted to Indeed.com</u> | No | 37 |

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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 |
|------------------|---|--|--|
| 7 | Knoxville Area Urban League P.O. Box 1911 Knoxville, TN 37901 865-524-5511 Fax: 865-525-5154 Contact: Jackie Robinson – jrobinson@thekaul.org Bill Myers – bmyer@thekaul.org Entitled as of: 7-23-08 | Yes | 0 |
| 8 | MedialineTalent (formerly Medialine) www.medialinetalent.com 2515 Sparrow Crest Dr Katy, TX 77494 (913) 217-0685 Contact: Rick – rick@medialinetalent.com Entitled as of: 12-29-08 – Only posts news positions | Yes | 0 |
| 9 | Middle Tennessee State University Placement Center Box 2 Murfreesboro, TN 37132 615-898-2500 Contact: Pat Stamps - pstamps@mtsu.edu Entitled as of: 1-27-09 | Yes | 0 |
| 10 | Ohio Media School 5330 East Main Street Columbus, OH 43213 614-555-5250 (ext. 5106) Contact: Alvin Moore – Amoore@beonair.com Entitled as of: 09-20-16 | Yes | 0 |
| 11 | Tennessee State University - Dept. of Communications 3500 John Merritt Blvd. Nashville, TN 37209-1561 615-963-5804 Contact: Terry Likes – tlives@tnstate.edu Entitled as of: 9-15-08 | Yes | 0 |
| 12 | Tusculum College 1305 Centerpoint Boulevard Knoxville, TN 37932 865- 693-1177 Contact: Robin Lay – rlay@tusculum.com Entitled as of: 6-14-12 | Yes | 0 |
| 13 | University of Tennessee Communications Job Board 333 Communications & UEB Knoxville, TN 37996 865-974-4291 Contact: Sam Swan – Samswan@utk.edu | No | 4 |
| 14 | 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 | Yes | 0 |

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|----------------------|--|--|--|
| 15 | WVLT-TV website Contact: Julie Tew – Julie.Tew@gray.tv www.wvlt.tv | No | 3 |
| 16 | Non-Employee Referral | No | 4 |
| 17 | Station Employee Referral | No | 7 |
| | TOTAL NUMBER OF INTERVIEWEES OVER 12- MONTH PERIOD | | <u>55</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 09, 2019 the station participated in a job and internship fair held on the campus of the University of Tennessee and sponsored by the College of Communications and Information. News Managers, on air staff, Sales Manager and station employee alumni participated, meeting with attendees and discussing job/internship opportunities with WVLT, as well as academic paths needed to obtain a job.</p> <p>On October 21, 2019 the News Director participated in a career fair event at the Columbia Convention Center sponsored by the University of South Carolina. The News Director meet with students and discussed both academic career paths in journalism as well as job/internship opportunities at WVLT-TV.</p> |
| 2 | Participate in Events Sponsored by Education Institutions relating to Careers in Broadcasting | <p>Several times each a semester on an ongoing basis the WVLT General Manager teaches Media Leadership classes at the University of Tennessee School of Communications. Topics discussed are what to expect when looking for a job in the field of broadcast journalism and leadership development. Two classes were taught during the period (April 2019 and October 2019). There are 15-20 Junior/Senior level students in each class.</p> <p>Station managers volunteer as speakers for upper level classes (20-25 students) at the University of Tennessee School of Communications. During this period class presentations were presented by the General Sales Manager (November 2019), Digital Sales Manager (November 2019), Meteorologist (November 2019) and Primary Anchor (April 2019).</p> <p>A WVLT Primary Anchor serves on the Lincoln Memorial University Advisory Board to help review and establish curriculum and promote outreach for communications students. Formal board meetings and outreach was completed in April 2019 and October 2019.</p> <p>Beginning September 20, 2019, WVLT Chief Meteorologist regularly serves 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> |

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| | | <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 the Summer 2019, Fall 2019 and Spring 2020 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 21, 2019 the News Director spoke to an upper level TV Journalism class of 40 students at the University of South Carolina about career paths and breaking into the business of television news.</p> <p>On November 13, 2019 a WVLT Primary Anchor spoke about careers in television. This meeting was hosted by the University of Tennessee Center for Career Development for their student athletes.</p> |
| 3 | Participate in Events Sponsored by Community Groups interested in Broadcast Employment | <p>In June 2019 the WVLT General Manager was a presenter at the Tennessee Association of Broadcasters Radio Talent Institute. A group of 12 students from across the state of Tennessee were competitively selected by TAB to attend this event. The presentation was titled "Broadcasting: Whether on Camera, On the Mic, Sales or Production" gave the students a look not only to WVLT-TV, but to the opportunities in the television industry.</p> <p>On April 9, 2019 The Emerald Youth Foundation of Knoxville held a Career Event for inner city students which provided an introduction to careers including those in television news. The WVLT News Director, Anchor, and Producer spoke with about 20 students about careers in journalism.</p> |

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| 4 | Internship Program | <p>WVLT offers students enrolled in a college/university the opportunity to gain practical experience in a broadcast environment. During the reporting period the station had a total of 11 interns. Participation was as follows:</p> <p>Summer Semester 2019 – Three students participated. Two students from The University of Tennessee and one student from the University of Alabama. All students interned in the News/Sports Department.</p> <p>Fall Semester 2019– Four students from the University of Tennessee participated in the internship. Three in the News/Sports Department and one in the Sales Department.</p> <p>Spring semester 2019 - Four students from the University of Tennessee participated in the internship. One in the Sales Department and three in the News/Sports track.</p> |
| 5 | EEO Training | <p>On June 20, 2019 the WVLT Office Manager participated in the FCC's Equal Employment Opportunity Rules webinar presented by Joan Stewart of Wiley Rein, LLP.</p> |