

WYMT-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
Weekend Meteorologist	21, 22, 27, 39, 40	27
Producer/Digital Producer	1-22, 25, 27, 28, 39, 40	27
Producer	1-22, 25, 27, 28, 39, 40	27
MMJ/ Anchor/Reporter	1-22, 25, 39, 40	17
MMJ/Anchor Reporter (2)	1-22, 25, 27, 28, 39, 40	21, 28
MMJ	1-22,25,39,40	14

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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	LKLP C.A.C., INC. Judy Keen, Supervisor 412 Roy Campbell Drive Hazard, KY 41701 Telephone # 606-439-1362	N	0
2	Lincoln Memorial University Attn: Larry Thacker Career Placement/Planning Coordinator Harrogate, Tennessee 37752 Telephone # 423-869-3611	N	0
3	Office of Employment & Training Attn: Christopher Ward 412 Roy Campbell Drive Hazard, KY 41701 Telephone # 606-435-6038	N	0
4	Midway College, Career Placement Attn: Sarah Morgan 512 E. Stephens Street Midway, KY 40347 Telephone #859-846- 5390	N	0
5	NAACP Placement Office 498 Georgetown Street Lexington, KY 40508 Telephone # 859-252-7336	N	0
6	National College Tena Varney, Career Ctr. Director 2376 Sir Barton Way Lexington, KY 40509 Telephone # 859-253-0621	Y	0

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7	Morehead State University Attn: Julia Hawkins, Career Serv. Dir. 322 Allie Young Hall Morehead, KY 40351 Telephone # 606-783-2233	Y	0
8	Hazard Community & Technical College Attn: Renee Back, Career Counselor One Community College Drive Hazard, KY 41701 Telephone # 606-436-5721	N	0
9	Alice Lloyd College Janet Johnson, Dir. of Career Services 100 Purpose Road Pippa Passes, KY 41844 Telephone # 606-368-6136	Y	0
10	Berea College Career Dept. Mary Lamb, Coordinator CPO 2198 Berea, KY 40704 Telephone # 859-985-3316	Y	0
11	University of the Cumberlands Debbie Harp, Dir. Counselor of Careers 7528 College Station Drive Williamsburg, KY 40769 Telephone # 606-539-4259	Y	0
12	Eastern Kentucky University Dept. of Communications Attn: Elizabeth K. Hansen, Ph.D. 317 Combs Building 521 Lancaster Avenue Richmond, KY 40475-3102 Telephone # 859-622-1871	Y	0
13	Lees College Marilyn Brown, Counselor 601 Jefferson Jackson, KY 41339-1196 Telephone # 606-464-5005	N	0

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14	Pikeville College Brenda Maynard, Dir. of Career Dev. 147 Sycamore Street Pikeville, KY 41501-1194 Tel. # 606-437-3462 or 432-9319	Y	1
15	Southeast Community College Attn: Chris Jones 700 College Road Cumberland, KY 40823 Telephone # 606-633-0279	N	0
16	Union College Laura Williams, Dir. of Career Planning 310 college Street, CPO 19 Barbourville, KY 40906 Telephone # 606-546-1258	Y	0
17	University of Tennessee- Career Services Attn: Elizabeth Pallardy 100 Dunford Hall 915 Volunteer Blvd. Knoxville, TN 37996-4010 Telephone # 865-974-5435 Fax # 865-974-6497	Y	3
18	Kentucky State University Ron Banks Office of Placement 400 East Main Street Frankfort, KY 40601 Telephone # 502-597-5998	N	0
19	University of Kentucky Career Center Attn: Naitore Kiogora, Employer Relations Team 408 Rose Street Lexington, KY 40506-0494 Telephone # 859-257-2746	Y	0

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20	Western Kentucky University Attn: Dan Onitsuka, Career Service Center 1 Big Red Way Bowling Green, KY 42101-3576 Telephone # 270-745-2756	N	0
21	Gray Television Group-website	N	1
22	Posting on WYMT-TV's website	N	1
23	On-Air Announcement on WYMT-TV	N	0
24	Internal Candidate/Internal Transfer	N	0
25	www.TVJobs.com	N	0
26	www.Medialine.com	N	0
27	Employee Referral	N	4
28	Non-Employee Referral	N	4
29	Walk-In/Self-Referral	N	0
30	Ad in <i>Hazard Herald Voice</i> Newspaper Attn: Jenny Jones Fax # 606 436-3140	N	0
31	Ad in <i>Middlesboro Daily News</i> Newspaper Attn: Mary Gordon Fax # 606 248-7614	N	0
32	Ad in <i>Troublesome Creek Times</i> Newspaper Attn: Mike Sexton Fax # 606-785-0105	N	0
33	Ad in <i>The Mountain Eagle</i> Newspaper Attn: Pam Walker Fax # 606-633-2843	N	0
34	Ad in <i>Harlan Daily Enterprise</i> Newspaper Attn: Wylene Minniard Fax # 606-573-0042	N	0
35	Ad in <i>Sentinel Echo</i> Newspaper Attn: Karen Brummett Fax # 606- 878-7404	N	0
36	Former employee (re-hire)	N	0

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37	Collective Talent	N	0
38	FindKYJobs.com website	N	0
39	PeopleMatter.com	N	0
40	Indeed.com	N	
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			14

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Virtual Career Day	<p>April 23, 2020 Due to the COVID-19 Pandemic, schools closed and moved to virtual learning. Teachers looked for inventive ways to keep their students engaged.</p> <p>WYMT's General Manager took students at Stinnett Elementary on a 10-minute behind the scenes virtual tour of the WYMT newsroom, TV Studio, Master Control and Studio Control. The virtual tour was shared with 385 students and posted on the school's Facebook page for everyone in the community to watch.</p>
2	Provide EEO Training to Management Level Personnel	<p>July 9 – August 4, 2020, WYMT's General Manager and News Director participated in a training series; "Foundations in Diversity, Equity and Inclusion. The 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, and how to apologies effectively.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in a Scholarship Program.	<p>WYMT Mountain Classic Scholarship Program: Beginning on October 1, 2020, WYMT and its Mountain Classic Committee began soliciting scholarship donations from local business and donors for high school seniors who want to pursue a college education. Selection is based on financial need, GPA and community involvement.</p> <p>The scholarships include both general academic scholarships and broadcasting academic scholarships.</p> <p>WYMT and its Classic Committee have raised \$101,000 to date. The scholarship applications have been received, but the selection process was delayed until April or May due to COVID.</p> <p>WYMT-TV appointed an independent Committee (of which the station's General Manager, General Sales Manager and Sports Director are non-voting, active members) to oversee the scholarship selection process.</p> <p>The WYMT-TV staff handles the majority of the scholarship program, including the planning and implementation of the Awards Reception and Ceremony, all year-round financial reports, all paperwork and correspondence, generating / securing scholarship funds by securing business donations, and soliciting Kentucky colleges and universities to match awards.</p> <p>In conjunction with the Committee, the WYMT-TV staff solicits scholarship nominees from area high schools. WYMT-TV also films, edits and airs features highlighting the scholarship recipients and prints a tournament program book highlighting current nominees and past recipients. The station also publicizes the scholarship opportunities annually in Kentucky's "Affording Higher Education" publication.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Participate in scholarship program designed to assist students interested in pursuing a career in broadcasting	<p>The Ralph Gabbard Memorial Broadcast / Communications Scholarship program is a spin-off of the televised annual WYMT-TV Mountain Basketball Classic project.</p> <p>Beginning October 1, 2020, WYMT and the Classic Committee began soliciting scholarship applications and donations. The committee has received the scholarship applications. The selection of three Ralph Gabbard Scholarship recipients was delayed until April or May due to COVID.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
5	Participate in scholarship program designed to assist students interested in pursuing a career in broadcasting	<p>The Tony Turner Memorial Broadcast Scholarship program is a spin-off of the annual WYMT-TV Golf Classic project.</p> <p>WYMT established a perpetual endowment fund with the Bluegrass Foundation of Lexington, Kentucky in order to provide scholarships for aspiring broadcasters from the Eastern Kentucky mountains. WYMT-TV solicits the nominees from area high school guidance counselors. A scholarship committee, which includes three station employees, selects the winners. Collected entry fees for a station event, the annual WYMT Golf Classic, as well as donations from the general public, fund these scholarships.</p> <p>WYMT films, edits and airs a feature news package on the recipient(s) within the 6pm newscasts and also lists the scholarship nominee(s) and winner(s) in the WYMT annual Mountain Classic event program book. WYMT also publicizes the scholarship annually in Kentucky's "Affording Higher Education" publication.</p> <p>Beginning October 1, 2020, WYMT and the Classic Committee began soliciting scholarship applications and donations. The committee has received the scholarship applications. The selection of three Tony Turner Memorial Scholarship recipients was delayed until April or May due to COVID.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Participate in scholarship program designed to assist students interested in pursuing a career in broadcasting.	<p>The Coach Wayne Martin Leadership Scholarship is a spin-off of the televised annual WYMT-TV Mountain Basketball Classic project.</p> <p>Beginning January 1, 2021, WYMT and the Classic Committee began soliciting scholarship applications.</p> <p>The scholarship goes to a selected senior from the participating boys and girl's teams.</p> <p>Participating coaches nominate one of their senior players for this \$1,000 scholarship.</p> <p>Applicants should demonstrate strong leadership skills on the court, in the classroom and in the community through volunteering and mentoring programs. Members of the WYMT staff and Classic Committee select the scholarship winners.</p> <p>The applications have been received, but the selection of two Coach Wayne Martin Leadership Scholarship recipients was delayed until May due to COVID.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
7	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>WYMT-TV continually participates in career mentoring and shadowing programs sponsored by regional elementary, high schools, colleges and universities. WYMT-TV participates in these events by allowing staff members to meet and work with students, face-to-face, and to introduce and demonstrate various career opportunities in the broadcast field.</p> <p>During the school year, WYMT-TV partners with local schools to present the WYMT Sky Alert Weather Class.</p> <p>This program provides the opportunity for teachers to request the WYMT Sky Alert weather team to visit their classrooms and discuss weather, how it is forecast and how the weather affects our daily lives. Our weather team also discusses broadcasting careers with the students.</p> <p>The station promotes the availability of the Weather Class program on air, and on the station's website.</p> <p>During this reporting period, our weather team had to take our classes virtual due to COVID restrictions. Our weather team conducted Zoom classes and weather experiments and weather classes on Facebook for local students.</p> <p>Our weather team conducted four virtual weather classes for local elementary and high school classrooms. Our weather team also conducted a weekly Facebook Live class from August to December.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
8	Participate in Job Fair	<p>Due to COIVD restrictions, we can no longer visit college campuses to talk to students about careers in broadcasting. Several Gray Television stations in our region joined together to host Virtual Job/Recruiting Fairs for broadcasting students. This is the first of four virtual meetings over a two-week period.</p> <p>University of Tennessee Virtual Job/Recruiting Fair was held on February 19, 2021. WYMT's General Manager and News Director joined three other Gray Television News Directors for a Zoom meeting with 19 University of Tennessee students majoring in Journalism and Electronic Media. The sessions included information on how students should prepare for jobs at Gray Television's more than 100 stations and current opening at the stations represented in the meeting.</p>
9	Participate in Job Fair	<p>University of Kentucky Virtual Job/Recruiting Fair was held on February 22, 2021. WYMT's General Manager joined three other Gray Television News Directors for a Zoom meeting with 23 University of Kentucky students majoring in Journalism and Electronic Media. The sessions included information on how students should prepare for jobs at Gray Television's more than 100 stations and current opening at the stations represented in the meeting.</p>

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10	Participate in Job Fair	Western Kentucky University Virtual Job/Recruiting Fair was held on February 22, 2021. WYMT's General Manager joined three other Gray Television News Directors for a Zoom meeting with 13 Western Kentucky University students majoring in Journalism and Electronic Media. The sessions included information on how students should prepare for jobs at Gray Television's more than 100 stations and current opening at the stations represented in the meeting.
11	Participate in Job Fair	University of Maryland Virtual Job/Recruiting Fair was held on March 3, 2021. WYMT's General Manager joined three other Gray Television News Directors for a Zoom meeting with 15 University of Maryland students majoring in Journalism and Electronic Media and three faculty members. 14 are graduating seniors and one graduates in May of 2022. The sessions included information on how students should prepare for jobs at Gray Television's more than 100 stations and current opening at the stations represented in the meeting.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
12	Virtual Weather Spotters Class	<p>WYMT partnered with the National Weather Service to provide a Weather Spotter Training Class during Severe Weather Awareness Month. Due to the COVID-19 Pandemic, the class was virtual.</p> <p>Date of Class: July 21, 2020 & March 4, 2021</p> <p>Weather Spotter Class was taught by:</p> <p>Jonathan Guseman, Kevin Sullivan, Dustin Jordan and Brandon Bonds (NWS National Weather Service) and WYMT's Weather Team: Paige Noel, Chief Meteorologist Evan Hatter, Weekend Meteorologist Brooke Marshall, Weekend Meteorologist Brandon Robinson, Morning Weathercaster</p> <p>Description</p> <p>The WYMT Weather Team partnered with the National Weather Service in Jackson, Kentucky to provide two virtual weather spotter class to viewers in the WYMT viewing area. The classes lasted 2-hours and taught viewers and weather enthusiasts' tools, tips and tricks for monitoring weather in Eastern Kentucky.</p> <p>Weather spotting, weather forecasting and weather safety were the main topics for the classes provided at the station. Each class provided the attendees with certified weather spotting certificates through SKYWARN.</p> <p>Each member was a qualified spotter for the National Weather Service and WYMT upon completion. 140 people attended the Virtual Weather Spotter's Classes.</p> <p>These weather spotters will provide lifesaving information during severe weather outbreaks.</p>

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13	Provide EEO Training to Management Level Personnel	On March 8, 2021, WYMT's General Manager, News Director, Chief Engineer and Office Manager participated in a previously-recorded training on the FCC's Equal Opportunities Rules provided by Joan Stewart of Wiley Rein.
14	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>WYMT participated in two Read Across America events with a member of our Weather team reading to elementary students.</p> <p>WYMT staff participated in five other public speaking events.</p> <p>October 22, 2020: Paige Noel spoke to students at Western Kentucky University about "Women in Broadcasting."</p> <p>October 24, 2020: Paige Noel & Brooke Marshall spoke to students at Southeast Kentucky Community Technical College about Science, Technology, Engineering and Math (STEM)</p> <p>October 27, 2020: Dakota Makres spoke to broadcast students at the University of Tennessee. Dakota attended their reporting class.</p> <p>November 11, 2020: Dakota Makres spoke to another group of broadcast students at the University of Tennessee.</p>