

ANNUAL EEO PUBLIC FILE REPORT

WKRN-TV

March 30, 2016 through March 31, 2017

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WKRN-TV

The information contained in this Report covers the time period beginning March 30, 2016 to and including March 31, 2017 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit ("SEU") during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from March 30, 2016 through March 31, 2017

Station(s) Comprising the Station Employment Unit: WKRN-TV

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Meteorologist-KRN000048	06/30/2016	O	3	A, C-D, F-G, I-M, O, Q, T-W,Y
2	Multi Media Journalist KRN-000059	06/06/2016	X	5	A-C, E-J, M-N, Q-R, U-Y
3	Administrative Assistant KRN-000028	04/04/2016	H	5	A-K, M-N, Q, T-Y
4	Reporter KRN-000066	10/17/2016	H	3	C, E, G-I, U, X
5	News Editor KRN-000065	04/06/2016	X	9	C-E, G-I, S, U, W-X
6	IT Administrator KRN-000067	04/04/2016	X	8	A-K, M-N, Q-Y
7	Account Executive KRN-000068	04/04/2016	H	4	A-K, M-N, Q-R, T-Y
8	Anchor/Reporter-KRN000072	12/12/2016	H	6	A-K, M-N, Q-Y
9	Topical Promotions Producer-KRN000071	08/03/2016	X	5	A-K, M-N, Q-Y
10	Account Executive-KRN 000074	08/05/2016	H	14	A-K, M-N, Q-Y
11	Assignment Editor KRN-000075	09/19/2016	H	2	A, E-F, H-K, M, Q, W-X
12	Producer KRN-000076	10/17/2016	H	4	H, X
13	Technical Media Operator (TMO) KRN-000077	09/06/2016	X	6	A, E-F, H-I, K, M, Q, X
14	Graphic Artist-NDC KRN-000085	03/20/2017	X	4	A-K, M-N, P-Y

Total Number of Persons Interviewed During Applicable Period: 78

Appendix 2 to Annual EEO Public File Report

Covering the Period from March 30, 2016 through March 31, 2017

Station(s) Comprising the Station Employment Unit: WKRN-TV

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Alabama Broadcasters Assoc.	Leslie Rice lrice@al-ba.com	2180 Parkway Lane Dr. Hoover, AL 35244	205-982-5001	N	0
B	Alliance for Women in Media	Madeline Vied madeline.vied@allwomeninmedia.org	1250 24th St. NW Suite 300 Washington, DC 20037	202-750-3664	N	0
C	Belmont University	Taryn Forrester careerdevelopment@belmont.edu	1900 Belmont Blvd Nashville, TN 37212	615-460-6490 Fax: 1-615-460-5527	N	2
D	Fisk University	Tashaye Byrdsong Woods tbyrdsong@fisk.edu	18th Ave. N Nashville, TN 37208	615-329-8894 Fax: 1-615-329-7534	N	0
E	Jobs4TN	Sharyn Pelych Sharyn.Pelych@tn.gov	220 French Landing Nashville, TN 37243	855-747-1719	N	0
F	Kentucky Broadcasters Assoc.	Patti Pullen kba@kba.org	101 Enterprise Dr. Frankfurt, KY 40601	888-843-5221	N	0
G	Lipscomb University	Jimmy McCollum jimmy.mccollum@lipscomb.edu	One University Park Nashville, TN 37204	615-966-1000	N	0
H	Media General/Nexstar	Lewis Snyder Online Posting	441 Murfreesboro Pike Nashville, TN 37210	615-369-7343	N	46

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
I	MTSU	LaEndia Buchanan career@mtsu.edu	PO Box 51 Murfreesboro, TN 37132	615-898-2862	N	0
J	Nashville Chamber of Commerce	Alex Hughes ahughes@nashvillechamber.com	211 Commerce Street Suite 100 Nashville, TN 37201	615-743-3000	N	0
K	NATAS	Geneva Brignolo emmynash@aol.com	161 Rains Avenue Nashville, TN 37203	615-383-3259 Fax: 1-615-259-0040	N	0
L	National Assoc. of Broadcasters	Jobs Listing info@nhmc.org	1771 North St NW Washington, DC 20036	On Line	Y	0
M	National Hispanic Media Coalition	Brenda Rivas info@nhmc.org	55 Grand Avenue Pasadena, CA 91105	626-792-6462	N	0
N	Nossi College of Art	Dax Gomez jobplacement@nossi.edu	590 Cheron Rd. Madison, TN 37115	615-514-2787 Fax: 1-615-514-2788	N	0
O	Station Website (one or more)	MediaGeneral.com			N	3
P	The Ohio Media School	Alvis Moore amoore@beonair.com	6703 Madison Rd Cincinnati, OH 45227	614-655-5250	N	0
Q	TN Association of Broadcasters	Brenda Heidt tabtn@bellsouth.net	2 International Plaza Drive Suite 507 Nashville, TN 37217	615-365-1840 Fax: 1-615-365-1842	N	0
R	TN Dept. of Labor & Workforce Development	Melinda Kelsey Melinda.kelsey@tn.gov	220 French Landing Nashville, TN 37243	615-253-6674	N	0
S	TN Dept. of Veterans Services	Yvette Martinez yvette.martinez@tn.gov	312 Rosa L. Parks Ave. Nashville, TN 37243	615-741-2931	N	0
T	TN State University	Jamaal Coleman jcoleman@tnstate.edu	3500 John Merritt Blvd Nashville, TN 37209	615-963-7526 Fax: 1-615-963-7534	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
U	Trevecca University	Seth Conley saconley@trevecca.edu	333 Murfreesboro Rd Nashville, TN 37210	615-248-1200	N	0
V	Vanderbilt University	Tiffany Franklin tiffany.franklin@vanderbilt.edu	310 25th Avenue S Suite 220 Nashville, TN 37240	615-343-6869 Fax: 1-615-343-4448	N	0
W	Western Kentucky University	Rebecca Tinker rebecca.tinker@wku.edu	1906 College Heights Blvd. Bowling Green, KY 42101	270-745-3095	N	0
X	WKRN.com	Lewis Snyder Online Posting	441 Murfreesboro Pike Nashville, TN 37210	615-369-7343	N	27
Y	YWCA	Kandace Groher kandace.groher@ywcanaashville.com	1608 Woodmont Blvd Nashville, TN 37215	615-253-8920 ext. 113 Fax: 1-615-532-2763	N	0

Appendix 3 to Annual EEO Public File Report

Covering the Period from March 30, 2016 through March 31, 2017

Station(s) Comprising the Station Employment Unit: WKRN-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WKRN-TV

	Recruitment Initiative	Description
1	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	On April 20, 2016, a weekday anchor was the primary speaker at a Belmont University sponsored event. Opportunities and experiences in broadcasting were discussed.
2	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	On April 27, 2016, the Business Administrator attended the Media General EEO Compliance seminar.
3	Participation in other activities designed by the station employment unit 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	On June 8, 2016, a weekday anchor was the primary speaker at the Cable-Women's Leadership Luncheon. Opportunities and experiences in broadcasting were discussed.
4	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	On September 14, 2016, a weekday anchor was the keynote speaker at the TN High School Press Association Fall Workshop. Opportunities and experiences in broadcasting were discussed.
5	Participation in other activities designed by the station employment unit 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	On October 8, 2016, the Chief Meteorologist was the keynote speaker at Let's Talk Nashville, a TJ Martell Foundation event. Opportunities and experiences in broadcasting were discussed.
6	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	On October 13, 2016, a weekday anchor was a speaker for the TN High School Press Association Workshop at Lipscomb University. Opportunities and experiences in broadcasting were discussed.
7	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	On February 10, 2017, a weekday anchor was a speaker at the College Reporting Workshop at Vanderbilt University. Opportunities and experiences in broadcasting were discussed.

	Recruitment Initiative	Description
8	Participation in other activities designed by the station employment unit 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	On March 20, 2017, station personnel in Creative Services, News Management, and News Reporting provided job shadows to local students who expressed interest in broadcast opportunities.
9	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	For the reporting period, the station had seven interns from five universities participate in the intern program with the News Department. There were three interns in the spring semester and four interns in the summer semester. They participated in meteorology, sports, news writing and news production.
10	Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities	On March 25, 2017, the station was co-sponsor of a career fair with Tennessee Association of Broadcasters and a weekday anchor was a primary speaker.
11	Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions	On March 25, 2017, the station's General Manager ("GM") participated at the Tennessee Association of Broadcasters career fair. The GM spoke to potential applicants and collected resumes.
12	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities	The station lists most job vacancies with the Alabama Broadcasters Association and the Kentucky Broadcasters Association.