

# WKRN-TV

## EEO PUBLIC FILE REPORT

April 1, 2015 – March 29, 2016 <sup>1</sup>

### I. Vacancy List

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources Used to Fill Vacancy	RS Referring Hiree(s)
Multimedia Journalist (2)	1-3, 5-7, 9-14, 16-18, 20-24, 30-31	5, 5
Broadcast Maintenance Engineer	1-3, 5-7, 9-14, 16-18, 20-21, 23-25, 29-31	5
TMO-Director	1-3, 5-7, 9-14, 16, 18, 20-21, 23-25, 29-31	11
Multimedia Journalist	1, 3, 5-7, 9-14, 16-18, 20-25, 29-31	17
Digital Account Executive	1, 3, 6-7, 9-14, 16, 18, 20-25, 29-32	11
Multimedia Content Producer / Editor (4)	1-3, 5-7, 9-14, 16, 20-24, 30-31	5, 5, 11, 11
General Sales Manager	1-2, 6-7, 9-14, 16, 18, 21, 24, 30-31	11
Digital Sales Manager	1-2, 5-7, 9-14, 16-18, 21, 24, 30-31	17
Producer	1-2, 6-7, 9-14, 16-18, 21, 24, 30-31	11
Planning & Execution Manager	1-2, 6-7, 9-14, 16-18, 21, 24, 30-31	17
Assignment Editor	1-2, 5-7, 9-14, 16, 18, 21, 24, 30-31	5
TMO-Director	1-2, 6-7, 9-14, 16, 18, 21, 24, 30-31	30
Sports Anchor/Reporter	1-2, 5-7, 9-14, 16, 18, 21, 24, 30-31	5
National Sales Manager	1-2, 5-7, 9-14, 16-18, 21, 24, 30-31	17
Account Executive	1-2, 5-7, 9-14, 16, 18, 21, 24, 30-31	30
MMJ/Photojournalist	1-2, 5-7, 9-14, 16, 18, 21, 24, 30-31	5
Assignment Editor	1-2, 5-7, 9-14, 16, 18, 21, 24, 30-31	30

<sup>1</sup> This report was timely filed on March 30, 2016. After due diligence and review of records in preparation for response to the FCC's February 2016 audit letter, the station amended the report as appropriate for accuracy.

\* Exigent Circumstances

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**II. Master Recruitment Source List**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>No. of Interviewees</b>
1	Alabama Broadcasting Ass'n 2180 Parkway Lake Dr. Hoover, AL lrice@al-ba.com	N	
2	Alliance for Women in Media 1760 Old Meadow Rd., Suite 500 McLean, VA 22102 Amy Lotz alotz@allwomeninmedia.org	N	
3	Belmont University 1900 Belmont Blvd Nashville, TN 37212 careerservices@belmont.org	N	
4	David Crane Agency Talent 124 Ammons Rd. Raleigh, NC 27615	N	
5	Employee Referral	N	25
6	Fisk University 18th Avenue North Nashville, TN 37208 tbyrdsong@fisk.edu	N	
7	Internal Emails to Former Young Broadcasting Stations	N	
8	Internet Job Banks - not contacted by SEU (Careerbuilder.com, Linkedin.com, Indeed.com)	N	
9	Kentucky Broadcasting Ass'n 101 Enterprise Dr. Frankfort, KY 40601 kba@kba.org	N	

10	Lipscomb University 1 University Park Dr. Nashville, TN 37204 jimmy.mccollum@lipscomb.edu	N	
11	Mediageneral.com 333 E. Franklin St. Richmond, VA 23219 email: Susan Ellenburg sellenburg@mediageneral.com	N	41
12	Middle Tenn. State U. P.O. Box 51 Murfreesboro, TN 37132 career@mtsu.edu	N	
13	Nashville Chamber of Commerce 211 Commerce St. #100 Nashville, TN 37201 rleslie@nashvillechamber.com	N	
14	National Academy of Television Arts and Sciences 161 Rains Ave. Nashville, TN 37203 email: emmynash@aol.com	N	
15	National Ass'n of Broadcasters 1771 North St. N.W. Washington, D.C. 20036 careercenter@nab.org	N	
16	National Hispanic Media Coalition 55 S. Grand Ave. Pasadena, CA 91105 info@nhmc.org	N	
17	Non-Employee Referral	N	13
18	Nossi College of Art 907 Rivergate Partway Goodlettsville, TN 37072 Sharon McGinnis jobplacement@nossi.com	N	

19	Spots n' Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 8888842630 x701 Url : www.spotsndots.com Emily McKay Manual Posting	N	
20	Tenn. Ass'n of Broadcasters 2 International Plaza Dr., Suite 507 Nashville, TN 37217 tabtn@bellsouth.net	N	
21	Tennessee Career Center - Lee 2200 Rosa L. Parks Blvd. Nashville, TN 37228 jason.daneal@tn.gov	N	
22	Tennessee State University 3500 John Merritt Blvd Nashville, TN 37209 Lucy Tucker ltucker@tnstate.edu	N	
23	TN Jobs-Classified Verticals email: scott@classifiedverticals.com	N	
24	Trevecca University 333 Murfreesboro Rd. Nashville, TN 37210 David Deese ddeese@trevecca.edu	N	
25	Tvjobs.com P.O. Box 4116 Oceanside, CA 92052 admin@tvjobs.com	N	
26	U. of Tennessee Dept. of Journalism and Electronic Media 333 Communications Building Knoxville, TN 37996 samswann@utk.edu	N	
27	Vanderbilt University 310 25th Ave. S., Ste. 220 Nashville, TN 37240 tiffany.franklin@vanderbilt.edu	N	
28	Walk-In / Self-Referral	N	

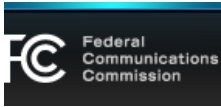
29	Western Kentucky University 1906 College Heights Blvd Bowling Green, KY 42101 rebecca.tinker@sku.edu	N	
30	WKRN.com website 444 Murfreesboro Rd. Nashville, TN 37210 email: Lewis Snyder lsnyder@wkrn.com	N	19
31	YWCA 1608 Woodmont Blvd. Nashville, TN 37215 Jan Shipp jan.shipp@ywcanashville.com	N	
32	Corporate Recruiter – Novotus	N	4
<b>TOTAL INTERVIEWEES THIS REPORTING PERIOD:</b>			102

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**III. Recruitment Initiatives**

	<b>Date</b>	<b>Type</b>	<b>Description</b>	<b>Participants</b>
1	Ongoing	Establishment of internship program	During the reporting period, the Station had 10 individuals participate as interns, gaining credit with their educational institutions. The students were from Belmont, U-T Chattanooga, U-T Martin, Middle Tennessee State, Memphis, and Princeton. The students interned in the production, marketing, news, sports, and meteorology departments.	Various
2	4/15/15	Participation in job fairs	The Station participated in the Middle Tennessee State job fair to talk about careers in broadcasting and search for prospective interns and employees.	Business Manager; Intern Director
3	5/26/15	Establishment of training programs for station personnel	At the Media General Business Administrator Summit in Indianapolis, our BA attended a two-day training session. The Business Administrators received training in HR compliance, employment & labor law relations, and other business matters	Business Administrator
4	9/2/15	Establishment of training programs for station personnel	Station personnel participated in a webinar training provided by Media General Associate General Counsel Henry Gola that provided an overview and explanation of the FCC's Equal Employment Opportunity rules and policies. The training included methods of ensuring equal employment opportunity and preventing discrimination.	Business Administrator
5	10/16/15	Participation in events sponsored by educational institution	An anchor provided a job shadow to a student interested in careers in broadcasting at Montgomery Bell Academy.	Meteorologist

6	11/17/15	Participation in events sponsored by community groups	Speaker at Decatur County Chamber of Commerce Luncheon in Parson, TN. Discussed careers in broadcasting and meteorology.	Meteorologist
7	12/2/15	Participation in events sponsored by educational institutions	The station provided a station tour to the Bison News Club at Station Camp Middle School and the students' chaperones.	Program Director
8	12/16/15	Participation in events sponsored by community groups.	The station provided a station tour to the Cornersville Future Business Leaders of America.	Videotape Editor
9	1/13/16	Participation in events sponsored by educational institutions	A news director provided a job shadow to a student interested in careers in broadcasting at Franklin Road Academy.	News Director
10	2/13/16	Participation in events sponsored by educational institutions	A Station anchor spoke at the Vanderbilt National College Sports Reporter Workshop, discussing sports reporting and careers in broadcasting.	Anchor
11	3/1/16	Participation in events sponsored by educational institutions	A Station anchor spoke at Belmont University, discussing careers in broadcasting and being on-air.	Anchor
12	3/25/16	Establishment of training programs for station personnel	The SEU establishes training programs for personnel to advance in their careers, such as enterprise storytelling and investigative reporting training for our journalists, one-on-one coaching for anchors, and leadership training for our news directors and producers.	Various



# TV Station Profiles & Public Inspection Files

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### STATION PROFILE

**WKRN-TV** NASHVILLE, TN

Virtual Channel **2** | RF Channel **27** | Facility ID **73188**



### FIND A STATION

You may enter a call sign (e.g., WXYZ), network affiliation (e.g., NBC), channel number (e.g., 26), or facility ID number (e.g., 123456).

### EQUAL EMPLOYMENT OPPORTUNITY RECORDS

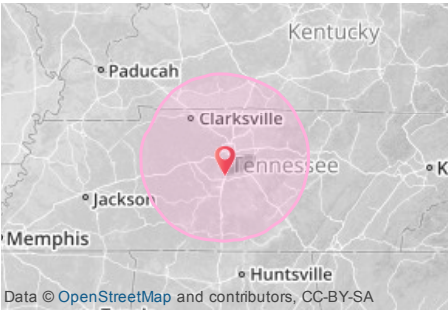
[EEO FORMS](#) [ADDITIONAL DOCUMENTS](#)

The following folders contain additional EEO materials uploaded by stations. The *EEO Public File Reports* folder should contain annual reports prepared by stations with 5 or more employees in their employment units. The reports recount the stations' employment recruitment efforts during the preceding year. The *Audits-Investigations-Complaints* folder should contain information bearing on any ongoing inquiry, audit, investigation or complaint that concerns EEO and of which the licensee is aware.

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File Name	Size	Type	Date Uploaded
WKRN-TV EEO REPORT 2014.pdf	1.05 Mb	PDF	03/31/2014 12:42 pm
WKRN-TV EEO REPORT 2015.pdf	530.16 Kb	PDF	03/31/2015 7:02 am
WKRN-TV EEO REPORT 2016.pdf	94.49 Kb	PDF	03/30/2016 10:22 am

### WKRN-TV CONTOUR MAP



### RECENT HISTORY

- Uploaded **1** file in Records concerning commercial limits in childrens programs/COMMERCIAL LIMITS CERTIFICATION 2016  
6 days ago
- Uploaded **1** file in Issues and programs lists/ISSUES AND PROGRAMS REPORT 2016  
6 days ago
- Uploaded **1** file in Equal Employment Opportunity Files/EEO Public File Reports  
2 weeks ago
- Uploaded **1** file in Records concerning commercial limits in childrens programs  
1 month ago
- Uploaded **1** file in Local public notice announcements  
1 month ago
- Uploaded **1** file in Local public notice announcements  
1 month ago

### GENERAL RESOURCES

[The Public and Broadcasting Manual](#)

For help or assistance please contact us at 1-877-480-3201 or 1-717-338-2824 (TTY) or you may submit requests online via [e-support](#).

### GET EMAIL UPDATES

Email Address