



EEO PUBLIC FILE REPORT
FOR
STATION
WKRN-TV
NASHVILLE, TENNESSEE

This EEO Public File Report
Covers the One-Year Period
From 4/1/14 to 3/31/15



EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WKRN-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period from 4/1/14 to 3/31/15, the station filled the following full-time vacancies:

Editor/Videographer	Assignment Editor (2)
Multimedia Journalist (3)	News Producer
Multimedia Journalist (2)	Technical Media Operator
Anchor/Reporter	Business Manager
Associate Producer (4)	Creative Services Director
Meteorologist	News Planner
Business Manager	

The station interviewed a total of 109 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources that referred interviewees during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Career Builder	1
DCA Talent	1
Indeed.com	3
Industry Referral	4
Media General Careers Website	28
TV Jobs.com	5
University of Tennessee	1
WKRN-TV Employee Referral	37
WKRN-TV Website	29

A full listing of all sources notified of vacancies during this reporting period is below. All sources below that are not listed above referred no interviewees during the period covered in this report.



Attachment I contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment II is the list of recruitment sources notified of each full time vacancy.

Attachment III contains a list and a brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.



ATTACHMENT I

EEO INFORMATION FOR FULL-TIME VACANCIES



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Editor/Videographer</u>	Recruitment Source that Referred the Hire:	<u>WKRn-TV Website</u>
Date Vacancy Opened:	<u>3/13/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>7</u>
Date Vacancy Filled:	<u>4/4/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRn-TV Employee Referral	441 Murfreesboro Rd. Nashville, TN 37210	WKRn-TV Employee	(615) 369-7222	4	N/A
WKRn-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	1	N/A
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Multimedia Journalist (3 positions)</u>	Recruitment Source that Referred the Hire:	<u>WKRN-TV Employee Referral (2) and WKRN-TV Website</u>
Date Vacancy Opened:	<u>3/27/14, 4/15/14, and 1/6/15</u>	Total Number of Persons Interviewed for the Vacancy:	<u>15</u>
Date Vacancy Filled:	<u>5/27/14, 6/2/14, and 3/16/15</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A
DCA Talent	www.dccatalent.com David Crane Agency 124 Ammons Rd. Raleigh, NC 27615	Steve Swienckowski	919-870-9121	1	N/A
WKRN-TV Employee Referral	441 Murfreesboro Rd. Nashville, TN 37210	WKRN-TV Employee	(615) 369-7222	4	N/A
WATE-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	7	N/A
CareerBuilder	www.Careerbuilder.com	None	None	1	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Multimedia Journalist (2 positions)</u>	Recruitment Source that Referred the Hire:	<u>WKRn-TV Employee Referral and Media General Careers Website</u>
Date Vacancy Opened:	<u>3/21/14 and 8/25/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>12</u>
Date Vacancy Filled:	<u>10/24/14 and 11/10/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	5	N/A
WKRn-TV Employee Referral	441 Murfreesboro Rd. Nashville, TN 37210	WKRn-TV Employee	(615) 369-7222	3	N/A
WKRn-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	4	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Anchor Reporter</u>	Recruitment Source that Referred the Hiree:	<u>WKRN-TV Website</u>
Date Vacancy Opened:	<u>3/21/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>4</u>
Date Vacancy Filled:	<u>10/24/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WATE-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	2	N/A
Industry Referral	None	None	None	1	N/A
TV Jobs	www.tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	1	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Associate producer (4 positions)</u>	Recruitment Source that Referred the Hire:	<u>WKRN-TV Employee Referral (3) and WKRN-TV Website (1)</u>
Date Vacancy Opened:	<u>3/21/14,7/22/14,10/16/14,1/26/15</u>	Total Number of Persons Interviewed for the Vacancy:	<u>22</u>
Date Vacancy Filled:	<u>6/4/14,8/4/14,12/1/14,2/28/15</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	8	N/A
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN Employee	(615) 369-7222	5	N/A
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	8	N/A
University of Tennessee Department of Journalism and Electronic Media	samswann@utk.edu 333 Communications Building Knoxville, TN 37996-0333	Sam Swann	(865) 974-5123	1	No



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Meteorologist Recruitment Source that Referred the Hire: Industry Referral

Date Vacancy Opened: 3/26/14

Date Vacancy Filled: 6/03/14 Total Number of Persons Interviewed for the Vacancy: 8

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Industry Referral	None	None	None	4	N/A
TVJobs.com	www.tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	N/A
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	2	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Business Manager</u>	Recruitment Source that Referred the Hiree:	<u>WKRN-TV Website</u>
Date Vacancy Opened:	<u>04/04/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>08/11/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	3	N/A
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN Employee	(615) 369-7343	2	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Assignment Editor (2 positions) Recruitment Source that Referred the Hiree: WKRN-TV Employee Referral

Date Vacancy Opened: 10/09/14 and 1/6/15

Date Vacancy Filled: 10/16/14 and 3/19/15 Total Number of Persons Interviewed for the Vacancy: 9

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	3	N/A
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7222	1	N/A
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN Employee	(615) 369-7343	4	N/A
Industry Referral	None	None	None	1	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>News Producer</u>	Recruitment Source that Referred the Hiree:	<u>WKRN-TV Employee Referral</u>
Date Vacancy Opened:	<u>8/25/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>11/3/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7222	2	N/A
Industry Referral	None	None	None	1	N/A
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN-TV Employee	(615) 369-7343	1	N/A
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	1	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Technical Media Operator (TMO)</u>	Recruitment Source that Referred the Hiree:	<u>WKRN-TV Website</u>
Date Vacancy Opened:	<u>10/14/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>8</u>
Date Vacancy Filled:	<u>1/07/15</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	3	N/A
TV Jobs	www.tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	N/A
Indeed.com	www.indeed.com	None	None	3	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Business Manager</u>	Recruitment Source that Referred the Hire:	<u>WKRN-TV Employee Referral</u>
Date Vacancy Opened:	<u>10/27/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>12/15/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Industry Referral	None	None	None	1	N/A
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	4	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Creative Services Director</u>	Recruitment Source that Referred the Hire:	<u>WKRN-TV Employee Referral</u>
Date Vacancy Opened:	<u>7/30/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>3</u>
Date Vacancy Filled:	<u>12/17/14</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN Employee	(615) 369-7222	2	N/A
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	1	N/A



FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>News Planner</u>	Recruitment Source that Referred the Hire:	<u>WKRN-TV Employee Referral</u>
Date Vacancy Opened:	<u>01/19/15</u>	Total Number of Persons Interviewed for the Vacancy:	<u>6</u>
Date Vacancy Filled:	<u>02/16/15</u>		

Recruitment Sources Used to Fill the Vacancy-see Attachment II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Industry Referral	None	None	None	1	N/A
WKRN-TV Employee Referral	144 Murfreesboro Rd. Nashville, TN 37210	WKRN Employee	(615) 369-7222	2	N/A
WKRN-TV Website	www.wkrn.com	Lewis Snyder	(615) 369-7343	1	N/A
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A



Attachment II - EEO Source List -- Recruitment Sources Notified for Every Vacancy

Name of Recruitment Source	E-Mail and/or Mailing Address	Contact Person	Telephone Number	Preferred Method to be Notified of Job Openings	Did the Source Request Notification?
WKRN-TV Website	www.wate.com 441 Murfreesboro Rd. Nashville, TN 37210	Lewis Snyder	(615) 369-7343	Website	No
Media General Careers Website	www.mediageneral.com/careers 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	Website	No
NATAS Web Site	emmynash@aol.com 161 Rains Ave. Nashville, TN 37203	Geneva Fisher	615-383-3259 615-259-0040 FAX	Website/Fax	Yes
Tenn. State University	ltucker@tnstate.edu 3500 John Merritt Blvd Nashville, TN 37209	Lucy Tucker	615-963-7529 615-963-7534 FAX	Website/Fax	Yes
Fisk University	tbyrdsong@fisk.edu 18 th . Avenue North Nashville, TN 37208	Gussie Fuller	615-329-8894 615-329-8711 FAX	Website/Fax	Yes
Trevecca University	ddeese@trevecca.edu 333 Murfreesboro Rd. Nashville, TN 37210	David Deese	615-248-1200 615-248-1515 FAX	Website/Fax	Yes

Name of Recruitment Source	E-Mail and/or Mailing Address	Contact Person	Telephone Number	Preferred Method to be Notified of Job Openings	Did the Source Request Notification?
Belmont University	careerservices@belmont.org 1900 Belmont Blvd. Nashville, TN 37212	Charles Matthews	615-460-6490 615-460-5527 FAX	Website/Fax	Yes
Nossi College of Art	jobplacement@nossi.com 907 Rivergate Parkway Goodlettsville, TN 37072	Sharon McGinnis	615-851-1088 615-851-1087 FAX	Website/Fax	No
TN Career Center	Jason.Daneal@tn.gov 2200 Rosa L. Parks Blvd. Nashville, TN 37228	Paulette Johnson	615-862-8890 615-862-8910 FAX	Website/Fax	Yes
YWCA	jan.shipp@ywcانashville.com 1608 Woodmont Blvd. Nashville, TN 37215	Jan Shipp	615-253-8920 x 113 615-532-2763 FAX	Website/Fax	Yes
Tennessee Association of Broadcasters	tabtn@bellsouth.net 2 International Plaza Dr., Suite 507 Nashville, TN 37217	Jill Green	615-365-1840 615-365-1842 FAX	Website/Fax	No
Alliance for Women in Media	alotz@allwomeninmedia.org 1760 Old Meadow Rd., Suite 500 McLean, VA 22102	Amy Lotz	703-506-3290 703-506-3266 FAX	Website/Fax	Yes
Middle TN State Univ.	career@mtsu.edu MTSU P.O. Box 51 Murfreesboro, TN 37132	Kim Collins	615-898-5467	Website	Yes
Lipscomb University	jimmy.mccollum@lipscomb.edu 1 University Park Dr. Nashville, TN 37204	Jimmy McCollum	615-966-1000	Website	Yes

Name of Recruitment Source	E-Mail and/or Mailing Address	Contact Person	Telephone Number	Preferred Method to be Notified of Job Openings	Did the Source Request Notification?
Nashville Chamber of Commerce	rleslie@nashvillechamber.com 211 Commerce St.#100 Nashville, TN 37201	R. Leslie	615-743-3000	Website	No
Kentucky Broadcasting Association	kba@kba.org 101 Enterprise Dr. Frankfort, KY 40601	Coordinator	888-843-5221	Website	Yes
Alabama Broadcasting Assoc.	lrice@al-ba.com 2180 Parkway Lake Dr. Hoover, AL	L. Rice	205-982-5001	Website	No
National Hispanic Media Coalition	info@nhmc.org Grand Avenue Pasadena, Ca 91105	Coordinator	626-792-6462	Website	Yes



EEO Source List -- Recruitment Sources Notified for Some but Not All Vacancies

Name of Recruitment Source	E-Mail and/or Mailing Address	Contact Person	Telephone Number	Preferred Method to be Notified of Job Openings	Did the Source Request Notification?
TVJobs.com	www.tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	Website	No
DCA Talent	www.dccatalent.com David Crane Agency 124 Ammons Rd. Raleigh, NC 27615	Steve Swienckowski	919-870-9121	Website	No
University of Tennessee Department of Journalism and Electronic Media	samswann@utk.edu 333 Communications Building Knoxville, TN 37996-0333	Sam Swann	(865) 974-5155	E-Mail	No
Spots N Dots	ads@spotsndots.com	Classified Ads	(888) 884-2630	E-Mail	No
CareerBuilder	www.Careerbuilder.com	Website	None	Website	No
Linked In	www.linkedin.com	Website	None	Website	No
Indeed.com	www.Indeed.com	Website	None	Website	No



Attachment III - MENU OPTION ACTIVITIES

Station WKRN-TV has engaged in the following outreach activities during the year covered by this report:
4/1/14 – 3/31/15

4	Career Days	<p>4/14/14 Anchor John Dwyer participated in Donelson Middle School Career Day.</p> <p>4/23/14 Weather Anchor Davis Nolan participated in Marshall Elementary Career Week Event</p> <p>5/13/14 Weather Anchor Davis Nolan participated in Lakeview Elementary Math Career Day.</p> <p>9/12/14 Weather Anchor Lisa Patton participated in Girl Scout Troop #142 Career Night.</p>
5	Internship Program	From 04/01/14 till 03/31/15 WKRN had 11 individuals participate in the station internship program, in areas of production, marketing/promotion, news, sports, and weather
7	Scholarship Program	Media General, which owns WKRN-TV accepted applications for its Minority Scholarship and Training Program. The company awards two scholarships/internships each year.
8	Training Program	<p>3/31/14 - 4/4/14 ROSS Switcher training – hands on training with new switcher software at WKRN studio. Maggie Clay, Mark Schardt, Wayne Begarly, Jesse Briggs, Tim Findley, Carmen Hall, Ryan Johnson, Claire Murphy, Sylwaski Owens, Jody Shoulders.</p> <p>6/18/14 Reporter Workshop with Broadcast Image – all station reporters.</p> <p>6/18/14 – 6/19/14 Storyteller Training – training on new interactive touchscreen for news talent.</p>

		<p>6/19/14 Morning Show Workshop with Broadcast Imaging – all morning talent and employees.</p> <p>6/19/14 One on One coaching with on air talent with Broadcast Image.</p> <p>7/8/2014 Eckstein Summers Sales Process, Sales staff at WKRN</p> <p>7/30/14 OSI Training for EC 2Way Upgrade Training for OSI - Webinar Sales staff at WKRN</p> <p>9/11/14 Sharerocket training - training for Social Media Analytic site, all news employees.</p> <p>8/6/14 Digital Seminar for Max User training for weather anchors.</p> <p>9/16/14 Marshall Marketing Training Review results of 2014 Marshall survey Sales staff at WKRN.</p> <p>9/16/14 Newsroom training on legal matters for newsroom including libel, copyright, social media.</p> <p>9/17/14 SmithGeiger Snackable Videos webinar for digital team.</p> <p>10/16/2014 Zeppo Training - Email Marketing training highlighting case studies, what to ask clients, best practices – Webinar Sales staff at WKRN.</p> <p>10/20/14 – 10/22/14 – Channelbox Training for Graphics Department – Vince Conti and Stacie Garland.</p> <p>10/23/2014 Eckstein Summers - Sales Process Sales staff at WKRN.</p> <p>11/5/14 – 1/12/15 News Publish Training – WKRN Digital Team underwent several weeks of training on newsPublish for station's website content.</p>
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		<p>11/17/14 – 12/8/14 Anvato Training – WKRN Digital Team underwent several weeks of training on Anvato for station's website content.</p> <p>12/1/14 – 12/19/14 Wordpress training – new content management system for station's website – entire WKRN digital team.</p> <p>12/4/14 WSI Forecast Editing Training – Max User training for weather anchors.</p> <p>12/15/14 MailChimp Training – WKRN Digital Team underwent training on new email system.</p> <p>12/15/14 – 12/16/14 – ENPS7 Operating system training – hands on training with system at WKRN studio. TMOs - Maggie Clay, Mark Schardt, Wayne Begarly, Jesse Briggs, Tim Findley, Carmen Hall, Ryan Johnson, Claire Murphy, Sylwaski Owens, Jody Shoulders and entire news department.</p> <p>12/17/14 Reporters Workshop – Building Sources presented by Broadcast Image – all station reporters and talent.</p> <p>12/17/14 Web staff and social media training presented by Broadcast Image – all WKRN Digital Team.</p> <p>12/18/14 Imagine Communications-Review of OSI skim procedures – Webinar Sales Staff at WKRN.</p> <p>12/18/14 Producer Training – tease and show review by Broadcast Image – all station news producers.</p> <p>12/19/14 WSI Training for new weather app powered by WSI for weather talent and new talent.</p> <p>1/21/15-1/23/15 Eckstein Summers ROI Conference National Sales Seminar - Sanibel, Florida Glenn Proffitt.</p> <p>12/23/14 – 1/29/15 Introduction to Adobe Analytics – training station newsroom and digital team on new web, mobile and app.</p> <p>1/9/15 APP Videolicious training in house for news employees.</p>
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		<p>1/12/15 NewsTouch Training for new station news app with LIN Digital team.</p> <p>1/15/15 Digital Seminar – training on Superbowl content for digital team.</p> <p>1/26/2015 LIN Digital - Phase 1 product roll out Overview of LIN Digital, Media Ordering Tool, Client Needs, Solutions, IO, Post Sale process, Creative, Reporting, Credit, Revenue, Weekly Report, Invoicing – Webinar at WKRN Becky Pendleton Steve Watt Patty Daughtery Becky Pendleton</p> <p>1/28/2015 LIN Digital - Phase 2 product roll out – Overview of LIN Digital, Media Ordering Tool, Client Needs, Solutions, IO, Post Sale process, Creative, Reporting, Credit, Revenue, Weekly Report, Invoicing – Webinar - Sales Staff at WKRN.</p> <p>2/4/15 TVB Road Show Review of TVB Research Information for 2015 Sales Staff at Bridgestone Arena, Nashville.</p> <p>2/4/2015 TVB Webinar Automated Buying Panel Discussion of Trading Partners and Technology Providers – Webinar at WKRN. Steve Watt Jamie Camp Becky Pendleton</p> <p>2/16/15 Web Ex on Push Alert – training for all news employees on new Push Alert system.</p> <p>2/19/15 Becky Pendleton participated in DSD/DSM Webinar</p> <p>2/27/15 LIN Digital follow up systems and process training (MG Legacy Markets) - Webinar Becky Pendleton</p> <p>2/27/15 – 2/28/15 One on One anchor coaching by Broadcast Image.</p> <p>2/27/15 10PM Newscast Training – building newscasts with Consultants – Broadcast Image.</p>
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		<p>2/29/15 Producer Training – Consultant training on Teases – Broadcast Image – All station news producers.</p> <p>3/3/15 Eckstein Summers - Sales Process Sales staff at WKRN.</p> <p>3/5/15 Becky Pendleton participated in DSD/DSM – Webinar</p> <p>3/6/15 LIN Digital - Phase 2 product roll out – SALES Part 2 Overview of LIN Digital, Media Ordering Tool, Client Needs, Solutions, IO, Post Sale process, Creative, Reporting, Credit, Revenue, Weekly Report, Invoicing –Sales Staff at WKRN</p> <p>3/9/15 – DSNG Operational Training for satellite uplink – Hands on training with truck at WKRN studio. Keith Littrell and Boyd Sadler</p> <p>3/11/2015 Becky Pendleton participated in Lin Digital Agency Pitch Deck Training Webinar.</p> <p>3/17/2015 Becky Pendleton participated Core WordPress Product Training Webinar.</p> <p>3/23/2015 Online Video Basics 101: Landscape and Product – Webinar Sales Staff at WKRN.</p>
10	Job Shadow	<p>10/10/14 Weather Anchor Justin Bruce hosted Barbara Jones from Hickman County H.S. Barbara is interest in a career in meteorology.</p> <p>1/14/15 Account Executive, Chase Cathey hosted Joseph Occhipinti from Western Kentucky University. Joseph is interested in a career in tv sales.</p> <p>2/26/15 Assistant News Director, Alison Coe hosted Samantha Fitzpatrick of Oakland High School. Ms Fitzpatrick is interest in pursuing a career in journalism.</p>
14	Management Training	<p>4/29/14- 4/30/14 Paradigm Management Training Sales Process and Management Training Embassy Suites at Vanderbilt Steve Watt and Jamie Camp</p>

		10/12/14 – 10/17/15 News Director Matthew Zelkind attend the Poynter Leadership Academy – Management Training
16	Community Outreach	<p>Weather Anchor Justin Bruce appeared at the following schools for weather talks. 4/2/14 Kirkpatrick Elementary 1/20/15 Bellevue Middle School 1/28/15 St. Bernard Academy 2/3/15 Crockett Elementary</p> <p>Weather Anchor Davis Nolan appeared at the following schools for weather talks. 4/9/14 Evergreen Live Services, Nashville 5/5/14 Barfield Elementary, Murfreesboro 11/18/14 Giles County H.S. Freshman Biology Classes 12/17/14 Thurgood Marshall Middle School</p> <p>The following WKRN on-air talent & employees gave station tours on the following dates. 4/11/14 Joseph Pleasant White House Heritage H.S 9/30/14 Michelle Dube Trevecca University Film & Video Class</p> <p>10/13 Michelle Dube Girl Scout Troop 2686 12/10/14 Justin Bruce E. Middle School Video Club 12/4/14 Samantha Fisher Tiger Cub Scouts Pk 21 Lipscomb Academy 2/3/15 Davis Nolan International English Institute Video Class</p> <p>4/11/14 Anchor Anne Holt hosted the Volunteer Luncheon at Meadows Lakeshore retirement home.</p> <p>4/12/14 the following WKRN Staff participated in Purity Dairy Moosic City 5K/10K benefiting Monroe Carell Jr Children's Hospital at Vanderbilt Becky Pendleton, Michelle Dube, Yocia Flowers, Clare Gibson, Sylwaski Owens, John Dwyer</p> <p>4/15/14 Anchor John Dwyer was a presenter at the</p>

		<p>Urban Land institute Awards.</p> <p>4/15/14 Anchor John Dwyer participated in Kevin Carter's Waiting for Wishes for the Make A Wish Foundation.</p> <p>4/16/14 Weather Anchor Lisa Patton hosted the College Grove Fifty Forward Luncheon</p> <p>4/17/14 Weather Anchor Lisa Patton was a presenter at the NATAS Student Award Lunch.</p>
		<p>The following WKRN on-air talent participated in a Meet and Greet to promote Neighborhood safety at the Nashville Sounds Baseball game.</p> <p>4/12/14 Jerry Barlar/Samantha Fisher</p> <p>5/3/14 Joe Leadingham/Audra Martin/Anne Holt</p> <p>5/17/14 Bethany Anderson/Andy Cordan/Lisa Patton</p> <p>5/31/14 Nick Caloway/Cory Curtis/Talia Kaplan</p> <p>6/14/14 Justin Bruce/Dawn Davenport</p> <p>6/28/14 Neil Orne/Anne Holt</p> <p>7/12/14 Justin Bruce/Davis Nolan</p> <p>7/26/14 Neil Orne/bob Mueller</p> <p>8/9/14 Bob Mueller/Samantha Fisher</p> <p>8/23/14 Lori Mitchell/Joseph Pleasant/Nadia Ramdass</p> <p>6/14/14 Weather Anchor Davis Nolan emceed the Mt. Juliet Relay for Life for American Cancer Society.</p> <p>6/21/14 The following WKRN staff participated in the Morning Star Sanctuary's Walking with the Stars 5K. Program Director Michelle Dube and Account Executive Clare Gibson</p> <p>7/1/14 Weather Anchor Lisa Patton participated in the Mt. Juliet Library Summer Reading Program.</p> <p>7/24/14 The following WKRN employees participated in the United Way's Stuff The Bus Campaign in Nashville. Dawn Davenport, Bob Mueller, Davis Nolan, Michelle Dube</p> <p>7/25/14 The following WKRN employees participated in the United Way's Stuff the Bus</p>

		<p>Campaign in Murfreesboro. Eric Egan, Samantha Fisher, Michelle Dube.</p> <p>8/7/14 Lisa emceed the 2014 Light the Night Kick-off Luncheon for the Leukemia & Lymphoma Association</p> <p>8/19/14 Anchor Justin Bruce appeared at Caldwell Elementary on behalf of WKRN's Food 2 Families Campaign.</p> <p>Anchor Dawn Davenport appeared at the schools on the following dates on behalf of WKRN's Food 2 Families Campaign: 9/2/14 Glengarry, 9/9/14 Hull Jackson, 9/30/14 Napier Elementary</p> <p>Anchor Anne Holt appeared at the schools on the following dates on behalf of WKRN's Food 2 Families Campaign.</p> <p>8/25/14 Glenn Enhanced 8/27/14 Charlotte Park 8/28/14 Union Elementary 9/3/14 Alex Green Elementary 9/4/14 Crieve Hall Elementary 9/8/14 New Hope Academy 9/10/14 Shwab Elementary 9/12/14 Gateway Elementary 9/17/14 Robert E. Lillard Elementary 9/18/14 Glendale Spanish Immersion 9/19/14 Jones Paideia Magnet Elementary School 9/22/14 Percy Priest Elementary 9/24/14 Harris Hillman 9/25/14 Smithson-Craighead Academy 9/26/14 Chadwell Elementary 10/1/14 St. Piux X Academy 10/2/14 Cockrill Elementary</p> <p>9/13/14 The following WKRN employees participated in the American Heart Association's Rutherford County Heart Walk. Eric Egan, Bob Mueller, Michelle Dube</p> <p>9/19/14 Weather Anchor Justin Bruce participated in Ronald McDonald House Charities – BBQ in Red Shoes Event</p>
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		<p>9/20/14 The following WKRN employees participated or volunteered at eh Ronald McDonald House Hustle for the House 5K. Rosemary Wesela, Chris Bundgaard, Denise Kerlikowske, Joe Gibbs, Clare Gibson, Sylwaski Owns, Samantha Fisher, Justin Bruce</p> <p>9/30/14 Chris Bundgaard moderated the Portland, TN City Council Political Debate</p> <p>10/4/14 The following WKRN employees participated in the American Heart Association Greater Nashville's Heart Walk. Samantha Fisher, Eric Egan, Michelle Dube and Rosemary Wesela</p> <p>10/10/14 Samantha Fisher emceed the Leukemia & Lymphoma Association's Light he Night Walk</p> <p>10/13/14 Bob Muller emceed the Leadership Nashville Panel.</p> <p>10/25/14 Davis Nolan emceed the Down Syndrome of Middle TN Buddy Walk</p> <p>10/30/14 Weather Anchor Lisa Patton and Account Executive Clare Gibson participated in the Nashville Prevention Partnership Awards.</p> <p>11/21/14 The following WKRN employees participated in the Ronald McDonald House Pull Tab Challenge Drop Off. Anchors Dawn Davenport, Justin Bruce and Michelle Dube</p> <p>11/20/14 Weather Anchor Lisa Patton hosted the Friends of the School For the Blind Brunch and Bid Event.</p>
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“Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
- 4.** Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
- 12.** Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information