



EEO PUBLIC FILE REPORT  
FOR  
STATION  
WATE-TV  
KNOXVILLE, TENNESSEE

This EEO Public File Report  
Covers the One-Year Period  
From 3/23/13 to 3/31/14



## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WATE-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 3/23/13 to 3/31/14, the station filled the following full-time vacancies:

|                           |                           |
|---------------------------|---------------------------|
| Account Executive (3)     | Sports Anchor/Reporter    |
| General Manager           | News Producer (2)         |
| Online Content Producer   | Video Editor/Videographer |
| Multimedia Journalist (3) | Director of Digital Media |
| General Sales Manager     |                           |

The station interviewed a total of 98 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> |
|---|--|
| Industry Referral                             | 15   |
| Pellissippi State Technical Community College | 1  |
| Spots N Dots                                  | 3  |
| Tennessee Career Center Knoxville             | 1  |
| TV Jobs.com                                   | 4  |
| WATE-TV Employee Referral                     | 18   |
| WATE-TV Internal                              | 15   |
| WATE-TV Website                               | 33   |
| Young Broadcasting Internal                   | 1  |
| Young Broadcasting Referral                   | 7  |

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 A 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 B 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 A  
EEO INFORMATION FOR FULL-TIME VACANCIES



### FULL-TIME VACANCY EEO INFORMATION

|                       |                        |  |                        |
|-----------------------|------------------------|--|------------------------|
| Job Title of Vacancy: | <u>General Manager</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Website</u> |
| Date Vacancy Opened:  | <u>10/23/12</u>        | Total Number of Persons Interviewed for the Vacancy: | <u>12</u>              |
| Date Vacancy Filled:  | <u>9/17/13</u>         |  |                        |

### Recruitment Sources Used to Fill the Vacancy

| 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             | 3   | N/A                                  |
| WATE-TV Internal                     | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Website                      | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 4   | N/A                                  |
| Young Broadcasting Employee Referral | 441 Murfreesboro Road<br>Nashville, TN 37210   | Bob Peterson   | (615) 369-7222   | 3   | N/A                                  |
| Young Broadcasting Internal          | <a href="mailto:sknott@wkrn.com">sknott@wkrn.com</a><br>441 Murfreesboro Road<br>Nashville, TN 37210     | Stan Knott     | (615) 369-7222   | 1   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                          |  |                        |
|-----------------------|--------------------------|--|------------------------|
| Job Title of Vacancy: | <u>Account Executive</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Website</u> |
| Date Vacancy Opened:  | <u>11/16/12</u>          | Total Number of Persons Interviewed for the Vacancy: | <u>16</u>              |
| Date Vacancy Filled:  | <u>8/5/13</u>            |  |                        |

### Recruitment Sources Used to Fill the Vacancy

| 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                                  |
| Spots N Dots               | <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>   | Classified Ads | (888) 884-2630   | 1   | No                                   |
| WATE-TV Employee Referral  | <a href="mailto:tbecker@wate.com">tbecker@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Tom Becker     | (865) 637-6666   | 5   | N/A                                  |
| WATE-TV Employee Referral  | <a href="mailto:sburton@wate.com">sburton@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Sarah Burton   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 5   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                                |  |                                   |
|-----------------------|--------------------------------|--|-----------------------------------|
| Job Title of Vacancy: | <u>Online Content Producer</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Internal Candidate</u> |
| Date Vacancy Opened:  | <u>5/10/13</u>                 | Total Number of Persons Interviewed for the Vacancy: | <u>5</u>                          |
| Date Vacancy Filled:  | <u>8/19/13</u>                 |  |                                   |

### Recruitment Sources Used to Fill the Vacancy

| 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 Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 3   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                              |  |                          |
|-----------------------|------------------------------|--|--------------------------|
| Job Title of Vacancy: | <u>Multimedia Journalist</u> | Recruitment Source that Referred the Hiree:          | <u>Industry Referral</u> |
| Date Vacancy Opened:  | <u>5/10/13</u>               | Total Number of Persons Interviewed for the Vacancy: | <u>7</u>                 |
| Date Vacancy Filled:  | <u>7/22/13</u>               |  |                          |

### Recruitment Sources Used to Fill the Vacancy

| 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             | 3   | N/A                                  |
| WATE-TV Employee Referral  | <a href="mailto:smanning@wate.com">smanning@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Samantha Manning | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917   | Melanie Morris   | (865) 633-6902   | 2   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917           | Melanie Morris   | (865) 633-6902   | 1   | N/A                                  |





### FULL-TIME VACANCY EEO INFORMATION

|                       |                               |  |                          |
|-----------------------|-------------------------------|--|--------------------------|
| Job Title of Vacancy: | <u>Sports Anchor/Reporter</u> | Recruitment Source that Referred the Hiree:          | <u>Industry Referral</u> |
| Date Vacancy Opened:  | <u>5/31/13</u>                | Total Number of Persons Interviewed for the Vacancy: | <u>6</u>                 |
| Date Vacancy Filled:  | <u>9/9/13</u>                 |  |                          |

### Recruitment Sources Used to Fill the Vacancy

| 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                                  |
| WATE-TV Employee Referral            | <a href="mailto:jwogan@wate.com">jwogan@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917   | Jim Wogan      | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Internal                     | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Website                      | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| Young Broadcasting Employee Referral | <a href="mailto:sknott@wkrr.com">sknott@wkrr.com</a><br>441 Murfreesboro Road<br>Nashville, TN 37210     | Stan Knott     | (615) 369-7222   | 2   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                      |  |                         |
|-----------------------|----------------------|--|-------------------------|
| Job Title of Vacancy: | <u>News Producer</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Internal</u> |
| Date Vacancy Opened:  | <u>6/24/13</u>       | Total Number of Persons Interviewed for the Vacancy: | <u>3</u>                |
| Date Vacancy Filled:  | <u>7/29/13</u>       |  |                         |

### Recruitment Sources Used to Fill the Vacancy

| 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 Employee Referral  | <a href="mailto:jfoster@wate.com">jfoster@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Jamie Foster   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                              |  |                        |
|-----------------------|------------------------------|--|------------------------|
| Job Title of Vacancy: | <u>Multimedia Journalist</u> | Recruitment Source that Referred the Hire:           | <u>WATE-TV Website</u> |
| Date Vacancy Opened:  | <u>7/1/13</u>                | Total Number of Persons Interviewed for the Vacancy: | <u>5</u>               |
| Date Vacancy Filled:  | <u>10/15/13</u>              |  |                        |

### Recruitment Sources Used to Fill the Vacancy

| 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 Employee Referral  | <a href="mailto:jfoster@wate.com">jfoster@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Jamie Foster   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 3   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                          |  |                                  |
|-----------------------|--------------------------|--|----------------------------------|
| Job Title of Vacancy: | <u>Account Executive</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Employee Referral</u> |
| Date Vacancy Opened:  | <u>8/1/13</u>            | Total Number of Persons Interviewed for the Vacancy: | <u>7</u>                         |
| Date Vacancy Filled:  | <u>1/13/14</u>           |  |                                  |

### Recruitment Sources Used to Fill the Vacancy

| 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                                  |
| WATE-TV Internal                     | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Employee Referral            | <a href="mailto:nhavasy@wate.com">nhavasy@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Natalia Havasy | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Employee Referral            | <a href="mailto:tbecker@wate.com">tbecker@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Tom Becker     | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website                      | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |
| Young Broadcasting Employee Referral | 441 Murfreesboro Road<br>Nashville, TN 37210   | Deb McDermott  | (615) 369-7222   | 1   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                          |  |                                  |
|-----------------------|--------------------------|--|----------------------------------|
| Job Title of Vacancy: | <u>Account Executive</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Employee Referral</u> |
| Date Vacancy Opened:  | <u>8/1/13</u>            | Total Number of Persons Interviewed for the Vacancy: | <u>5</u>                         |
| Date Vacancy Filled:  | <u>1/20/14</u>           |  |                                  |

### Recruitment Sources Used to Fill the Vacancy

| 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 Employee Referral  | <a href="mailto:dlittleton@wate.com">dlittleton@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Dean Littleton | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Employee Referral  | 1306 N. Broadway Street<br>Knoxville, TN 37917   | Paul Dirl      | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Employee Referral  | <a href="mailto:sburton@wate.com">sburton@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917       | Sarah Burton   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917               | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                      |  |                         |
|-----------------------|----------------------|--|-------------------------|
| Job Title of Vacancy: | <u>News Producer</u> | Recruitment Source that Referred the Hire:           | <u>WATE-TV Internal</u> |
| Date Vacancy Opened:  | <u>8/23/13</u>       | Total Number of Persons Interviewed for the Vacancy: | <u>4</u>                |
| Date Vacancy Filled:  | <u>10/1/13</u>       |  |                         |

### Recruitment Sources Used to Fill the Vacancy

| 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 Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                                  |  |  |
|-----------------------|----------------------------------|--|--|
| Job Title of Vacancy: | <u>Video Editor/Videographer</u> | Recruitment Source that Referred the Hiree:          | <u>Tennessee Career Center Knoxville</u> |
| Date Vacancy Opened:  | <u>9/16/13</u>                   | Total Number of Persons Interviewed for the Vacancy: | <u>7</u>                                 |
| Date Vacancy Filled:  | <u>11/25/13</u>                  |  |  |

### Recruitment Sources Used to Fill the Vacancy

| 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? |
|---|--|----------------|------------------|---|--------------------------------------|
| Tennessee Career Center Knoxville             | <a href="mailto:ray.abbas@tnccknox.org">ray.abbas@tnccknox.org</a><br>1610 University Ave.<br>Knoxville, TN 37921            | Ray Abbas      | (865) 594-5500   | 1   | Yes                                  |
| Pellissippi State Technical Community College | <a href="mailto:ccarson@pstcc.edu">ccarson@pstcc.edu</a><br>10915 Hardin Valley Rd.<br>P.O. Box 22990<br>Knoxville, TN 37933 | Carolyn Carson | (865) 694-6400   | 1   | Yes                                  |
| WATE-TV Website                               | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917                             | Melanie Morris | (865) 633-6902   | 5   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                              |  |                          |
|-----------------------|------------------------------|--|--------------------------|
| Job Title of Vacancy: | <u>General Sales Manager</u> | Recruitment Source that Referred the Hiree:          | <u>Industry Referral</u> |
| Date Vacancy Opened:  | <u>9/20/13</u>               | Total Number of Persons Interviewed for the Vacancy: | <u>9</u>                 |
| Date Vacancy Filled:  | <u>12/4/13</u>               |  |                          |

### Recruitment Sources Used to Fill the Vacancy

| 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             | 2   | N/A                                  |
| Spots N Dots                         | <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>   | Classified Ads | (888) 884-2630   | 2   | No                                   |
| WATE-TV Internal                     | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917       | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |
| WATE-TV Employee Referral            | <a href="mailto:dlittleton@wate.com">dlittleton@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Dean Littleton | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website                      | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917               | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |
| Young Broadcasting Employee Referral | <a href="mailto:sknott@wate.com">sknott@wate.com</a><br>441 Murfreesboro Road<br>Nashville, TN 37210           | Stan Knott     | (615) 369-7222   | 1   | N/A                                  |





### FULL-TIME VACANCY EEO INFORMATION

|                       |                                  |  |                         |
|-----------------------|----------------------------------|--|-------------------------|
| Job Title of Vacancy: | <u>Director of Digital Media</u> | Recruitment Source that Referred the Hire:           | <u>WATE-TV Internal</u> |
| Date Vacancy Opened:  | <u>11/18/13</u>                  | Total Number of Persons Interviewed for the Vacancy: | <u>5</u>                |
| Date Vacancy Filled:  | <u>2/1/14</u>                    |  |                         |

### Recruitment Sources Used to Fill the Vacancy

| 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 Internal           | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |
| WATE-TV Employee Referral  | <a href="mailto:jfoster@wate.com">jfoster@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917 | Jamie Foster   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917         | Melanie Morris | (865) 633-6902   | 2   | N/A                                  |



### FULL-TIME VACANCY EEO INFORMATION

|                       |                              |  |                        |
|-----------------------|------------------------------|--|------------------------|
| Job Title of Vacancy: | <u>Multimedia Journalist</u> | Recruitment Source that Referred the Hiree:          | <u>WATE-TV Website</u> |
| Date Vacancy Opened:  | <u>12/13/13</u>              | Total Number of Persons Interviewed for the Vacancy: | <u>7</u>               |
| Date Vacancy Filled:  | <u>2/7/14</u>                |  |                        |

### Recruitment Sources Used to Fill the Vacancy

| 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                                  |
| TVJobs.com                 | <a href="http://www.tvjobs.com">www.tvjobs.com</a><br>Broadcast Employment Services<br>P.O. Box 4116<br>Oceanside, CA 92052 | Mark Holloway  | (760) 754-8177   | 4   | No                                   |
| WATE-TV Employee Referral  | <a href="mailto:jfoster@wate.com">jfoster@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917                    | Jamie Foster   | (865) 637-6666   | 1   | N/A                                  |
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917                            | Melanie Morris | (865) 633-6902   | 1   | N/A                                  |



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? |
|---------------------------------|---|-----------------|------------------|---|--------------------------------------|
| Alabama State University        | <a href="mailto:etucker@alasu.edu">etucker@alasu.edu</a><br>P.O. Box 271<br>Montgomery, AL 36101                              | Ella Tucker     | (334) 229-4156   | E-Mail  | No                                   |
| Carson Newman College           | <a href="mailto:dnewman@cn.edu">dnewman@cn.edu</a><br>2130 Branner Avenue<br>Jefferson City, TN 37760                         | Donnie Newman   | (865) 471-2000   | E-Mail  | Yes                                  |
| Corporate Connections           | <a href="mailto:jonest@utk.edu">jonest@utk.edu</a><br>531 Henley Street, Suite 520<br>Knoxville, TN 37902                     | Tina Jones      | (865) 594-6720   | E-Mail  | Yes                                  |
| East Tennessee State University | <a href="mailto:kinsera@etsu.edu">kinsera@etsu.edu</a><br>Dept. of Communication<br>P.O. Box 70667<br>Johnson City, TN 37614  | Amber Kinser    | (423) 439-1000   | E-Mail  | No                                   |
| Emory & Henry College           | <a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a><br>P.O. Box 947<br>Emory, VA 24327                                     | Amanda Gardner  | (276) 944-4121   | E-Mail  | No                                   |
| Green Hills Learning Center     | <a href="mailto:ghlearningctr@bellsouth.net">ghlearningctr@bellsouth.net</a><br>1928 Natchez Ave #1800<br>Knoxville, TN 37915 | Kimberly Fowler | (865) 523-1688   | E-Mail  | Yes                                  |
| ITT Technical Institute         | <a href="mailto:kcole2@itt-tech.edu">kcole2@itt-tech.edu</a><br>10208 Technology Drive<br>Knoxville, TN 37932                 | Kevin Cole      | (865) 671-2800   | E-Mail  | 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? |
|---|---|---------------------|------------------|---|--------------------------------------|
| KELO-TV                                       | <a href="mailto:botto@keloland.com">botto@keloland.com</a><br>501 South Phillips Ave.<br>Sioux Falls, SD 57104  | Becky Otto          | (605) 336-1100   | E-Mail  | No                                   |
| KLFY-TV                                       | <a href="mailto:nlavergne@klfy.com">nlavergne@klfy.com</a><br>1808 Eraste Landry Rd.<br>Lafayette, LA 70506   | Nanette Lavergne    | (337) 981-4823   | E-Mail  | No                                   |
| Knoxville Area Urban League                   | <a href="mailto:info@thekaul.org">info@thekaul.org</a><br>1514 East Fifth Avenue<br>Knoxville, TN 37917   | Bill Myers          | (865) 524-5511   | E-Mail  | No                                   |
| KRON-TV                                       | <a href="mailto:chambers@kron4.com">chambers@kron4.com</a><br>1001 Van Ness Avenue<br>San Francisco, CA 94109   | Debra Chambers      | (415) 561-8788   | E-Mail  | No                                   |
| KWQC-TV                                       | <a href="mailto:jkoresko@kwqc.com">jkoresko@kwqc.com</a><br>805 Brady Street<br>Davenport, IA 52803   | Joydene Koresko     | (563) 383-7000   | E-Mail  | No                                   |
| Maryville College                             | <a href="mailto:ccc@maryvillecollege.edu">ccc@maryvillecollege.edu</a><br>Center for Calling and Career<br>502 East Lamar Alexander Pkwy<br>Maryville, TN 37804 | Tracy Gartmann      | (865) 981-8220   | E-Mail  | No                                   |
| NAACP of Oak Ridge                            | <a href="mailto:ornaacp@hotmail.com">ornaacp@hotmail.com</a><br>P.O. Box 6165<br>Oak Ridge, TN 37831-6165   | Jean A. Shaakir-Ali | None             | E-Mail  | Yes                                  |
| Pellissippi State Technical Community College | <a href="mailto:ccarson@pstcc.edu">ccarson@pstcc.edu</a><br>10915 Hardin Valley Rd.<br>P.O. Box 22990<br>Knoxville, TN 37933                                    | Carolyn Carson      | (865) 694-6400   | E-Mail  | Yes                                  |
| South College                                 | <a href="mailto:gtaylor@southcollegetn.edu">gtaylor@southcollegetn.edu</a><br>720 North 5 <sup>th</sup> Ave.<br>Knoxville, TN 37917                             | Gary Taylor         | (865) 524-3043   | E-Mail  | No                                   |

| 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? |
|---|---|------------------|------------------|---|--------------------------------------|
| Tennessee Career Center Knoxville                                     | <a href="mailto:ray.abbas@tnccknox.org">ray.abbas@tnccknox.org</a><br>1610 University Ave.<br>Knoxville, TN 37921   | Ray Abbas        | (865) 594-5500   | E-Mail  | Yes                                  |
| The Equality Herald   | <a href="mailto:beth_maples_bays@comcast.net">beth_maples_bays@comcast.net</a>  | Beth Maples-Bays | (865) 522-5776   | E-Mail  | Yes                                  |
| Tennessee Department of Employment Security                           | <a href="mailto:ginger.armstrong@state.tn.us">ginger.armstrong@state.tn.us</a><br>Labor and Workforce Development – Job Service<br>415 Walnut Street<br>Knoxville, TN 37902 | Ginger Armstrong | (865) 594-6409   | E-Mail  | No                                   |
| TVJobs.com  | <a href="http://www.tvjobs.com">www.tvjobs.com</a><br>Broadcast Employment Services<br>P.O. Box 4116<br>Oceanside, CA 92052   | Mark Holloway    | (760) 754-8177   | Website   | No                                   |
| University of Kentucky School of Journalism and Telecommunications    | <a href="mailto:bbarnes@uky.edu">bbarnes@uky.edu</a><br>107 Grehan Building<br>Lexington, KY 40506-0042   | Beth Barnes      | (859) 257-2786   | E-Mail  | No                                   |
| University of Tennessee Department of Journalism and Electronic Media | <a href="mailto:dnd330@utk.edu">dnd330@utk.edu</a><br>333 Communications Building<br>Knoxville, TN 37996-0333   | Deborah Douglas  | (865) 974-5155   | E-Mail  | No                                   |
| Wallace Memorial Baptist Church                                       | <a href="mailto:kwilliams@wmbc.net">kwilliams@wmbc.net</a><br>701 Merchant Drive<br>Knoxville, TN 37912-3807  | Kent Williams    | (865) 688-7270   | E-Mail  | Yes                                  |
| Walters State Community College                                       | <a href="mailto:debbie.jones@ws.edu">debbie.jones@ws.edu</a><br>500 S. Davy Crockett Parkway<br>Morristown, TN 37813  | Debbie Jones     | (423) 585-2600   | E-Mail  | No                                   |
| WATE-TV Internal  | <a href="mailto:mmorris@wate.com">mmorris@wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917  | Melanie Morris   | (865) 633-6902   | E-Mail  | N/A                                  |

| 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? |
|----------------------------|---|------------------|------------------|---|--------------------------------------|
| WATE-TV Website            | <a href="http://www.wate.com">www.wate.com</a><br>1306 N. Broadway Street<br>Knoxville, TN 37917                | Melanie Morris   | (865) 633-6902   | Website   | N/A                                  |
| WBAY-TV                    | <a href="mailto:mfeldman@wbay.com">mfeldman@wbay.com</a><br>115 S. Jefferson St.<br>Green Bay, WI 54301         | Melissa Feldman  | (920) 432-3331   | E-Mail  | No                                   |
| WKRN-TV                    | <a href="mailto:bcunningham@wkrn.com">bcunningham@wkrn.com</a><br>441 Murfreesboro Road<br>Nashville, TN 37210  | Barry Cunningham | (615) 369-7222   | E-Mail  | No                                   |
| WLNS-TV                    | <a href="mailto:cward@wlns.com">cward@wlns.com</a><br>P.O. Box 40226<br>Lansing, MI 48901                       | Cindy Ward       | (517) 372-8282   | E-Mail  | No                                   |
| WRIC-TV                    | <a href="mailto:bkump@wric.com">bkump@wric.com</a><br>301 Arboretum Place<br>Richmond, VA 23236-3464            | Brenda Kump      | (804) 330-8888   | E-Mail  | No                                   |
| WTEN-TV                    | <a href="mailto:hr@wten.com">hr@wten.com</a><br>341 Northern Blvd.<br>Albany, NY 12204                          | Human Resources  | (518) 436-4822   | E-Mail  | No                                   |
| YWCA of Knoxville          | <a href="mailto:jrothery@ywcaknox.com">jrothery@ywcaknox.com</a><br>420 West Clinch Ave.<br>Knoxville, TN 37902 | JoAnn Rothery    | (865) 523-6126   | E-Mail  | No                                   |



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? |
|---|--|----------------|------------------|---|--------------------------------------|
| Career Builder  | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>   | None           | (877) 345-5256   | Website   | No                                   |
| <b>Note: Career Builder was added in December 2013 and only served as a recruitment source for 2 Account Executive positions, Director of Digital Media, and a Multimedia Journalist position.</b>        |  |                |                  |   |                                      |
| Media General Corporate Website   | <a href="http://www.mediageneral.com">www.mediageneral.com</a><br>333 E. Franklin Street<br>Richmond, VA 23219     | Bettie Carter  | (804) 887-5013   | E-Mail  | Yes                                  |
| <b>Note: Media General website was added in December 2013 and only served as a recruitment source for 2 Account Executive positions, Director of Digital Media, and a Multimedia Journalist position.</b> |  |                |                  |   |                                      |
| Medialine.com   | <a href="mailto:medialine@medialine.com">medialine@medialine.com</a><br>P.O. Box 51909<br>Pacific Groove, CA 93950 | Mark Shilstone | (800) 237-8073   | On Website                                      | No                                   |
| <b>Note: Medialine.com served as a recruitment source for openings in the News Department only.</b>   |  |                |                  |   |                                      |
| National Association of Black Journalists   | <a href="http://www.nabj.org">www.nabj.org</a><br>1100 Knight Hall, Suite 3100<br>College Park, Maryland 20742     | None           | (301) 405-0248   | On Website                                      | No                                   |
| <b>Note: National Association of Black Journalists served as a recruitment source for General Manager and General Sales Manager positions only.</b>   |  |                |                  |   |                                      |

| 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? |
|--|--|----------------|------------------|---|--------------------------------------|
| Spots N Dots   | <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a> | Classified Ads | (888) 884-2630   | E-Mail  | No                                   |
| <b>Note: Spots N Dots served as a recruitment source for openings in the Sales Department and General Manager position only.</b> |  |                |                  |   |                                      |





ATTACHMENT B  
MENU OPTION ACTIVITIES



**MENU OPTION ACTIVITIES**  
3/23/13-3/31/14

Station WATE has engaged in the following outreach activities during the year covered by this report:

| Activity Classification * | Type of Activity             | Brief Description  |
|---------------------------|------------------------------|--|
| 1                         | Job Fairs                    | -WATE-TV personnel from News, Creative Services, Executive Management, and Programming attended the University of Tennessee College of Communication & Information Job & Internship Fair on 10/23/13. Approximately 300 college students attended the event. Job and internship applications were accepted from students.  |
| 4                         | Boy Scout Tours/Merit Badges | -Don Dare, WATE-TV Reporter, hosted 13 tours of the station for local Boy Scout Troops on the following dates: 4/2/13, 4/17/13, 4/23/13, 9/24/13, 10/21/13, 11/12/13, 12/4/13, 1/21/14, 1/27/14, 2/7/14, 2/12/14, 2/17/14, and 3/25/14. Each tour consisted of Scouts ages 6-11 and the average number in attendance for each tour was 12. During these tours he provides the Scouts with career information specific to broadcasting jobs in Engineering, News, Production, Creative Services, and Sales.<br>-For 1 <sup>st</sup> -3 <sup>rd</sup> graders, the requirement is to visit a TV station, find out what types of programs are broadcast, and discover what types of jobs they could do at a TV station and what they would need to do to work in television.<br>-For 4 <sup>th</sup> and 5 <sup>th</sup> graders, the requirement is to visit a TV newsroom, find out where news comes from and how to write a news story, find out what you have to do to become a news reporter or producer, and what schooling or education is necessary.<br>-For Boy Scouts who are in the 6 <sup>th</sup> through 12 <sup>th</sup> grades and working on a Communication Merit Badge, the requirement is to visit at TV newsroom, learn about different types of jobs that are available, and what you would need to do to qualify for one of the jobs. They also find out what elements go into a TV news story and how to go about writing it. |
| 5                         | Internship Program           | -WATE-TV partners with area colleges and universities in a program designed to give students applicable career experience. Participation for the period covered in this report was 16 students. These students worked in the departments of News, Weather, Sports, Production, Creative Services, or Development depending upon the student's specific area of study. These interns represented the following schools: University of Tennessee, Mississippi State University, Lipscomb University, University of Wisconsin – Oshkosh, Ohio University, Carson Newman University, and Pellissippi State Technical Community College.  |
| 10                        | Career Fairs                 | -Station personnel from News, Production, and Programming attended the 2014 Knox County Schools Career Day on 2/20/14. The career day is open to all 8 <sup>th</sup> -12 <sup>th</sup> grade students in Knox County and their parents or guardians. Attendance was around 2000 people and included students from 14 middle schools and various high schools. Careers in television and the education/training required for each were topics of discussion with students visiting the booth.<br>-Station personnel from News attended the Whittle Springs Middle School Career Fair on 2/28/14. Careers in television and the education/training required for each were topics of discussion with students visiting the booth.   |

|    |  |   |
|----|--|---|
| 10 | Station Tours  | <p>-Melanie Morris, Director of Programming and Development, hosted a tour for 8 adults from the University of Tennessee Center for Literacy, Education, and Employment as a part of "Disability Mentoring Day" on 10/18/13.</p> <p>-Lori Tucker, Anchor, hosted a tour for 6 Girl Scouts (ages 12-14) on 10/11/13.</p> <p>The tours included visits to the newsroom, studio, and control rooms. Attendees talked with various news and production personnel before watching a live newscast.</p> |
| 12 | Upper-Level Job Listings with Women and Minority Organizations | <p>-WATE-TV posted all upper-level job openings covered in this report (General Manager and General Sales Manager) with the National Association of Black Journalists.</p>  |

\* For "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 as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.