



EEO PUBLIC FILE REPORT  
FOR  
STATION  
WATE-TV  
KNOXVILLE, 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 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 4/1/14 to 3/31/15, the station filled the following full-time vacancies:

Account Executive (4)	Sports Director
Local Sales Manager	News Producer
National Sales Manager	Digital Account Executive
Multimedia Journalist (4)	Photojournalist (2)
Online Content Producer	Sales Assistant (2)
Anchor/Reporter	Morning Meteorologist
General Assignment Reporter	Creative Services Producer
Multimedia Journalist/Meteorologist	Business Administrator
Editor/Videographer	Associate Producer

The station interviewed a total of 120 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>
Hire-a-Vol	1
Indeed.com	1
Industry Referral	18
LinkedIn	4
Media General Careers Website	12
Media General Employee Referral	3
Pellissippi State Technical Community College	1
SimplyHired.com	1
Spots N Dots	2
Tennessee Career Center (jobs4tn.gov)	2
TV Jobs.com	14
University of Tennessee	1
WATE-TV Employee Referral	23
WATE-TV Internal	9
WATE-TV Website	28

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.



**Section 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.

**Section II consists of the recruitment sources notified for each full-time vacancy.**

**Section 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.**



## SECTION I

### EEO INFORMATION FOR FULL-TIME VACANCIES



# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Sales Assistant</u>	Recruitment Source that Referred the Hiree:	<u>WATE-TV Employee Referral</u>
Date Vacancy Opened:	<u>1/29/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>4/9/14</u>		

## Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	None	None	1	N/A
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Multimedia Journalist (2 positions)</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Employee Referral and WATE-TV Website</u>
Date Vacancy Opened:	<u>2/7/14 and 2/10/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>7</u>
Date Vacancy Filled:	<u>5/14/14 and 6/9/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	1	N/A
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	3	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Account Executive (2 positions)</u>	Recruitment Source that Referred the Hire:	<u>Industry Referral (both positions)</u>
Date Vacancy Opened:	<u>3/5/14 (both positions)</u>	Total Number of Persons Interviewed for the Vacancy:	<u>8</u>
Date Vacancy Filled:	<u>6/2/14 and 6/9/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	5	N/A
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street 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>3/5/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>1</u>
Date Vacancy Filled:	<u>5/1/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
WATE-TV Internal	<a href="mailto:mmorris@wate.com">mmorris@wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A





### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Local Sales Manager</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Internal</u>
Date Vacancy Opened:	<u>3/14/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>7</u>
Date Vacancy Filled:	<u>4/14/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	1	N/A
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	None	None	1	N/A
Media General Employee Referral	None	Media General Employee	None	1	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> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Sports Director</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Website</u>
Date Vacancy Opened:	<u>3/28/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>8</u>
Date Vacancy Filled:	<u>8/25/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	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> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Internal	<a href="mailto:mmorris@wate.com">mmorris@wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>National Sales Manager</u>	Recruitment Source that Referred the Hire:	<u>Industry Referral</u>
Date Vacancy Opened:	<u>4/3/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>5/12/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	2	N/A
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	None	None	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Photojournalist (2 positions)</u>	Recruitment Source that Referred the Hiree:	<u>WATE-TV Employee Referral (both positions)</u>
Date Vacancy Opened:	<u>6/17/14 (both positions)</u>	Total Number of Persons Interviewed for the Vacancy:	<u>8</u>
Date Vacancy Filled:	<u>9/4/14 and 9/26/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	1	N/A
Pellissippi State Technical Community College	<a href="mailto:ccarson@pstcc.edu">ccarson@pstcc.edu</a> 10915 Hardin Valley Rd. P.O. Box 22990 Knoxville, TN 37933	Carolyn Carson	(865) 694-6400	1	Yes
SimplyHired.com	None	None	None	1	N/A
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	1	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	3	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Account Executive (2 positions)</u>	Recruitment Source that Referred the Hiree:	<u>WATE-TV Employee Referral (both positions)</u>
Date Vacancy Opened:	<u>7/15/14 (both positions)</u>	Total Number of Persons Interviewed for the Vacancy:	<u>10</u>
Date Vacancy Filled:	<u>9/16/14 and 11/10/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Hire-A-Vol	<a href="mailto:utcareer@utk.edu">utcareer@utk.edu</a> Career Services The University of Tennessee 100 Dunford Hall 915 Volunteer Boulevard Knoxville, TN 37996	Russ Coughenour	(865) 974-5435	1	No
Industry Referral	None	None	None	3	N/A
Tennessee Department of Labor & Workforce Development/ Tennessee Career Center	<a href="http://www.jobs4tn.gov">www.jobs4tn.gov</a> Labor and Workforce Development – Career Center 2700 Middlebrook Pike, 1st Floor Knoxville, TN 37921	Ginger Armstrong <a href="mailto:ginger.armstrong@state.tn.us">ginger.armstrong@state.tn.us</a>	(865) 594-0165	1	No
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	1	N/A

University of Tennessee Department of Journalism and Electronic Media	<a href="mailto:dnd330@utk.edu">dnd330@utk.edu</a> 333 Communications Building Knoxville, TN 37996-0333	Deborah Douglas	(865) 974-5155	1	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Digital Account Executive</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Employee Referral</u>
Date Vacancy Opened:	<u>7/15/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>3</u>
Date Vacancy Filled:	<u>9/15/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	3	N/A



# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Online Content Producer</u>	Recruitment Source that Referred the Hire:	<u>Media General Employee Referral</u>
Date Vacancy Opened:	<u>8/6/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>9/22/14</u>		

## Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	None	None	1	N/A
Media General Employee Referral	None	Media General Employee	None	1	N/A
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A





### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Multimedia Journalist (2 positions)</u>	Recruitment Source that Referred the Hire:	<u>TVJobs.com and Industry Referral</u>
Date Vacancy Opened:	<u>8/19/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>9/29/14 and 10/27/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	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> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Anchor/Reporter</u>	Recruitment Source that Referred the Hire:	<u>Industry Referral</u>
Date Vacancy Opened:	<u>9/4/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>10/24/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	1	N/A
Media General Employee Referral	None	Media General Employee	None	1	N/A
WATE-TV Internal	<a href="mailto:mmorris@wate.com">mmorris@wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

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

Date Vacancy Opened: 9/4/14

Date Vacancy Filled: 12/15/14 Total Number of Persons Interviewed for the Vacancy: 4

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	1	N/A
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	1	No



# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>General Assignment Reporter</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Website</u>
Date Vacancy Opened:	<u>9/17/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>6</u>
Date Vacancy Filled:	<u>10/27/14</u>		

## Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	2	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Internal	<a href="mailto:mmorris@wate.com">mmorris@wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Sales Assistant</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Employee Referral</u>
Date Vacancy Opened:	<u>9/17/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>10/7/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Industry Referral	None	None	None	2	N/A
Tennessee Department of Labor & Workforce Development/ Tennessee Career Center	<a href="http://www.jobs4tn.gov">www.jobs4tn.gov</a> Labor and Workforce Development – Career Center 2700 Middlebrook Pike, 1st Floor Knoxville, TN 37921	Ginger Armstrong <a href="mailto:ginger.armstrong@state.tn.us">ginger.armstrong@state.tn.us</a>	(865) 594-0165	1	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Creative Services Producer</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Internal</u>
Date Vacancy Opened:	<u>9/17/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>4</u>
Date Vacancy Filled:	<u>12/1/14</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A
WATE-TV Internal	<a href="mailto:mmorris@wate.com">mmorris@wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Multimedia Journalist/ Meteorologist</u>	Recruitment Source that Referred the Hire:	<u>Media General Careers Website</u>
Date Vacancy Opened:	<u>10/9/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>3/23/15</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	1	N/A
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	1	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Business Administrator</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Website</u>
Date Vacancy Opened:	<u>11/10/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>6</u>
Date Vacancy Filled:	<u>2/2/15</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	2	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	4	N/A





# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Editor/Videographer</u>	Recruitment Source that Referred the Hire:	<u>Media General Careers Website</u>
Date Vacancy Opened:	<u>11/21/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>6</u>
Date Vacancy Filled:	<u>3/2/15</u>		

## Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(760) 754-8177	3	No
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A



### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Associate Producer</u>	Recruitment Source that Referred the Hire:	<u>WATE-TV Website</u>
Date Vacancy Opened:	<u>11/21/14</u>	Total Number of Persons Interviewed for the Vacancy:	<u>7</u>
Date Vacancy Filled:	<u>3/9/15</u>		

### Recruitment Sources Used to Fill the Vacancy-See Section II

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
Indeed.com	None	None	None	1	N/A
Industry Referral	None	None	None	1	N/A
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	2	N/A
WATE-TV Employee Referral	1306 N. Broadway Street Knoxville, TN 37917	WATE-TV Employee	(865) 637-6666	1	N/A
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	2	N/A



**Section II--EEO Source List -- Recruitment Sources Notified for Every Vacancy**

<b>Name of Recruitment Source</b>	<b>E-Mail and/or Mailing Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Preferred Method to be Notified of Job Openings</b>	<b>Did the Source Request Notification?</b>
Alabama State University	<a href="mailto:etucker@alasu.edu">etucker@alasu.edu</a> P.O. Box 271 Montgomery, AL 36101	Ella Tucker	(334) 229-4156	E-Mail	No
Carson Newman College	<a href="mailto:dnewman@cn.edu">dnewman@cn.edu</a> 2130 Branner Avenue Jefferson City, TN 37760	Donnie Newman	(865) 471-2000	E-Mail	Yes
Corporate Connections	<a href="mailto:jonest@utk.edu">jonest@utk.edu</a> 531 Henley Street, Suite 520 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> Dept. of Communication P.O. Box 70667 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> P.O. Box 947 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> 1928 Natchez Ave #1800 Knoxville, TN 37915	Kimberly Fowler	(865) 523-1688	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?
ITT Technical Institute	<a href="mailto:dhowell@itt-tech.edu">dhowell@itt-tech.edu</a> 9123 Executive Park Drive Knoxville, TN 37923	Donna Howell	(865) 342-2300	E-Mail	Yes
Knoxville Area Urban League	<a href="mailto:info@thekaul.org">info@thekaul.org</a> 1514 East Fifth Avenue Knoxville, TN 37917	Bill Myers	(865) 524-5511	E-Mail	No
Maryville College	<a href="mailto:ccc@maryvillecollege.edu">ccc@maryvillecollege.edu</a> Center for Calling and Career 502 East Lamar Alexander Pkwy Maryville, TN 37804	Tracy Gartmann	(865) 981-8220	E-Mail	No
Media General Careers Website	<a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> 333 E. Franklin Street Richmond, VA 23219	Susan Ellenburg	(804) 887-5000	Website	N/A
NAACP of Oak Ridge	<a href="mailto:waltergho@aol.com">waltergho@aol.com</a> P.O. Box 6165 Oak Ridge, TN 37831-6165	Walter Ghosten	None	E-Mail	Yes
Pellissippi State Technical Community College	<a href="mailto:ccarson@pstcc.edu">ccarson@pstcc.edu</a> 10915 Hardin Valley Rd. P.O. Box 22990 Knoxville, TN 37933	Carolyn Carson	(865) 694-6400	E-Mail	Yes
South College	<a href="mailto:gtaylor@southcollegetn.edu">gtaylor@southcollegetn.edu</a> 720 North 5 <sup>th</sup> Ave. Knoxville, TN 37917	Gary Taylor	(865) 524-3043	E-Mail	No
Tennessee Career Center Knoxville	<a href="mailto:ray.abbas@tnccknox.org">ray.abbas@tnccknox.org</a> 1610 University Ave. Knoxville, TN 37921	Ray Abbas	(865) 594-5500	E-Mail	Yes
Tennessee Career Center Maryville	<a href="mailto:cflowers@ethra.org">cflowers@ethra.org</a> 366 Glascock Street, Suite 100 Alcoa, TN 37701	Cheryl Flowers	(865) 379-5525 x117	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

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 Department of Labor & Workforce Development/ Tennessee Career Center	<a href="http://www.jobs4tn.gov">www.jobs4tn.gov</a> Labor and Workforce Development – Career Center 2700 Middlebrook Pike, 1st Floor Knoxville, TN 37921	Ginger Armstrong <a href="mailto:ginger.armstrong@state.tn.us">ginger.armstrong@state.tn.us</a>	(865) 594-0165	E-Mail/Website	No
TVJobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services P.O. Box 4116 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> 107 Grehan Building 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> 333 Communications Building 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> 701 Merchant Drive 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> 500 S. Davy Crockett Parkway Morristown, TN 37813	Debbie Jones	(423) 585-2600	E-Mail	No
WATE-TV Website	<a href="http://www.wate.com">www.wate.com</a> 1306 N. Broadway Street Knoxville, TN 37917	Melanie Morris	(865) 633-6902	Website	N/A
YWCA of Knoxville	<a href="mailto:jrothery@ywcaknox.com">jrothery@ywcaknox.com</a> 420 West Clinch Ave. Knoxville, TN 37902	JoAnn Rothery	(865) 523-6126	E-Mail	No



**Section II (A)--EEO Source List -- Recruitment Sources Notified for Some but Not All Vacancies**

<b>Name of Recruitment Source</b>	<b>E-Mail and/or Mailing Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Preferred Method to be Notified of Job Openings</b>	<b>Did the Source Request Notification?</b>
Hire-A-Vol	<a href="mailto:utcareer@utk.edu">utcareer@utk.edu</a> Career Services The University of Tennessee 100 Dunford Hall 915 Volunteer Boulevard Knoxville, TN 37996	Russ Coughenour	(865) 974-5435	On Website	No
Medialine.com	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a> P.O. Box 51909 Pacific Groove, CA 93950	Mark Shilstone	(800) 237-8073	On Website	No
National Association of Black Journalists	<a href="http://www.nabj.org">www.nabj.org</a> 1100 Knight Hall, Suite 3100 College Park, Maryland 20742	None	(301) 405-0248	On Website	No
Spots N Dots	<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>	Classified Ads	(888) 884-2630	E-Mail	No



SECTION III  
MENU OPTION ACTIVITIES



**MENU OPTION ACTIVITIES**  
4/1/14-3/31/15

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, Programming, and Sales attended the University of Tennessee College of Communication & Information Job & Internship Fair on 10/22/14. 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 8 tours of the station for local Boy Scout Troops on the following dates: 4/22/14, 5/5/14, 5/7/14, 10/13/14, 11/25/14, 1/28/15, 3/3/15, and 3/10/15. Each tour consisted of Scouts ages 6-11 and the average number in attendance for each tour was 11. During these tours he provides the Scouts with career information specific to broadcasting jobs in Engineering, News, Production, Creative Services, and Sales. -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. -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. -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.
4	College Student Resume Review	Jamie Foster, News Director, met with college students at the Tennessee Associated Press Awards on 3/28/15. He reviewed their resumes and demo reels, and provided personalized feedback to these students who are getting ready to enter the job market. He met one-on-one with about 12 students.
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, Sports, Production, Creative Service, or Graphics depending upon the student's specific area of study. These interns represented the following schools: University of Tennessee, Arcadia University, University of Virginia's College at Wise, Belmont University, University of Alabama, East Tennessee State University, and Pellissippi State Technical Community College.



10	Guest Speakers	<p>-Tom McCoy, Production Supervisor, spoke to video production students at Pellissippi State Technical Community College on 5/18/14 and 12/5/14 regarding how to start a career in television.</p> <p>-Jill McNeal, Anchor/Reporter, spoke at a career fair held by the University of Tennessee's Alpha Chi Omega Sorority on 9/8/14 about careers in journalism.</p> <p>-Dean Littleton, General Manager, spoke to University of Tennessee senior level broadcast journalism students on 3/3/15 about television management and job opportunities in broadcasting.</p>
12	Upper-Level Job Listings with Women and Minority Organizations	<p>-WATE-TV posted all upper-level job openings covered in this report (Local 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.