

ANNUAL EEO PUBLIC FILE REPORT

WATE-TV

4/1/2016 through 3/31/2017

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

WATE-TV

The information contained in this Report covers the time period beginning April 1, 2016 to and including March 31, 2017 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

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

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

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

Appendix 1 to Annual EEO Public File Report

Covering the Period from 4/1/2016 through 3/31/2017

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

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Account Executive	10/10/16	K	9	A-I, K-Q, S-Z, BB-DD
2	Account Executive	12/12/16	G	9	A-I, K-Q, S-Z, BB-DD
3	Account Executive	12/12/16	G	9	A-I, K-Q, S-Z, BB-DD
4	Anchor/Multimedia Journalist	1/13/2017	B	5	A-I, L-Q, S-DD
5	Anchor/Multimedia Journalist	3/13/17	O	7	A-F, H-I, L-Q, S-Z, BB-DD
6	Anchor/Reporter	3/13/17	J	2	A-F, H-J, L-Q, T-Z, BB-DD
7	Chief Engineer	12/27/2016	K	4	A-F, H-I, K-Q, T-Z, BB-DD
8	Creative Services Producer	9/7/2016	K	6	A-I, K-Q, T-Z, BB-DD
9	Executive Producer	5/1/2016	J	5	A, C-F, H-J, L-Q, S-Z, BB-DD
10	Graphics Designer	3/20/2016	O	4	A-F, H-I, K-R, T-Z, BB-DD
11	Local Sales Assistant	4/4/2016	G	2	A, C-I, L-Q, T-Z, BB-DD
12	Maintenance Engineer	8/22/2016	CC	5	A-F, H-J, L-Q, T-Z, BB-DD
13	Meteorologist/Multimedia Journalist	3/25/2017	B	4	A-I, L-Q, T-Z, BB-DD
14	Multimedia Journalist	7/5/2016	S	4	A-F, H-I, L-Q, S-Z, BB-DD
15	Multimedia Journalist	10/24/2016	CC	4	A-F, H-I, L-Q, S-Z, BB-DD
16	National Sales Assistant	5/16/2016	CC	2	A, C-F, H-I, L-Q, T-Z, BB-DD
17	News Producer	5/23/2016	O	7	A, C-F, H-I, L-Q, S-Z, BB-DD
18	News Producer	6/6/2016	O	7	A, C-F, H-I, L-Q, S-Z, BB-DD
19	News Producer	6/15/2016	Y	7	A, C-F, H-I, L-Q, S-Z, BB-DD
20	News Producer	12/19/2016	O	2	A-F, H-I, L-Q, S-Z, BB-DD
21	Photojournalist	10/17/2016	O	4	A-F, H-I, L-Q, S-Z, BB-DD

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
22	Sports Director	7/11/2016	Y	5	A, C-F, H-I, L-Q, S-Z, BB-DD
23	Technical Media Operator	8/22/2016	K	2	A-F, H-I, L-Q, S-Z, BB-DD
24	Vice President/General Manager	3/17/2017	S	1	A-F, H-I, L-Q, S-Z, BB-DD
25	Video Editor/Videographer	11/14/2016	G	7	A-I, L-Q, S-Z, BB-DD
26	Video Editor/Videographer	12/5/2016	K	9	A-I, K-Q, T-Z, BB,DD

Total Number of Persons Interviewed During Applicable Period: 100

Appendix 2 to Annual EEO Public File Report

Covering the Period from 4/1/2016 through 3/31/2017

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

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Alabama State University	Ella Tucker	P.O. Box 271 Montgomery, AL 36101	334-229-4156	N	0
B	Broadcast Image Group	Larry Rickel	200 East Grayson Street Suite 116 San Antonio, TX 78215		N	2
C	Carson Newman College	Donnie Newman	2130 Branner Avenue Jefferson City, TN 37760	865-471-2000	Y	0
D	Corporate Connections	Tina Jones	600 Henley Street Suite 312 Knoxville, TN 37996	865-594-6720	Y	0
E	East Tennessee State University	Shara Lange	Dept. of Communication P.O. Box 70667 Johnson City, TN 37614	423-439-1000	N	0
F	Emory & Henry College	Amanda Gardner	P.O. Box 947 Emory, Virginia 24327	276-944-4121	N	0
G	Employee Referral				N	12
H	Employer Support of the Guard and Reserve	Doug Gilbert	3041 Sidco Drive Nashville, TN 37204		Y	0
I	Green Hills Learning Center	Kimberly Fowler	1928 Natchez Ave #1800 Knoxville, TN 37915	865-523-1688	Y	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
J	Internal Transfer/Promotion				N	7
K	Internet Ad-not directly contacted by SEU				N	8
L	ITT Technical Institute	Donna Howell	9123 Executive Park Drive Knoxville, TN 37923	865-342-2300	Y	0
M	Knoxville Area Urban League	Bill Myers	1514 East Fifth Avenue Knoxville, TN 37917	865-524-5511	N	0
N	Maryville College	Christy McDonald	Center for Calling and Career 502 East Lamar Alexander Pkwy Maryville, TN 37804	865-981-8220	N	0
O	Media General Careers Website	Susan Ellenburg	333 E. Franklin Street Richmond, VA 23219	865-637-6666	N	31
P	Medialine	Rich Everitt	1209 Wood Valley Road August, GA 30909		N	0
Q	NAACP of Oak Ridge	Walter Ghosten	P.O. Box 6165 Oak Ridge, TN 37831		Y	0
R	Nexstar Careers	Susan Ellenburg	545 E. John Carpenter Freeway Suite 700 Irving, TX 75062	865-637-6666	N	1
S	Non-employee referral				N	14
T	Pellissippi State Technical Community College	Carolyn Carson	10915 Hardin Valley Rd. P.O. Box 22990 Knoxville, TN 37933	865-694-6400	Y	0
U	South College	Gary Taylor	3904 Lonas Drive Knoxville, TN 37909	865-524-3043	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
V	Tennessee Career Center Knoxville	Ray Abbas	1610 University Ave. Knoxville, TN 37921	865-594-3043	Y	0
W	Tennessee Career Center Maryville	Cheryl Flowers	366 Glascock Street Suite 100 Alcoa, TN 37701	865-379-5525	Y	0
X	Tennessee Department of Labor & Workforce Development	Ginger Armstrong	Labor and Workforce Development- Career Center 27800 Middlebrook Pike, 1 st Floor Knoxville, TN 37921	865-594-0165	N	0
Y	TV Jobs	Mark Holloway	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	760-754-8177	N	7
Z	University of TN Department of Journalism and Electronic Media	Deborah Douglas	333 Communications Building Knoxville, TN 37996	865-974-5155	Y	0
AA	Walk In/Self-Referral				N	1
BB	Wallace Memorial Baptist Church	Kent Williams	701 Merchant Drive Knoxville, TN 37912	865-688-7270	Y	0
CC	WATE-TV	Tim Cooley	1306 N Broadway St. Knoxville, TN 37917	865-633-6909	N	17
DD	YWCA of Knoxville	JoAnn Rothery	420 West Clinch Avenue	865-523-6126	N	0

Appendix 3 to Annual EEO Public File Report

Covering the Period from 4/1/2016 through 3/31/2017

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

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

	Recruitment Initiative	Description
1	Participation in events or programs sponsored by educational institutions	Creative Services Director, Chief Photographer, and Director of Programming & Community Development, as well as other station personnel from News attended the 2017 Knox County Schools Career Day on 2/16/2017. The career day is open to all 8th-12th grade students in Knox County and their parents, family members, or legal guardians. Attendance was around 2000 people and included students from 14 middle schools and 15 high schools. Careers in television and the education/training required for each were topics of discussion with students visiting the booth.
2	Participation in events or programs sponsored by educational institutions	Director of Programming & Community Development and the Good Morning Tennessee team attended Fulton High School's College & Career Expo on 2/2/17. This career fair is part of the Project GRAD program, whose purpose is to increase hope and opportunities for students in Knoxville's center city schools.
3	Participation in events or programs sponsored by educational institutions	WATE-TV's News Director participated in a mock interview and resume critique session sponsored by the University of Tennessee College of Communication & Information Diversity Student Leader's Society on 3/28/17. He met with 4 students and led them through a mock interview then provided feedback.

	Recruitment Initiative	Description
4	Establishment of an intern program designed to assist members of the community	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 Community Relations depending upon the student's specific area of study. These interns represented the following schools: University of Tennessee, North Greenville University, Virginia Tech, Arizona State University, and Johnson University.
5	Establishment of a mentoring program	There are individuals in every department who have Individual Development Plans that they are working through with their Department Head. The IDPs help both the individual and their manager in looking for opportunities to develop the individual's skills so that he or she will be more qualified for advancement. This may include attending management training workshops, or strategic planning or budgeting meetings at the station, for example. The station aims to have potential successors in line when a manager leaves.
6	Participation in Job Fairs	WATE-TV personnel including Operations Manager, Executive Producer, Creative Services Director, Director of Programming & Community Development attended the University of Tennessee College of Communication & Information Job and Internship Fair on 10/19/16. Approximately 200 college students attended the event. Students were advised about internship opportunities and job/internship applications were accepted from students.