

EEO Public File Report

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Renewal Filing Deadline: 4/1/21

Anniversary of Renewal Application Filing Deadline: 4/1/15

Year: 4/1/14 - 3/31/15

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Number Hired	Recruitment Source for Hire
1	Broadcast Engineer	1/15/2014	9/1/2014	Recruitment Source List (see attached)	1	WDEF Website
2	National Sales Traffic Assistant	2/4/2014	4/28/2014	Recruitment Source List (see attached)	1	WDEF Website
3	Account Executive	2/26/2014	4/21/2014	Recruitment Source List (see attached)	1	Chattanooga Times Free Press
4	Account Executive	6/11/2014	7/7/2014	Recruitment Source List (see attached)	1	Internal/Personal Referral
			7/14/2014	Recruitment Source List (see attached)	1	Chattanooga Times Free Press
5	Master Control Operator	6/19/2014	8/15/2014	Recruitment Source List (see attached)	1	Internal/Personal Referral
6	Digital Sales Specialist	7/1/2014	9/15/2014	Recruitment Source List (see attached)	1	Chattanooga Times Free Press
7	Marketing/Creative Services	8/28/2014	9/15/2014	Recruitment Source List (see attached)	1	Internal/Personal Referral
8	Account Executive	11/18/2014	12/23/2014	Recruitment Source List (see attached)	1	Internal/Personal Referral
			1/5/2015	Recruitment Source List (see attached)	1	Chattanooga Times Free Press
9	Digital Content Producer	8/28/2014	1/19/2015	Recruitment Source List (see attached)	1	Internal Posting
			1/21/2015	Recruitment Source List (see attached)	1	University of TN at Chattanooga
10	Multi Media Journalist	10/22/2014	11/20/2014	Recruitment Source List (see attached)	1	Tvjobs.com
			1/14/2015	Recruitment Source List (see attached)	1	Tvjobs.com
			1/30/2015	Recruitment Source List (see attached)	1	WDEF Website
			Total		15	

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: **4/1/14 - 3/31/15**

Total No. of Persons
Interviewed for full-time
vacancies

63

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Bethune-Cookman College	640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114-3099	Claudine McKee	904-252-8667		N
Chatt. EEOC Office	City Hall Annex E. 11th St., Chatt., TN 37402	Wade Hinton	423-209-6144		N
Chatt. St. Tech. Comm. Coll.	4501 Amnicola Hwy., Chatt., TN 37406	Fredia Jennings	423-697-4400		N
"	chris.willis@chattanoogaastate.edu	Dr. Chris Willis			N
Chatt. Times Free Press	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208	12	N
Clark Atlanta University	James P. Brawley Dr. @ Fair St., Atlanta, GA 30314	Diedre McDonald	404-880-8500		N
Cleveland St. Comm. Coll.	www.collegecentral.com/clevelandstateecc	Job Placement	423-478-6221		N
"	araburn@clevelandstate.com	Ashley Raburn			N
"	smirza@clevelandstate.com	Sal Mirza			N
"	lburns@clevelandstate.com	Larry Burns			N
Community Services	101 E. 11th Street, Chattanooga, Tn	Rayburn Traughber			N
Dalton Business Expo	NGTCC, 2211 Dug Gap Battle Rd., Dalton, Ga		706-272-7676		N
Dalton State College	https://www.myinterfase.com/daltonstate/employer/	ACE Center	706-272-4429	2	N
"	jlittlefield@daltonstate.edu	jlittlefield			N
GA Dept. of Labor	#1 Sousa & Williams St., Rossville, GA 30741	Al Abernathy	706-861-1990		N
Good Neighbors	735 E. 10th St., Chatt., TN 37403	Edward Fletcher	423-266-1772		N
Hamilton County EEOC Office	317 Clark Street, Chattanooga Tn	Kenneth Jordan	423-209-6144		N
HR On Air Advertisements	hr@wdef.com				N
In - House Interview Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	19	N
Johnson C. Smith Univ.	100 Beatties Ford Rd., Charlotte, NC 28216	Barbara Wilks	706-378-1007		N
Lee University	1120 N. Ocoee St., Cleveland, TN 37311	Dr. Debbie White	423-614-8162		N
"	dthompson@leeuniversity.edu	D. Thompson			N
LeMoyne-Owen College	807 Walker Ave., Memphis, TN 38126	Michael Washington	901-942-7360		N
Middle. TN St. Univ.	https://mtsu-csm.symplicity.com/employers/index		615-898-2500		N
"	MrRobert.Jasso@mtsu.edu	Robert Jasso			N
Morris College	100 W. College St., Sumter, SC 29150-3599	Margaret Bailey	803-775-9371		N
MTSU	www.mtsu.com		615-898-2500		N
NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: 4/1/14 - 3/31/15

Total No. of Persons
Interviewed for full-time
vacancies

63

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Paine College	1235 15th St., Augusta, GA 30901	Willie Mae Allen	706-821-8230		N
Shaw University	118 E. S. St., Raleigh, NC 27601	Paul Vandergrift, III	919-546-8280		N
Southern. Adventist Univ.	P.O. Box 370, Collegedale, TN 37315	Jeremy Moore	423-238-3159		N
St. Paul's College	115 College Dr., Lawrenceville, VA 23868-9988	Tammy Joiley	804-848-4917		N
TAB	www.tab.com			1	N
TN Career Center	1105 E. 10th Street, Chattanooga, Tn	Andrea Witt	423-894-5354		N
TN Human Rights Comm.	540 McCallie Ave., Chatt., TN 37402	Susannah Berry	800-251-3589		N
Tuskegee University	Carnegie Hall, 3rd Fl., Tuskegee, AL 36088	Sarah Stringer	334-727-8294		N
TV Jobs	www.tvjobs.com	Mark Holloway	760-754-8177	9	N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184	2	N
"	betsy-alderman@utc.edu	Betsy Alderman			N
University of TN @ Knoxville	sanswan@utk.com	Sam Swan		1	N
Urban League	P.O. Box 11106, Chattanooga, TN 37401	Julie Andrews	423-756-1762		N
Walk Ins	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201		N
Walker Co. Chamber	www.chamberlogin.com	Stephanie Snodgrass	706-375-7702		N
WDEF Web Page	www.wdef.com	Lisa Murphy	423-785-1201	17	N
Western KY University	dick.taylor@wku.edu	Dick Taylor			N

* additional contacts - same Recruitment Source

Total

63

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Year: 4/1/14 - 3/31/15

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks	Job postings of open positions for employment on WDEF-TV, TVjobs.com, MTSU, Cleveland State, CCSTS, Dalton State, Walker County Chamber of Commerce and Tennessee Association of Broadcasters websites	On-going	Lisa Murphy, Human Resources Coordinator	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting applicants. Any recruitment efforts (i.e. job/career fairs) by station personnel encourage the public to apply in person at the station or online at www.wdef.com
2)	Human Resources Job Opportunities TV Advertisement	Beginning in 2013 and on a continuing basis, WDEF-TV uses its broadcast signal to advertise current employment opportunities that invite viewers to interact with and respond to our human resource department. These employment opportunity announcements will appear in the form of :30 second TV spot ads produced and updated as positions become available.	On-going	Mike Newberry, Business Manager, Lisa Murphy, Human Resources Manager, Caleb Stambaugh, Marketing/Creative Services Manager	WDEF-TV provides and produces entertainment and community programming, public service announcements and advertising messages for the local market audience. Within this television broadcast model our mission is to build bridges to the local community through a variety of programming outlets and content areas. Advertising WDEF-TV's current openings to our television audience provides and extends our mission statement to the community we serve.

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: **4/1/14 - 3/31/15**

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
3)	Intern Program	Expose eligible college students to a broadcasting environment	On-going	Dutch Terry, News Director, James Mahon, Reporter, Collins Parker, Producer, Rick Nyman, Sports Reporter Bill Mitchell, Reporter/Assignment Editor, Amy Katcher, Anchor/Reporter, Chip Chapman, Weather Anchor, Todd Buccelli, Director of Marketing/Creative Services/Digital Media, Jimmy Mayer, Assistant Webmaster-Producer Writer, Matt Forgey, Producer/Writer/Editor, Lynn Johnson, Art Director, Mark Gill, Producer/Writer/Editor.	Host interns from area colleges who are majoring in communications and earn college course credit hours. The News Department hosted two students from Chattanooga State Community College and two students from the University of Tennessee at Chattanooga. They learned daily newsroom duties including shooting, writing and editing stories, producing newscasts and editorial decision making. The students received technical training with equipment including cameras, editors and industry specific software. The Marketing Department hosted one intern from Southern Adventist University. They learned many aspects of what marketing does in a television station on a daily basis to promote and advance our on air and online product to advertisers, users and viewers as well as joining in many station events.
4)	Job Shadow Program	Expose eligible high school and college students to the broadcasting environment	On-going	Dutch Terry, News Director, James Mahon, Reporter, Chip Chapman, Weather Anchor	The News Department was asked to Job Shadow a student from the Soddy Daisy High School. The student worked with weather anchor to learn how to produce a weather forecast and also with a reporter to learn daily newsroom duties including shooting, writing and editing stories.

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: **4/1/14 - 3/31/15**

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
5)	Training Programs	Training employees to expand working knowledge and enhance skills	On-going	Phil Cox, VP/GM, Chris Hull, Operations Manager, Mike Newberry, Business Manager; Rick McClain, Chief Engineer, Caleb Stambaugh, Marketing Director, Lisa Murphy, Assistant Business Manager, staff members in all departments	<p>Employees are trained and cross trained to gain skills which enable them to obtain internal promotions or transfers to larger markets. General station training includes new hire orientation, safety training, anti-harassment seminars, etc. All staff are encouraged to attend job related seminars for personal skills improvement. Training in Operations Department is mandated by technological advancements that require new skill acquisition in order to remain competitive in the industry. Operations training initiatives mainly focus on implementation of techniques required to use and convert HD and SD video files, graphics, and feeds for newscasts and master control operations. We continually train/cross train Business Manager and Staff Accounting responsibilities. Business Manager and Assistant Business Manager received additional training on payroll on functions handed down from corporate office. These two individuals also received training on our new benefits website. P/T Receptionist responsibilities are shared with P/T Traffic Clerk and both are cross trained on many responsibilities. Training of Receptionist and Accounting personnel includes quarterly FCC and Public File reporting. New training and cross training continues in the Marketing department encompassing several different areas of Marketing, Creative Services/Digital Media. These main areas include: Element 3D, Strata Design 3D, Paper G program AD creation and placement, OSI content management system, as well as continued training on Syndicaster video server management and new 4k camera's. The Technical department trains employees to improve skills in current position and to advance skills which with constantly changing technology as well as safety training. The Chief Engineer attends several equipment presentations & workshops and shares information with the maintenance staff.</p>

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Year: 4/1/14 - 3/31/15

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
5a)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going	News Director, Dutch Terry; All News Department Employees; Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager and staff in these departments.	<p>Year-round, the news department trains all staff to improve current job skill sets and to advance their skills into other areas. Our chief photographer and veteran photographers review in-house stories and those done by our competition to critique photography and editing skills. The News Director, Senior Producer and anchors hold writing sessions with reporters, one person bands, anchors and producers at least once per quarter and in most cases, on a daily basis. During these sessions they coach people on better writing and story telling skills one-on-one and in groups. We train some photographers on writing skills on a regular basis by having them write scripts and then evaluating their writing. We train one-person bands and photographers on news-gathering with our electronic live equipment (Dejero). News staff created a curriculum and trained each other on search engine optimization for news story titles, better social media use, and a more visual web presence. On 12/06/2014, Tennessee Association of Broadcasters hosted training for social media and news personnel - teaching basic practices, audience outreach and legal issues. News, Sales and Marketing staff are benefiting from on going digital training via Webinar and on-site training by a specialized digital consultant. Sales management and account executives receive video sales training through Quantum Sales Series, a course with 23 modules designed for education on Media advertising sales. Sales also meets weekly to cover business and selling techniques. Most of the weekly meetings have training components such as; negotiation strategies, Rentrak ratings data use, closing techniques, addressing difficult clients, presentation methods, Internet applications including Paper G and Mobil App applications, order entry procedures, competitive information, WDEF and Bounce program changes and sales promotions, etc. General Manager participates in a weekly conference call with Managers from all Morris stations and upper management.</p>

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Year: 4/1/14 - 3/31/15

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
6)	Career Fair	Tennessee Association of Broadcasters	August 13, 2014	Mike Newberry, Business Manager, Rick McClain, Chief Engineer, Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager	WDEF representatives spoke with 20+ students from Middle Tennessee State University who were interested in Broadcasting careers. Most were interested in on-air broadcasting careers with a few interested sales candidates. Participants were informed of the current openings at the station and also directed to WDEF.com to keep up with future openings as well as apply online at our website. We also spoke with several regarding internships with the station. We handed out job descriptions and station applications. We accepted resumes and applications and asked attendees to sign in at our booth.
7)	Career Fair	University of TN at Chattanooga Career Day	February 4, 2015	Caleb Stambaugh, Marketing/Creative Services Manager, Dutch Terry, News Director, Tommy Youngblood, Local Sales Manager Phil Cox, General Manager	WDEF News 12 participated in the UTC Career Fair with an on-site, staffed booth. Information provided to students and other attendees included job opportunities, internships, interaction with station management, accepted resumes and directed participants to job openings and application on WDEF.com. WDEF representatives spoke with more than 30 students. We posted and discussed open positions at the station.
8)	Career Fair	Southern Adventist University "Meet The Firms"	February 27, 2015	Dutch Terry, News Director, James Mahon, Reporter	WDEF News 12 participated in the Meet the Firms Career Fairs held on the Southern Adventist University campus which has a SCHOOL OF COMMUNICATION and MARKETING. WDEF News 12 provided an on-site staffed information booth with job descriptions and display material including related information hand out sheets. The information provided serves as a discussion starter and allows students to ask questions regarding job opportunities, investigate internship standards, interact with News Director and submit prepared resumes. Of the 40+ students we spoke with, many are in search of information related to their areas of study as they pursue future employment options and/or internship strategies for college credit fulfillment.