

# EEO Public File Report

REVISED AND REUPLOADED TO PUBLIC FILE

Station: WDEF-TV, Inc.  
 Renewal Filing Deadline: 4/1/21  
 Anniversary of Renewal Application Filing Deadline: 4/1/29  
 Year: 4/1/23 - 3/31/24

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	Newsicast Producer	4/24/2023	5/22/2023	Recruitment Source List (see attached)	1	jazzhr.com / linkedin
2	Marketing Creative Services Producer	5/10/2023	6/19/2023	Recruitment Source List (see attached)	1	wdef.com
3	Multi Media Journalist	3/6/2023	05/15/23 06/07/23	Recruitment Source List (see attached)	2	jazzhr.com / linkedin UTC
4	Multimedia Account Manager	4/3/2023	6/14/2023	Recruitment Source List (see attached)	1	Plainview Billboard
6	Multi Media Journalist	8/10/2023	10/2/2023	Recruitment Source List (see attached)	1	UTK
7	Multimedia Account Manager	7/6/2023	11/14/2023	Recruitment Source List (see attached)	1	WDEF Job Expo
8	Anchor/Reporter	9/22/2023	11/27/2023	Recruitment Source List (see attached)	1	wdef.com
9	Multimedia Account Manager	11/17/2023	12/07/23 03/12/24 03/28/24	Recruitment Source List (see attached)	3	jazzhr.com Jobs Expo jazzhr.com

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10	Marketing Creative Services Producer	12/26/2023	2/19/2024	Recruitment Source List (see attached)	1	jazzhr.com
11	Accounting Clerk	1/18/2024	2/26/2024	Recruitment Source List (see attached)	1	jazzhr.com
<b>Total Hires</b>					<b>13</b>	

# Recruitment Source Analysis

This form is to be placed in the public file annually

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Year: 4/1/23 - 3/31/24

Total No. of Persons  
Interviewed for full-time  
vacancies

68

## Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
American Job Center	<a href="https://www.jobs4tn.gov/vosnet.Default.aspx">https://www.jobs4tn.gov/vosnet.Default.aspx</a>	Peter Brown			N
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Bryan College	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	Posting Site			N
Chatt. St. Tech. Comm. Coll.	4501 Amnicola Hwy., Chatt., TN 37406	Fredia Jennings	423-697-4400		N
"	<a href="mailto:chris.willis@chattanoogaastate.edu">chris.willis@chattanoogaastate.edu</a>	Dr. Chris Willis			N
Chatt. Times Free Press	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208		N
Clark Atlanta University	James P. Brawley Dr. @ Fair St., Atlanta, GA 30314	Diedre McDonald	404-880-8500		N
Cleveland St. Comm. Coll.	<a href="http://www.collegecentral.com/clevelandstatecc">www.collegecentral.com/clevelandstatecc</a>	Job Placement	423-478-6221		N
"	<a href="mailto:araburn@clevelandstate.com">araburn@clevelandstate.com</a>	Ashley Raburn	423-478-6221		N
"	<a href="mailto:smirza@clevelandstate.com">smirza@clevelandstate.com</a>	Sal Mirza	423-478-6221		N
"	<a href="mailto:lburns@clevelandstate.com">lburns@clevelandstate.com</a>	Larry Burns	423-478-6221		N
Dalton State College	<a href="https://www.myinterfase.com/daltonstate/employer/">https://www.myinterfase.com/daltonstate/employer/</a>	ACE Center	706-272-4429		N
Economic & Community Dev	<a href="mailto:asammons@chattanooga.gov">asammons@chattanooga.gov</a>	Anthony Sammons			N
Facebook	<a href="http://www.facebook.com">www.facebook.com</a>	Online Help	Online Help		N
"	<a href="mailto:jlittlefield@daltonstate.edu">jlittlefield@daltonstate.edu</a>	J Littlefield	706-272-4436		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
HR On Air Advertisements	<a href="mailto:hr@wdef.com">hr@wdef.com</a>	Lisa Murphy	423-785-1200		N
In - House Interview/Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1200		N
Internship Program	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201		N
JazzHr	Jazzhr.com(LinkedIn, Indeed, ZipRecruiter, Monster, Exchange, Salesforce)	Online Help	888-885-5299	42	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
"	<a href="mailto:dthompson@leeuniversity.edu">dthompson@leeuniversity.edu</a>	D. Thompson	423-614-8162		N
LeMoyne-Owen College	807 Walker Ave., Memphis, TN 38126	Michael Washington	901-942-7360		N
Middle. TN St. Univ.	<a href="https://mtsu-csm.symplicity.com/employers/index">https://mtsu-csm.symplicity.com/employers/index</a>	Robert Jasso	615-898-2500		N
"	<a href="mailto:MrRobert.Jasso@mtsu.edu">MrRobert.Jasso@mtsu.edu</a>	Robert Jasso	615-898-2500		N

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Morris Multimedia	<a href="http://morrismultimedia.com/employment">morrismultimedia.com/employment</a>	Lisa Murphy			N
Morris Network, Inc.	301 Poplar Street, Macon, GA 31201	Station GM's	912-233-1281		N
MTSU	<a href="http://www.mtsu.com">www.mtsu.com</a>	Mar garet Bailey	615-898-2500		N
NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N
Ga NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Plainview Billboard-EMB	2802 Belle Arbor Ave. Suite B, Chattanooga, TN 37406	Rep	423-622-4100	1	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
TAB/Career Page	<a href="http://www.tab.com">www.tab.com</a>	Online Help	615-365-1840	1	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	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Mark Holloway	760-754-8177		N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184	2	N
"	<a href="mailto:betsy-alderman@utc.edu">betsy-alderman@utc.edu</a>	Betsy Alderman	423-425-4111		N
University of TN @ Knoxville	<a href="mailto:sanswan@utk.com">sanswan@utk.com</a>	Sam Swan	865-974-1000	1	N
University of West Ga	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	Vicki Hardin			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
WCBI	<a href="http://www.WCBI.com">www.WCBI.com</a>	Nancy Russel	662-327-4444	1	N
WMGT	<a href="http://41nbc.com">41nbc.com</a>	Todd Buccelli			
WTVQ	<a href="http://wtvq.com">wtvq.com</a>	Venessa Cockrell			
WWAY	<a href="http://WWAYtv3.com">WWAYtv3.com</a>	Carol Merritt			N
WXXV	<a href="http://WCCV25.com">WCCV25.com</a>	Donna Ingram			
WDEF Web Page	<a href="http://www.wdef.com">www.wdef.com</a>	Lisa Murphy	423-785-1201	14	N
WDEF Job Fair	<a href="mailto:Brainerd BX">Brainerd BX</a>	Jess Raby	423-785-1200	6	N
Western KY University	<a href="mailto:dick.taylor@wku.edu">dick.taylor@wku.edu</a>	Dick Taylor	270-745-0111		N
				<b>Total</b>	<b>68</b>

\* additional contacts - same Recruitment Source

# Supplemental Outreach Initiatives

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks	Job postings of open positions for employment on WDEF.com, TVjobs.com, JazzHR, MTSU, Chatt. State, Cleveland State, CCSTS, Dalton State, Lee University, University of TN at Chattanooga, University of TN at Knoxville, Walker County Chamber of Commerce and Tennessee Association of Broadcasters websites	On-going	Assistant Business Manager/HR Manager	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting and digital 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 and Online Advertisement	WDEF-TV uses its broadcast signal and website to advertise employment opportunities that invite viewers to interact with and respond to our human resource department. These announcements will appear in the form of :15 second TV spot ads produced promoting viewers to go to our website for employment opportunities.	On-going	Business Manager, Assistant Business Manager/HR Manager HR Manager, Marketing/Creative Services Manager	WDEF-TV provides and produces entertainment and community programming, public service announcements and advertising messages for the local market audience on air at WDEF.com and on mobile devices. Our mission is to build bridges that serve the community through a variety of programming outlets and content areas. Advertising WDEF-TV's current openings on air provides employment notification to the viewing audience and equal opportunities throughout the communities we serve. Carrying such ads helps to make viewers aware of the different types of jobs that may be available not only at WDEF but also at other broadcast stations.
3)	Intern and Job Shadow Programs	Introduce eligible high school and college students to the broadcasting environment	On-going	News Director, Anchor, Chief Meteorologist, Anchor/Reporter, Anchor	College and high school students in Mass Communication or Journalism or Meteorology programs work one-on-one with news department staff. Two students participated in this program, one from Washington University of St. Louis and one from MTSU.

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
4a)	Training Programs	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	VP/GM, News Director, Operations Manager, Business Manager, Chief Engineer, Marketing Director, Assistant Business Manager/HR Manager, Staff member in all departments.	<p>GENERAL All station -Employees in all departments are continuously trained and cross trained to develop skills which enable them to obtain internal promotions or transfers to larger markets. Weekly meetings in and between departments across the station provide information and collaboration for employees. General staff training includes new hire orientation, safety, and as adopted by corporate management we have manager and staff training provided by Kantola Productions which include: anti-harassment, ethics, social media etiquette, drug free workplace and several managerial topics as well as Internet Safety Training through KnowBe4. Driver's are also required to completed our company's online Driver's Safety Course. All staff are encouraged to attend job related seminars for personal skills improvement. Operational and technological advances, industry trends and broadcasters issues information from TN Assoc. Broadcasters, weekly Morris Station Group GM calls and Morris Network meetings are shared appropriately with staff and local management.</p> <p>ACCOUNTING - This dept. is responsible for Financials, Budgets, Payroll &amp; Benefits, EEO hiring &amp; Recruitment, A/R, A/P processing, filling of numerous Quarterly and Annual FCC reports, Safety, Drivers' Safety, Internet Security Training &amp; Kantola Training, as well as bi-annual MVR and vehicle insurance checks and other Human Resources functions on a daily basis. UKG payroll system training and problem resolution continued throughout the past year and currently. Assistant Business Manager manages and supervises responsibilities for Receptionist employees. Receptionists mail and/or post billing invoices/statements, FCC Quarterly reporting, EEO record keeping, all outside job postings and other Business office functions as appropriate. Receptionists are kept up to date on latest information on FCC/EEO reporting functions. We continually train/cross train Business Manager and Assistant Business Manager on Business Office responsibilities. Newly hired Clerk is training on all aspects of daily Billing, AR and AP.</p>

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4b)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	News Director, Marketing Director, Chief Engineer, Operations Manager	<p>NEWS -The news department continually trains employees to improve skills at their current job and to advance their skills into other areas. Our chief photographer reviews in house stories to critique production skills including camera use, audio levels, and digital editing. The News Director holds writing sessions and storytelling sessions with reporters, anchors, and producers at least once per quarter and in most cases, on a daily basis. During sessions they coach people on better writing and story telling skills. These sessions take place one-on-one and in groups. We train all staff on social media skills, and use of bonded cellular live equipment. All staff receive training on website posting, writing, and some technical knowledge of web-workings. Training on audience retention for all News and Marketing staff was added.</p> <p>MARKETING -Skill developing training continues in the marketing department encompassing several different areas of Marketing, Creative Services &amp; Digital Media. Including: Video production skills improvement using online tutorials via YouTube. Writing workshops with Greg Derkowski.</p> <p>TECHNICAL - The Technical department trains employees to improve skills in current position and to advance skills which with constantly changing technology and very important safety training. New equipment training this year included, none, ongoing MCR automation capabilities. IS Technician cross training to better support Mkt with Web issues, on more Tech Dept general functions in addition to IT and assigned more responsibility on APENPS system, install.</p> <p>OPERATIONS -Training initiatives within the Operations Department is mandated by technological advancements that require new skill acquisition in order to remain competitive in the industry, as well as keeping FCC compliant. New skill acquisition in Operations focuses mostly on the implementation of techniques required to use and convert video files, graphics, and feeds for use in the newscast and master control operations via video servers, FTP and graphics servers.</p>

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
4c)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	General Sales Manager, and staff in the respective departments.	SALES The sales staff has weekly meetings which cover general business and selling techniques. Most meetings have training components. These consist of subjects such as: traits needed to be successful in sales, negotiation strategies, closing techniques, addressing client objections, presentation methods, ChartLocal Internet sales products and strategies, Mobile App applications, order entry procedures, competitive information, WDEF program changes and sales promotions, and weekly Sales training videos. Separate weekly individual AE meetings take place between the GSM and individual Sales AEs to provide direction in individual areas of need. These meetings also serve as targeted account strategy planning sessions. The training initiatives for new hire AE's include a series of sessions with our GSM, designed to educate Account Executives about the advertising industry, TV and Digital advertising, along with the basics of several industries with which we do a considerable amount of business. New & seasoned Account Executives also participate in Doyle on Demand training online. The GSM attended a Doyle on Demand seminar in Tampa, FL to enhance training and recruitment for all sales staff. Licensee parent company Morris Network conducts annual offsite conference for training/educations sessions for Sales and Digital managers.
5)	Career Fair	News 12 Jobs Expo	9/23/2023	Mktg Manager Sales Manager Local Sales Manager General Manager	This was a station sponsored event at Brainerd BX, Chattanooga, TN where we outlined educational and other training needs for future employment at WDEF. Received several applications.
6)	Career Fair	TAB Virtual Job Fair	10/02/2023 - 10/06/2023	Asst. BM/HR Manager	WDEF News 12 Participated with other broadcast stations in the TAB virtual career fair. Posted all job openings on TAB's job board and received 5 applications.



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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
7)	Career Fair	"Meet the Firms" Career Fair Southern Adventist University	10/5/2023	News Director	WDEF News 12 Interviewed perspective employees and interns. Outlined educational and other training needed for future employment at WDEF or other television stations.
8)	Career Fair	News 12 Jobs Expo	2/15/2024	Mktg Manager Sales Manager Business Manager General Manager	This was a station sponsored event at Brainerd BX, Chattanooga, TN where we outlined educational and other training needs for future employment at WDEF. Received several applications.