

EEO Public File Report
Imagicom Communications - WHBQ-TV (Memphis)
08/01/2022 to 03/31/2023

The station changed ownership during the current reporting period. On August 01, 2022 the license of WHBQ was assigned to the station's current owner, Imagicom Communications LLC.

Full-Time Positions Filled

Position	Date Opened	Date Filled	Recruitment Source	Interviewed	Hired
Promotions Producer	12/5/2022	1/23/2023	Indeed.com	3	1
			Linked In	2	
			Employee Referral	2	
Graphic Design	10/4/2022	1/9/2023	Linked In	6	1
Digital Content Producer	12/14/2022	1/30/2022	Linked In	3	1
			University of Memphis	1	
Photographer		1/9/2023	Internal Promotion	1	1
Production Assistant P/T	8/24/2022	9/26/2022	Indeed	12	1
Production Assistant	11/23/2022	12/1/2022	Linked In	10	3
			Indeed	9	
Production Assistant	11/23/2022	1/16/2023	Employee Referral	1	
			U of M Visit	5	
Production Assistant	11/23/2022	1/23/2023			
Production Assistant	9/12/2022	10/17/2022	Linked In	3	1
			Indeed	8	
			U of M Referral	1	
Production Assistant	8/26/2022	9/26/2022	Indeed	12	1

Digital Content Producer	8/19/2022	10/24/2022	Journalismjobs.com	2	1
			Linked In	2	
Chief Meteorologist	8/8/2022	11/2/2022	News Director contacted	1	1
			WSOC Referral	1	
			Cox Talent Acquisition	2	
			Candidate reached out directly	1	
			Internal Candidate	1	
			Linked In	1	
Digital Content Producer (2x)	12/28/2022	2/13/2023	Linked In	8	2
			University of Memphis Referral	2	
Content Center Lead	9/7/2022	10/10/2022	Journalismjobs.com	2	1
			Linked In	2	
Executive Producer	9/1/2022	9/7/2022	Employee Referral	1	1
			Internal Candidate	2	
Photographer	12/16/2022	1/25/2023	Employee Referral	3	1
Production Assistant Interviewed for Photographer but was hired as Production Assistant	1/13/2023	1/25/2023	Employee Referral	1	1
Sales Assistant	11/2/2022	12/12/2022	Employee Referral	1	1
			Linked In	3	
Traffic Assistant	12/10/2022	2/7/2023	Employee Referral	1	1
			Linked In	2	
Digital Operations Specialist	8/15/2022	8/31/2022	Internal Candidate	2	1

Digital Operations Specialist	8/15/2022	10/31/2022	Linked In	5	1
			Internal Candidate	1	
			University of Memphis	1	
General Manager	8/25/2023	11/28/2023	Internal Candidate	6	1
			Linked In	1	
Account Executive	8/19/2022	3/6/2022	Employee Referral	2	1
			Linked In	5	
Producer	12/1/2022	2/6/2023	Linked In	6	2
Producer	12/1/2022	2/27/2023	Employee Referral	2	
			WHBQ FOX13 Website	3	

Recruitment Sources					
Imagicom Communications - WHBQ-TV (Memphis)					
August 1, 2022 - March 31, 2023					
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Recruitment Sources Used for All Openings					
No.	Recruitment Source	Contact	Address	Entitled to Notification	# Interviews
1	www.linkedin.com	Internet Posting	605 West Maude Avenue Sunnyvale, CA 94085 USA	N	59
2	Referrals	Imagicom Employees	485 S. Highland, Memphis, Tn. 38111	N	14
3	www.indeed.com	Internet Posting	7501 N Capital of Texas Hwy, Austin, TX 78791	N	44
4	University of Memphis	Marty Duell, Dr. Crag Stewart, and Roxana Gee	3720 Alumni Ave, Memphis, TN 38152	N	10
5	Internal Candidates	Mike Zikmund, Randy Wardell, Becky Swan	WHBQ TV, 485 S. Highland Memphis Tn 38111	N	12
6	WSOC Referrals	Mike Oliveira	235 W. 23rd St. Charlotte, NC 28206	N	1
7	www.journalismjobs.com	Internet Posting	72 Plaza Dr. Berkeley, Ca. 94705	N	4
8	News Director Contacted Candidate	Randy Wardell	WHBQ TV, 485 S. Highland Memphis Tn 38111	N	1
9	Candidate Reached Out Directly	Randy Wardell	WHBQ TV, 485 S. Highland Memphis Tn 38111	N	1
10	Cox Talent Acquisition	Chris Harp, Sr Recruiter (407) 676-8494	223 Perimeter Center Pkwy NE, Atlanta, GA 30346	N	2
11	Internal Promotion	Randy Wardell	WHBQ TV, 485 S. Highland Memphis Tn 38111	N	1
12	WHBQ FOX13 Website	Randy Wardell	WHBQ TV, 485 S. Highland Memphis Tn 38111	N	3

Longer - Term Recruiting Initiatives

Implemented During Previous Year

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Imagicomm - WHBQ-TV

August 1, 2022 - March 31, 2023

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	August 2, 2022	Network Executive Summit	Fox network presented an opportunity for station executives to hear about the creative opportunities with their entertainment and sports marketing folks. This was also an opportunity to brainstorm with colleagues from other Fox stations.	Employee Development	General Manager
2	August 3 - 7, 2022	Convention	Staff members attended the NABJ Convention and Career Fair. This is the premier conference for journalism education, career development, networking, and industry innovation, attracting leaders and influencers in journalism, media, technology, business, health, arts, and entertainment. The nation's top journalists, media executives, journalism educators, public relations professionals, and students gathered to experience innovative programs, expert presenters, and networking opportunities.	Recruitment and Employee Development	General Manager, News Anchors and Reporters
3	August 20-24, 2022	Conference	Required continuing education for employee to renew NWA Seal. Sessions were geared to personal and professional development to help enhance the viewer experience, take advantage of the tools available at the station and learn about new data and technology available for forecasting.	Employee Development	Meteorologist
4	September 8, 2022	Workshop	Training for our Investigative team from the Magid consultants. They reviewed previous investigative stories and received critiques and suggestions for improvement. Also discussed techniques for future investigative reports.	Employee Development	Reporters, News Director, News Producer, Creative Services Director
5	October 3-4, 2022	Workshop	Transitioning to new platforms, our digital content team attended training on the content management system, content creation vendors, content distribution and content syndication feeds.	Employee Development	News Director and Digital Content Staffers
6	October 24, 2022	Speaker	Reporter spoke to student during Kipp Collegiate Academy's Career Day. He provided insight on his career as a reporter and educational steps he took.	Participation in events or programs sponsored by educational institutions	News Reporter
7	October 26, 2022	Meeting	University of Mississippi Partnership Meeting -News leaders met with the public relations team from the university. Discussion included new and upcoming initiatives at the university, how we approach story development and how we can work with the university's experts and journalism students to enhance our content.	Employee Development	News Director, Assistant News Director, and Digital Content Manager

8	November 2, 2022	Workshop	Investigative Journalism Workshop Magid -Training for our Investigative team from the Magid consultants. They reviewed previous investigative stories and received critiques and suggestions for improvement. Also discussed techniques for future investigative reports.	Employee Development	Photog, Reporters, and Producer
9	November 3, 2022	Conference	Newsroom leaders took part in a presentation about a major research study into journalism trust. The study helped explain what viewers are looking for from their news providers and why they do and do not trust various outlets. The information was then disseminated to the rest of the news staff to focus on as we move forward pitching stories and creating content.	Employee Development	Photog, News Director, Producer, Anchor, and News Manager
10	January 9, 2023	Training	Annual Antitrust Compliance Training to ensure employees with access to non-public sales and pricing information are trained on aspects of US antitrust law. Thereafter, company provides the training monthly to new employees with access to non-public sales and pricing information.	Employee Development	Admin Assit, GM, and AE. Other staffers attended the training earlier in December.
11	January 10, 2023	Training	Digital Sales training with Affinity AX to show and advise the team on how to utilize the new Advisor products to better serve advertiser's digital marketing needs	Employee Development	WHBQ Sales Team and Sales Managers
12	January 18, 2023	Speaker	Spoke to Journalism class at University of Memphis about careers in television and available jobs at WHBQ	Recruitment	Production Manager and News Operations Manager
13	January 25, 2023	Webinar	The "Unity in Black Media" webinar presented media leaders that highlighted what steps our industry needs to take in expanding Black media's share of the total advertising market. The goal is to establish parity on rates and the promise of non-guaranteed sponsorships which will help foster new, original program development.	Employee Development	General Manager
14	January 27, 2023	Station Tour	Students from Rozelle Elementary School toured the TV station. They are studying weather and met with our Meteorologist. They asked questions about weather and news. They also watched the Mid Day newscast.	Participation in events or programs sponsored by educational institutions	Meteorologist and Community Affairs Dir
15	February 28-March 1, 2023	Meeting	Corporate HR team was at the station to conduct meetings to familiarize managers with Imagicomm policies and procedures. Some areas covered included EAP, vacation, job placement procedures, and steps to take if disciplinary action is needed.	Employee Development	Station management
16	March 7-8, 2023	Training	Meteorologist attended the Magid Weather Institute where the following topics were covered: Audience research findings regarding local TV weather coverage, weather insights, platforms and presentation/storytelling methods, and weather tech such as augmented and virtual reality for more engaging weather displays and severe weather coverage for public safety.	Employee Development	Meteorologists
17	March 22, 2023	Station Tour	Students from East High School's Audio/Visual department toured the station. They had the opportunity to ask questions and watch a newscast.	Participation in events or programs sponsored by educational institutions	Production Manger and Operations Manager

18	March 23, 2023	Speaker	Creative Services Director spoke at University of Memphis' mass media capstone class about working in creative services in broadcast television.	Participation in events or programs sponsored by educational institutions	Creative Services Dir
19	March 24, 2023	Recruitment	We had a booth at the City of Memphis' Career and Technical Expo.	Career Fair Participant and Sponsor	Community Affairs Dir and WHBQ staff members
20	March 28-29, 2023	Training	Magid Producer Academy: Online workshop conducting several seminars that included breaking news coverage, producing for the morning viewer, tease writing, how to produce weather.	Employee Development	News Producers
21	March 30, 2023	Station Tour	Elmore Park Middle School students toured the station and watched a newscast.	Participation in events or programs sponsored by educational institutions	Community Affairs Director