

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2017 to March 22, 2018.

1) **Employment Unit:** WRCB-TV

2) **Unit Members (Stations and Communities of License):** WRCB-TV, Chattanooga, TN

3) **EEO Contact Information for Employment Unit:**

Mailing Address: WRCB-TV 900 Whitehall Road Chattanooga, TN 37405	Telephone Number: 423-267-5412
	Contact Person/Title: Tom Tolar
	E-mail Address: ttolar@wrcbtv.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
(a) News Producer	WRCBTV.com
(b) Weekend Meteorologist/Reporter	WRCBTV.com
(c) Multimedia Reporter	WRCBTV.com
(d) Account Executive	Personal Inquiry
(e) Video Editor	WRCBTV.com
(f) Photojournalist	TVJobs.com
(g) Multimedia Reporter	WRCBTV.com
(h) Digital Producer	Twitter via WRCBTV.com
(i) Multimedia Producer*	Twitter via WRCBTV.com
Multimedia Producer*	WRCBTV.com

*Two employees were hired from one flight of recruitment announcements.

5) Recruitment sources contacted by WRCB during this reporting period are listed in Attachment A. Recruitment Source of Interviewees During this Reporting Period:

Job Title: (a) News Producer

Referral Source(s) of Hire: WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	1	No
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No

Job Title: (b) Weekend Meteorologist/Reporter

Referral Source(s) of Hire: WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	1	No
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No

Job Title: (c) Multimedia Reporter

Referral Source(s) of Hire: WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	2	No

Job Title: (d) Account Executive

Referral Source(s) of Hire: Personal Inquiry

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Spots n' Dots	Internet Job Site	dai@spotsndots.com	607-729-7295	2	No
Personal Inquiry	N/A	N/A	N/A	1	No

Job Title: (e) Video Editor

Referral Source(s) of Hire: WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No

Job Title: (f) Photojournalist

Referral Source(s) of Hire: TVJobs.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	2	No

Job Title: (g) Multimedia Reporter

Referral Source(s) of Hire: WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	5	No

Job Title: (h) Digital Producer

Referral Source(s) of Hire: Twitter via WRCBTV.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	3	No
Twitter via WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No

Job Title: (i) Multimedia Producer*

Referral Source(s) of Hire: Twitter via WRCBTV.com

Referral Source(s) of Hire: WRCBTV.com

*Two employees were hired from one flight of recruitment announcements.

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No
Twitter via WRCBTV.com	Megan Roberts or Kittie Nelson	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	1	No

6) **Total # of Interviewees Referred:** For the period from March 23, 2017 to March 22, 2018, this Employment Unit interviewed thirty-two (32) interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives

Station WRCB-TV has undertaken the following supplemental recruitment measures during the reporting period of March 23, 2017 – March 22, 2018:

(a) **Initiative:** University of Tennessee at Chattanooga Fall Career Day

October 4, 2017, 10:00-2:00pm, The Chattanooga Room on the UTC campus. WRCB hosted a booth. The purpose of Fall Career Day is to acquaint UTC's undergraduate and graduate students with various careers and special programs that are available. Information relating to career options, and workforce needs within WRCB, was provided, including job openings and job descriptions. Students were encouraged to frequently check the "Job Opening" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Advertising/Promotion Manager, Information Systems Manager and General Sales Manager.

(b) **Initiative:** Urban League Annual Fall Job Fair

October 11, 2017, 10:00-1:30pm, Brainerd Crossroads. WRCB hosted a booth. This was a city wide event. Information relating to career options and workforce needs within WRCB was provided, including job openings and job descriptions. Participants were encouraged to frequently check the "Job Opening" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Advertising/Promotion Manager and Production Manager.

(c) **Initiative:** **University of Tennessee at Knoxville Communications Job and Internship Fair**

October 25, 2017, 3:00-6:00pm, the Thompson-Boling Arena on the UTK campus. WRCB hosted a booth. The Fair is for employers seeking to connect with students/alumni who have majored in communication and information fields, and for students seeking internships and entry-level positions. Information relating to career options, and workforce needs within WRCB, was provided, including job openings and job descriptions. Students were encouraged to frequently check the "Job Opening" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's News Director.

(d) **Initiative:** **Visit by Baylor School Students**

December 7, 2017, 10:00am-12:00pm. WRCB hosted a group of thirty (30) students and two (2) teachers at the WRCB Studio. Information relating to career options, workforce needs within WRCB were discussed which included an overview of television operations by the General Manager, a tour of the building, observation of a live broadcast of the "3 Plus You" Show and each student received a NAB booklet describing careers in television broadcasting. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's President/GM, Controller/Programming Director, Information Systems Manager, General Sales Manager, Production Manager, Chief Engineer and News Director.

(e) **Initiative:** **Chattanooga State Career Fair 2018**

March 22, 2018, 10:00am-2:00pm. Health and Fitness Center (Gymnasium) at Chattanooga State Community College. WRCB hosted a booth. Information relating to career options, workforce needs within WRCB was provided, including job openings and job descriptions. Students were encouraged to frequently check the "Job Opening" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Information Systems Manager and General Sales Manager.

(f) **Initiative:** **Event Sponsored By Educational Institute Relating to Career Opportunities in Broadcasting**

January 5, 2018, WRCB's Production Manager was on a panel of high school educators and broadcast professionals to discuss what high schools can do better to prepare students for college and jobs pertaining to broadcast communications.

(g) **Initiative:** **Event Sponsored By Educational Institute Relating to Career Opportunities in Broadcasting**

January 31, 2018, WRCB's News Director spoke to journalism classes all day at Berry College in Rome, GA. She gave lectures on the industry, WRCB ethics and guidelines and recruited internship candidates.

(h) Initiative: Event Sponsored By Educational Institute Relating to Career Opportunities in Broadcasting

March 1, 2018, WRCB's News Director sat on a three-person panel that was open to all Berry College Communications students and alumni in the greater Rome area. She spoke on trends in the industry and also connected with potential interns.

(i) Initiative: Event Sponsored By Educational Institute Relating to Career Opportunities in Broadcasting

March 2, 2018, WRCB's Production Manager, along with ten other professional business people, were invited to be part of a Communications Professional Assessment Review Team at the University of Tennessee at Chattanooga. Discussions pertained to what the University could do to better prepare students for life after college, mainly the job market.

(j) Initiative: Chattanooga State Community College 2018 Career Fair

March 22 2018, 10:00am-2:00pm. The Health/Physical Fitness Building Gymnasium on the CSCC campus. WRCB hosted a booth; The Fair is open to all Chattanooga State students, alumni, as well as the general public. This event served a two-fold purpose – it provided an opportunity for students to learn about our organization and gave us the opportunity to market our company to the participants. Information relating to career options, workforce needs within WRCB was provided, including job openings and job descriptions. Students were encouraged to frequently check the "Job Opening" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Advertising/Promotion Manager, Information Systems Manager, General Sales Manager and Chief Engineer.

(k) Initiative: WRCB-TV/Sarkes Tarzian, Inc. Scholarship at The University of Tennessee at Chattanooga (UTC)

WRCB provides two \$1,000 Scholarships per academic year to students in UTC's Communication Department. WRCB established the criteria for recipients of these scholarships. The recipients must be Communications Department students and must have attained junior or senior class status and UTC must determine that they want to pursue a career in broadcasting. Preference for the recipients is given to financially disadvantaged students. Members of protected groups are urged to apply. The Scholarship Committee at UTC, upon the recommendation of the Communications Department, selects qualified recipients based on the criteria established by WRCB and recommends these students to WRCB. WRCB compares the students' profiles to the established criteria and makes final approval of the choice. The availability of these scholarships is presently promoted through UTC's Development Office and Department of Communication and WRCB's managers inform UTC students of these scholarships at appropriate job fairs. WRCB also promotes the availability of these scholarships on WRCB's website. Whenever possible, WRCB invites scholarship recipients to attend a luncheon where they are introduced to WRCB Department Heads and given a tour of WRCB's Studios.

(l) **Initiative:** WRCB-TV/NAACP Scholarship at The University of Tennessee at Chattanooga (UTC)

WRCB and the local chapter of NAACP provide two \$1,000 Scholarships per academic year to Business School students at The University of Tennessee at Chattanooga (UTC). WRCB established the criteria for recipients of these scholarships. The recipients must be UTC business students and must have attained junior or senior status as undergraduates or must be enrolled in UTC's MBA program. Preference is given to students who indicate an interest in broadcasting. Preference is also given to financially disadvantaged students. Members of protected groups are urged to apply. The UTC Graduate Office determines qualified recipients based on the criteria established by WRCB. Recommendations are made from a pool of candidates. The availability of these scholarships is promoted through UTC's Development Office and School of Business Administration and WRCB's managers inform UTC students of these scholarships at appropriate job fairs. WRCB also promotes the availability of these scholarships on WRCB's website.

(m) **Initiative:** Job Banks and Internet Programs

WRCB posts job openings which require external recruitment on the "Jobs/EEO" page of the WRCB website (www.wrcbtv.com). This page also 1) notifies visitors of scholarships provided by WRCB through The University of Tennessee at Chattanooga; and 2) gives interested community organizations an opportunity to fill-out and submit a "Community Organizations Notification Request Form" in order to receive notification of job openings. WRCB posts job openings which require external recruitment on the following job banks/websites: jobs.timesfreepress.com (includes distribution to multiple top local, national and industry specific job boards such as Zip Recruiter, Indeed, Simply Hired, Glassdoor and more), tabtn.org, tvjobs.com, medialine.com, careerpage.org, conservativejobs.com, tvb.org (sales positions only), SpotsnDots.com (sales positions only), Craigslist.org, and tvspy.com (promotion positions only), sbe.org (engineering positions only), rickgevers.com news directors positions only) and the following college websites: University of Tennessee at Chattanooga, Chattanooga State, Cleveland State, Dalton State, Chattanooga College, Southern Adventist University, Middle Tennessee State, and University of Tennessee at Knoxville.

(n) **Initiative:** Internship Programs

WRCB offered internships in its News and Admin departments. The internships continue throughout the year and are offered for semester-long periods. All interns receive training and exposure to the skills necessary for a successful career in the broadcast television industry. The interns come from a number of colleges, universities and high schools. During this reporting period, WRCB had five interns from these colleges and universities: University of Tennessee at Chattanooga (2), University of Alabama at Birmingham (1), Lee University (1) and Soddy Daisy High School (1). Station personnel oversee the interns, evaluating their performance and providing feedback.

ATTACHMENT A

RECRUITMENT SOURCE LIST

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Youth and Family Development	Ms. Donna Stone	501 W. 12 th Street Chattanooga, TN 37402	423-643-6400	0	No
Dalton Career Center/ Georgia Department of Labor	Ms. Susan Smith	1406 Chattanooga Avenue Dalton, GA 30721	706-861-1990	0	No
University of TN at Chattanooga, Career & Student Employment Center	Dr. Robert Liddell	615 McCallie Avenue Dept 1851, UC-315 Chattanooga, TN 37403	423-425-4184	0	Yes
WAJI/WLDE	Mr. Lee Tobin	347 W. Berry, Suite 600 Fort Wayne, IN 46802	260-423-3676	0	Yes
WTTS/WGCL	Mr. Geoff Vargo	400 One City Center, 4 th Floor Bloomington, IN 47404	812-332-3366	0	Yes
KTVN	Mr. Lawson Fox	P. O. Box 7220 Reno, NV 89510	775-858-2222	0	Yes
Fisk University	Career Development & Leadership	1000 17 th Avenue N. Nashville, TN 37208	615-329-8894	0	No
University of TN @ Knoxville	Ms. Elizabeth Pallardy	915 Volunteer Blvd, 100 Dunford Hall, Knoxville, TN 37996	865-974-5435	0	No
Morehouse College Career Development	Ms. Bridgett Baggett bridgett.baggett@ morehouse.edu	830 Westview Drive, SW Atlanta, GA 30314	470-639-0723	0	No
Chattanooga State Community College, Career Services	A.J. Coleman careers@chattanoogast ate.edu	4501 Amnicola Highway Chattanooga, TN 37406	423-697-2570	0	Yes
Urban League of Chattanooga	Ms. Ronni Darlene Pruitt	P. O. Box 11106 Chattanooga, TN 37401	423-756-1762 X16	0	No
Vocational Services Department Siskin Hospital	Ms. Darlene Jenkins	One Siskin Plaza Chattanooga, TN 37403	423-634-1635	0	Yes
NAACP	Dr. Elnora Woods	P. O. Box 16072 Chattanooga, TN 37416	423-267-5637	0	No
Middle Tennessee State University Career Development Center	Audrey Kee/Jennifer Bailey Woodard, PhD	1301 East Main Street, Box 2 Murfreesboro, TN 37132	615-898-2500/ 615-898-2766	0	Yes

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Cleveland State Community College	Job Placement Ofc clevelandstatecc.edu	P. O. Box 3570, 3535 Adkisson Drive, Cleveland, TN 37320-3570	423-478-6397	0	Yes
Chattanooga State Community College	WAWL – Prod Ofc David McGlumphy,Mgr	4501 Amnicola Highway Chattanooga, TN 37406	423-697-4470	0	Yes
Chattanooga College	Dan Drake	3805 Brainerd Road Chattanooga, TN 37411	423-624-0077	0	Yes
Dalton State College	Stephani Womack	650 College Drive Dalton, GA 30720	706-272-4429	0	Yes
Tennessee Career Center @ Chattanooga/Dept of Labor-WFD	Andrea Witt	1105 E. 10 th Street Chattanooga, TN 37403	423-894-5354	0	Yes
Social Services /Salvation Army (formerly Esperanza Del Barrio)	c/o Sandy Leavell	800 McCallie Avenue Chattanooga, TN 37404	423-305-6200	0	Yes
University of Tennessee at Chattanooga, Communication Department	John Zibluk	311 University Center Chattanooga, TN 37403	423-425-4184	0	Yes
Southern Adventist University, School of Journalism & Communication	Avery Botticelli	P. O. Box 370 Collegedale, TN 37315	423-238-2330	0	Yes
Tennessee Association of Broadcasters	Brenda Heidt	50 Music Square West, Suite 900 Nashville, TN 37203	615-321-1626	0	Yes
Department of Veterans Affairs, Vocational Rehabilitation & Employment	Jordan McCall	110 Ninth Ave. S, Nashville, TN 37203; 227B Dunbar Cave Rd, Clarksville, TN 37043	615-695-6157 913-906-6612	0	Yes
Signal Centers	Kathy L. White	2300 Bailey Avenue Chattanooga, TN 37404	423-698-8528	0	Yes
Department of Veterans Affairs	Yulonda Garth	6098 Debra Road, Suite 5200 Chattanooga, TN 37411	423-893-6500, X-27363	0	Yes
WRCB-TV Website	Kittie Nelson or Megan Roberts	Home Internet Job Site (wrcbtv.com)	423-267-5412	15	No
Chattanooga Times Free Press	Local Paper	400 East 11 th St, P. O. Box 1447 Chattanooga, TN 37403	423-756-6900	0	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	12	No
Medialine	WRCB Posts Directly To Site	Internet Job Site (medialine.com)	800-237-8073	0	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
The Leadership Institute	WRCB Posts Directly To Site	Internet Job Site (conservativejobs.com)	703-247-2000	0	No
Tennessee Association of Broadcasters	WRCB Posts Directly To Site	Internet Job Site (tabtn.org)	615-399-3791	0	No
Spots N Dots (Sales Only)	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	2	No
<p>In addition to the sources listed above which were contacted by WRCB-TV, the following sources were identified by applicants as the sources of their referral.</p>					
Personal Inquiry	N/A	N/A	N/A	1	No
Twitter via WRCBTV.com	N/A	N/A	N/A	2	No