

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2016 to March 22, 2017.

1) Employment Unit: WRCB-TV

2) Unit Member (Station and Community of License): WRCB-TV, Chattanooga, Tennessee

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) Anchor/Reporter	Employee Recommendation Following Internal Posting
(b) News Reporter	TVJobs.com
(c) Anchor	TVJobs.com
(d) Account Executive	Employee Recommendation Following Internal Posting
(e) Photojournalist	WRCBTV.com
(f) News Producer	UTK Career Fair
(g) News Reporter	WRCBTV.com
(h) Account Executive	Linked In
(i) News Producer	Employee Recommendation Following Internal Posting
(j) News Photographer	WRCBTV.com
(k) Master Control Operator	Indeed.com
(l) Assistant News Director/Executive Producer	WRCBTV.com
(m) Anchor/Reporter	WRCBTV.com

5) Recruitment sources contacted by WRCB during this reporting period are listed in Attachment A. Referral Sources of Interviewees during this reporting period:

Job Title: (a) Anchor/Reporter

Referral Source(s) of Hire: Employee Recommendation

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	1	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	3	No
Linked In	N/A	N/A	N/A	1	No

Job Title: (b) News Reporter

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)
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	1	No
Prior Candidate	N/A	N/A	N/A	1	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	2	No

Job Title: (c) Anchor

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)
WRCB-TV Website	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	2	No
Internal Posting	N/A	N/A	N/A	2	No

Job Title: (d) Account Executive

Referral Source(s) of Hire: Employee Recommendation

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	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	2	No

Job Title: (e) Photojournalist

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	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	1	No

Job Title: (f) News Producer

Referral Source(s) of Hire: UTK Career Fair

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
UTK Career Fair	N/A	N/A	N/A	1	No
UTC Website	Ms. Julia Cronin Julia-cronin@UTC.edu	615 McCallie Avenue Chattanooga, TN 37403	423-425-5360	1	No

Job Title: (g) News 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)
WRCB-TV Website	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	3	No

Job Title: (h) Account Executive

Referral Source(s) of Hire: Linked-In

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WRCB-TV Website	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
Linked In	N/A	N/A	N/A	1	No

Job Title: (i) News Producer

Referral Source(s) of Hire: Employee Recommendation

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	1	No
WRCB-TV Website	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No

Job Title: (j) News Photographer

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)
WRCB-TV Website	Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	4	No

Job Title: (k) Master Control Operator

Referral Source(s) of Hire: Indeed.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	N/A	N/A	N/A	1	No
Employee Recommendation	N/A	N/A	N/A	1	No
WRCB-TV Website	N Kittie Nelson or Liz Overton	Home Internet Job Site (wrcbtv.com)	423-267-5412	2	No
Chattanooga Times Free Press	Local Paper	400 East 11 th St, P. O. Box 1447 Chattanooga, TN 37403	423-756-6900	1	No
Indeed.com	N/A	Internet Job Site	N/A	1	No

Job Title: (l) Assistant News Director/Executive 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)
WRCB-TV Website	N Kittie Nelson or Liz Overton	Home Internet Job Site (wrcbtv.com)	423-267-5412	4	No

* The Assistant News Director position was opened and a search conducted. The position was offered to a candidate but the candidate declined. It was then decided not to fill the Assistant News Director position but instead to conduct a search for an Executive Producer. A search followed and a candidate was selected for the Executive Producer position using the applicant pool from both searches.

Job Title: (m) Anchor/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)
WRCB-TV Website	N Kittie Nelson or Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	3	No
TV Jobs.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, 2016 to March 22, 2017, this Employment Unit interviewed forty-six (46) 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, 2016 – March 22, 2017:

(a) **Initiative:** 2016 College and Career Fair

September 15, 2016 and September 16, 2016, 9:00am-2:00pm, Chattanooga State Community College Gym. The Chattanooga Area Chamber of Commerce, Lookout Counseling Association and Chattanooga State Community College partnered to sponsor the Chattanooga Area Schools College and Career Fair for high school seniors. This fair offers area employers an opportunity to recruit students who plan to go directly into the workforce, who are delaying their higher education or who are looking for co-op opportunities. WRCB hosted a booth. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Advertising/Promotion Manager, Controller/Program Director, General Sales Manager and Information Systems Manager.

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

September 29, 2016, 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 and Production Manager.

(c) Initiative: Southern Adventist University Meet the Firms Career Fair

October 6, 2016, 2:00-5:00pm, Collegedale Church Fellowship Hall on the Southern Adventist campus. WRCB hosted a booth. 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 Production Manager and Advertising/Promotion Manager.

(d) Initiative: Dalton State College Fall 2016 Career Day

November 3, 2016, 2:00-5:00pm. Dalton Convention Center in Dalton, GA. WRCB hosted a booth. The purpose of Fall Career Day is to connect current and future graduates with various careers 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 Controller/Programming Director.

(e) Initiative: University of Tennessee at Chattanooga Spring Career Day

February 1, 2017, 10:00am-2:00pm. The MacLellan Gym on the UTC campus. WRCB hosted a booth; 106 employers participated. The purpose of the Career Day is to acquaint UTC’s undergraduate and graduate students with various careers and special programs available to them. 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 President/GM, National Sales Manager, Information Systems Manager and News Director.

(f) Initiative: Visit by Students from The McCallie School

February 15, 2017, 10:00am-12:00pm. WRCB hosted a group of fifteen (15) 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. 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.

(g) Initiative: Cleveland State Community College 2017 Career Expo

March 22 2017, 10:00am-1:00pm. The L. Quentin Lane Gymnasium on the CSCC campus. WRCB hosted a booth; The purpose of the Career Expo is to share career information or possible job opportunities with Cleveland State students, local high school seniors and

community members. 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 Chief Engineer.

(h) **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.

(i) **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.

(j) **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 select 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 director positions only) and the following college websites: University of Tennessee at Chattanooga, Chattanooga State, Cleveland State, Dalton State, Chattanooga College, Southern Adventist University, ITT Technical Institute at Chattanooga, ITT Technical Institute at Knoxville, Middle Tennessee State, and University of Tennessee at Knoxville.

(k) Initiative: Internship Program

WRCB offers paid internships in its news department. 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 and universities. During this reporting period, WRCB had five interns from these colleges and universities: the University of Tennessee at Chattanooga (2), the University of Tennessee at Knoxville (1), Lee University (1), and Northwestern University (1). Station personnel oversee the interns, evaluating their performance and providing feedback.

(l) Initiative: Step-Up Chattanooga

WRCB offered one paid internship as part of the community-wide “Step-Up” program. This initiative identifies high school students from “high risk” homes who have the potential to be successful in work or college. The interns work during the summer. They are exposed to the real-world expectations of local businesses.

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)
Chattanooga Human Services	Ms. Donna Stone	501 W. 12 th Street Chattanooga, TN 37402	423-757-5551	0	No
Dalton Career Center/ Georgia Department of Labor	Ms. Susan Smith	1406 Chattanooga Avenue Dalton, GA 30721	706-861-1990	0	No
Services For The Blind	Ms. Karen R. Buff	3069 Overlook Drive NE, Suite B Cleveland, TN 37312	423-478-0030 X28	0	Yes
University of TN at Chattanooga Job Location & Development	Ms. Julia Cronin Julia-cronin@UTC.edu	615 McCallie Avenue Chattanooga, TN 37403	423-425-5360	1	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	P. O. Box 7, 1000 17 th Ave N. Nashville, TN 37203	615-329-8500	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	Placement Center	830 Westview Drive, SW Atlanta, GA 30314	404-681-2800	0	No
Chattanooga State Community College, Career Services	Regina Miller or Sheila Thompson, Director	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	Nicole Green/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)
Nashville Association of Black Journalists	Mr. Lelan A. Statom	c/o NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219	615-248-5372	0	Yes
Central Florida Association of Black Journalists & Broadcasters	Mr. Chester Glover	P. O. Box 745 Orlando, FL 32802	800-804-8478	0	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 McGlumph,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	LaBreeska Massey or 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, Center for Community Career Education	Jean Dake Student Placement	319 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	Henry Parham	110 Ninth Ave. S, Nashville, TN 37203; 227B Dunbar Cave Rd, Clarksville, TN 37043	615-695-6157 913-906-6612	0	Yes
University of TN at Chattanooga Communication Department	Dr. Betsy Alderman	311 Frist Hall Chattanooga, TN 37403	423-425-5278	0	Yes
Signal Centers	John Blackburn	109 N. Germantown Road Chattanooga, TN 37411	423-698-8528	0	Yes
ITT Technical Institute	Beth Stone	9123 Executive Park Drive Knoxville, TN 37923	865-342-2300	0	Yes

RECRUITMENT SOURCE LIST

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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)
ITT Technical Institute	Chad Jaynes	5600 Brainerd Road, Suite G-1 Chattanooga, TN 37411	423-510-6800	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 Liz Parkhurst	Home Internet Job Site (wrcbtv.com)	423-267-5412	21	No
Chattanooga Times Free Press	Local Paper	400 East 11 th St, P. O. Box 1447 Chattanooga, TN 37403	423-756-6900	1	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	9	No
Medialine	WRCB Posts Directly To Site	Internet Job Site (medialine.com)	800-237-8073	0	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	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)
<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>					
Internal Posting	N/A	N/A	N/A	3	No
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	6	No
Indeed.com	N/A	N/A	N/A	1	No
UT Career Fair	N/A	N/A	N/A	1	No
Prior Candidate	N/A	N/A	N/A	1	No
Linked In	N/A	N/A	N/A	2	No