

**WBIR**  
**EEO PUBLIC FILE REPORT**  
**March 21, 2010 - March 20, 2011**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multimedia Journalist	1-4, 6-7, 9, 13-24, 26-29, 31-41, 43, 45-48, 50-51, 54, 57	54
Multimedia Journalist	1-4, 6-7, 9, 13-24, 26-29, 31-41, 43, 45-48, 50-51, 54, 57	9
Multimedia Producer	2-3, 6-7, 14-20, 22-24, 26-29, 31-42, 45-48, 50-51, 53-57	54
Multimedia Journalist	3, 6, 12, 17, 19-22, 33, 36, 38-42, 45-46, 50-51, 54, 56	12
Account Executive	3, 6-7, 9, 13-20, 22-28, 31-33, 35-42, 45-48, 50-51, 57	9
Multimedia Journalist	2-3, 6-7, 10, 12, 14-41, 43, 45-51, 56-57	45
Associate Producer	1, 3, 6-7, 13-29, 31-36, 38-41, 43, 45-51, 54, 57	54
Director of Sales	2-3, 6-7, 9, 11, 14-33, 35-41, 43, 45-51, 54, 57-58	58
Production Assistant	3, 6, 9, 15, 17, 19-23, 25, 29, 31, 33, 36, 38-40, 43, 45-46, 49-51, 54	54
Producer	2-3, 6-9, 13-29, 31-36, 38-42, 45-51, 56-57	9
Multi-Media Photojournalist	2-3, 6-8, 13-29, 31-36, 38-42, 45-51, 56-57	56
Online Sales Producer	1-3, 5-8, 13-29, 31-42, 45-51, 53, 56-57	53
Sales Assistant	1-3, 5-8, 13-14, 16, 18-24, 26-28, 32-38, 40-41, 43, 45-51, 54, 56	2
Producer	1-3, 5-6, 8, 13-14, 16, 18-24, 26-28, 32-38, 40-41, 43, 45-51, 56	45

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Email : info@bcfm.com Fax : 1--- Career Service	N	0
2	Career Builder Tennessee Phone : Email : Fax : Manual posting Career Service	N	7
3	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-3483 Email : mworkman@cn.edu Fax : 1-865-471-4989 Mark Workman	N	0
4	Chamber of Commerce 17 Market Square #201 Knoxville, Tennessee 37902 Phone : Email : Fax : Mike Edwards	N	1
5	Cold Call	N	3
6	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee Phone : (423) 439-4450 Email : speer@atsu.edu Fax : 1-423-439-6489 Wayne Speer	N	0

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7	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : Fax : 1-212-975-5884 Sandra Rice	N	0
8	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Email : eeady@fisk.edu Fax : 1--- Echelle Eady	N	0
9	Former WBIR Employee	N	6
10	Former WBIR Intern	N	1
11	Gannett employee	N	2
12	Gannett Employee Referral	N	2
13	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
14	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
15	ITT Technical Institute 10208 Technology Drive Knoxville, Tennessee Phone : (865) 671-2801 Email : nbailey@itt-tech.edu Fax : 1--- Melinda Parker	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Email : dhfelty@king.edu Fax : 1--- Donna Felty	N	0
17	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : ggarner@thekaul.org Fax : 1--- Gloria Garner	N	0
18	KOMU –TV Tennessee Phone : (573) 882-8888 Email : reevesj@missouri.edu Fax : Jen Reeves	N	0
19	Lincoln Memorial University Cumberland Gap Parkway, P.O. Box 2025 Harrogate, Tennessee Phone : 423.869.6433 Email : larry.thacker@lmunet.edu Fax : 1--- Larry Thacker	N	0
20	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : judy.hope@maryvillecollege.edu Fax : 1--- Judy Hope	N	0
21	Media Line Illinois Phone : Email : mark@medialine.com Fax : 1-408-648-5204 Career Service	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Middle Tennessee State University Placement Center Box 2 Murfreesboro, Tennessee Phone : (615) 494-8790 Email : career@mtsu.edu Fax : 1--- Katie Robinson	N	0
23	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	N	0
24	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
25	National Assoc. of Broadcasters (NABEF) 1771 N. Street NW Washington, D.C., District of Columbia 20036 Phone : Email : broadcastcareerling@nabef.org Fax : 1--- Career Center Career Link	N	0
26	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
27	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nljga.org Fax : 1--- Career Service	N	0
29	NewsDirections NewsDirections 1701 Jackson Square Dr Hixson, Tennessee 37343-2546 Phone : Email : tony@news-directions.com Fax : 1--- Tony Windsor	N	0
30	Non-Employee Referral	N	2
31	Northeast State Technical Community College 2425 Highway 75 Blountville, Tennessee 37617 Phone : 423.323.0216 Email : resmith@northeastState.com Fax : 1--- Ron Smith	N	0
32	Organization of Chinese Americans 1322 18th Street NW Washington, District of Columbia Phone : 202-223-5500 Email : ssmith@ocanational.org Fax : 1-202-296-0540 Sarah Smith	N	0
33	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : (865) 694-6554 Email : ccarson@pstcc.edu Fax : 1--- Carolyn Carson	N	0

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34	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
35	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
36	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Email : gtaylor@southcollegetn.edu Fax : 1--- Gary Taylor	N	0
37	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
38	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Email : info@tabtn.org Fax : 1-615-365-1842 Jill Green	N	0
39	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@ten.gov Fax : 1--- Ginger Armstrong	N	0

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40	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu Fax : 1--- William Faine	N	0
41	The Ohio Center for Broadcasting 9000 Sweet Valley Drive Volley View, Ohio Phone : 216-447-9117 Email : gary@beonair.com Fax : 1--- Gary James	N	0
42	Tusculum College 1305 Centerpoint Blvd Knoxville, Tennessee Phone : (865) 693-1177 Email : Fax : Manual posting Leslie Fox	N	0
43	Tusculum College 60 Shiloh Rd Greenville, Tennessee 67743 Phone : 423.636.7300 Email : awaddell@tusculum.edu Fax : 1-423-638-7166 Amanda Waddell	N	0
44	Tusculum College P O Box 5012 Greenville, Tennessee 37743 Phone : 423-636-7300 Email : Fax : 1-423-636-0501 Barth Cox	N	0
45	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	5

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46	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6372 Email : dale.warf@vba.va.gov Fax : 1--- Dale Warf	N	0
47	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
48	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
49	University of Tennessee 100 Dunford Hall 915 Volunteer Blvd Knoxville, Tennessee 37996-4010 Phone : 865-974-5435 Email : utcareer@utk.edu Fax : 1-865-974-6497 Career Services	N	0
50	University of Tennessee, College of Communications – Broadcasting Dept 100 Dunford Hall Knoxville, Tennessee Phone : (865) 974-2149 Email : slyke@utk.edu Fax : 1-865-974-6497 Sandra Lyke	N	0

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51	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Fax : 1--- Ann Bowen	N	0
52	Walters State Community College 500 S Davy Crockett Pkwy Morristown, Tennessee 37813-6899 Phone : 423.318.2709 Email : nancy.brown@ws.edu Fax : 1--- Nancy Brown	N	0
53	WBIR employee	N	2
54	WBIR Employee Referral	N	9
55	WBIR intern	N	1
56	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Phone : Email : Fax : Manual posting Career Service	N	10
57	Women in Film and Video 1233 20th St. NW #401 Washington, District of Columbia Phone : Email : Fax : Manual posting Meghann Devine	N	0
58	Word of mouth	N	6
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>61</b>

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	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	4/5/2010	Establishment of an intern program designed to assist members of the community	WBIR is committed to the education of future journalists including reaching out to college students through an internship program. Twenty-eight students participated in the program during the past year. Internships were in the Information Center, Promotions and Sales departments. Students came from schools including The University of Tennessee, Pellissippi State University, and Middle Tennessee State University. Candidates are required to submit applications and go through a formal interview. The student earns academic credit for their participation in the program. Our program is disseminated in a variety of ways including our station website, community organizations, job fairs and college and university guidance offices.	28	Student Interns	1.00

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2	4/6/2010	Establishment of training programs for station personnel	<p>3/2010 Creative Services Dept. held 3 training sessions for its 5 employees for "Workamajig," a new project management system that allows them to manage all of the internal and client requests for creative services. This enables them to assign, re-assign and manage client and internal efforts as well as keep all related files/info in one centralized place allowing them to work smarter with assignments.</p> <p>3/2010 During a quarterly staff meeting attended by 45 employees, Promotions and Community Relations Director gave an overview of brainstorming including background, purpose and rules. This enables any staff to participate in brainstorming sessions to determine both internal and client needs.</p> <p>3/2010 One of our Multi-media Journalists attended the NPPA Workshop in Norman, OK, and as with every person who attends this workshop, he came back energized and full of new ideas.</p> <p>4/21/2010 Business Manager, Accounting Assistant and Sales Assistant completed WideOrbit Co-op Options course.</p> <p>3 News managers completed Dashboard training.</p> <p>Production Asst. is cross training to take over as Master Control Operator.</p> <p>8/2010 Weather reporter completed her certification through Mississippi State University and is now a certified "Meteorologist".</p>	60	Staff Throughout all Departments	1.00

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			<p>11/2010  Thirty of our employees attended a Law in Media seminar presented by local attorney Tom McAdams.</p> <p>1/2011  Multi-media Journalist is cross-training on our cameras, live trucks, iNews, Newsmaker and Media Manager.</p> <p>Promotions employees including Director and Producers are working to make sure that every team member is cross-trained in Photoshop, Wide Orbit, Newscutter and Final Cut in order to help in any of their department's functions if needed.</p>			

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3	4/6/2010	Provision of training to management	<p>3/2010 through 2/2011:  Broadcast Learning Community. All department heads participated in an online group learning experience. This included all top managers in Gannett Broadcasting taking the same five courses over the course of a year and sharing their learning as a group. Courses include: Applying Leadership Principles: Developing Critical Leadership Skills, Performance Management, Effective Management: Cultivating Great Teams, Harnessing Innovation within Teams: Being an Innovator, and Creating &amp; Maintaining Life Balance.</p> <p>April 6-8, 2010  Winning in Sales Meetings:</p> <p>Two Sales Managers participated in 2 ½ days of seminars intended to enhance their Training &amp; Development as Managers. This included sessions on Attracting &amp; Retaining Talent, Generating Ideas, Multi*Platform &amp; Digital Ideas, Brain*Board Solutions, Running Teams, Accountability and Training &amp; Development. The session on Attracting &amp; Retaining Talent included topics on: Sourcing Candidates, Recruiting Diverse Candidates, FCC Applicant Tracking Requirements, Legal Interview Questions, and Interviewing Tools.</p> <p>July 13-15, 2010: General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.</p>	8	Department Heads & Sales Managers	1.00

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4	4/9/2010	Participation in events or programs sponsored by educational institutions	<p>During the reporting period, speaking support regarding broadcast careers, meteorology and journalism was provided on a regular basis by the Information Center on air talent and staff to students at schools in our viewing area. Following are the dates, schools visited and number of students attending ((Group sizes are shown in ( ) below)):</p> <p>3/23/10 – Joppa Elementary (40);</p> <p>4/1/10- Lonsdale Elementary (30); 4/2 – Beaumont Elementary (60); 4/7 – Moreland Heights Elementary (30); 4/9 Rockford Elementary (45); 4/13 – Mercy Children’s Development Center (35); 4/14 – Moreland Heights Elementary (30); 4/15 – Lonsdale Elementary (30); 4/16 Knoxville Bar Assoc. Law Seminar (100); 4/20 – Willowbrook Elementary (50); 4/21 – Sterchi Elementary (40); Bell Morris Elementary (45); 4/27 – University of Tennessee Broadcast Class (100); 4/29 – Big Ridge Elementary (50); 4/30 – Adrian Burnett Elementary (60); Blue Grass Elementary (50)</p> <p>5/5/10 – Moreland Heights (30); 5/10 – Northview Middle School (125); 5/10 – Sevierville Elementary (200); 5/13 - Lonsdale Elementary (30); 5/18 – Powell Middle School (100); Knoxville Christian School (75); 5/19 St. John Neumann Elementary (60)</p> <p>9/9/10 – Freedom Christian Academy (100); 9/15 – Elysdale Elementary (60); Lonsdale Elementary School (30)</p> <p>10/13/10 – University of Tennessee College of Communications (200); 10/21 – Lonsdale Elementary (30); 10/29 Roane State Community College</p>	8	Information Center Staff	0.25

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			<p>Media Center (150)</p> <p>11/9 – Maryville College Broadcast Class (75); ITT Tech (60); 11/11 A.L. Lots Elementary (200); West View Elementary (60); 11/17 – Sequoyah Elementary (100); 11/18 – University of Tennessee Broadcast Class (100); Lonsdale Elementary (30)</p> <p>12/3 – Trinity Chapel Home School (30); 12/10 – Holston Middle School (60)</p> <p>1/6 – Lonsdale Elementary (30); 1/20 – Edgemont Elementary 60); 1/26 – Moreland Heights Elementary (30); 1/26 – University of Tennessee Medical Students and Journalists (75)</p> <p>2/2 – Fairview Elementary (90); Inskip Elementary (60); 2/17 – Lonsdale Elementary (30)</p> <p>3/2 – Fairview-Marguerite Elementary (60); Hillcrest Elementary (40); 3/4 - New Hope Christian School (50)</p>			

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5	4/12/2010	Participation in other activities designed by the station employment unit	<p>The WBIR Information Center Coordinator conducts station tours bi-weekly to inform the community of our operations and to offer the opportunity to learn more about the various roles and jobs in broadcasting.</p> <p>Groups ranged from school classes, including students from the University of Tennessee, to Cub Scout and other groups working on their Communication badges to senior adults.</p> <p>Group sizes are in (#) below:</p> <p>May 19 - Cub Scouts from Norris TN. (10-15) Working on Scout Communications Badge  May 26 - Tour-Schooled for Success students (8) from various Knox Co. Schools  June 1 - Cub Scouts, siblings and parents. Working on Scout Communications Badge.  June 3 - Camp Ridgedale-K-5th, (35)  June 7--Technology Academy of Excellence (25)  June 9--10 yrs. old student interested in meteorology. Gave tour and she talked to eteorologist about weather career.  June 15-- La Petite Academy, 1st-2nd grade (25) studying weather, also met with meteorologist.  June 17--La Petite Academy, 3rd-5th (26), -studying weather, also met with meteorologist.  June 22 - Blount Co Schools Summer Prog. (12) middle school children  June 24-- Blount Co Schools Summer Program (25) from Walland Elementary  June 30 - Leadership Academy—new Principals from Knox County schools  July 14-- Police Dept. Boot Camp for teens (at risk teens)  July 15-- Tour, Galilee Baptist, Golden Youth (Sr. citizen) around 15 total  July 20- New Life Camp Adventure, Age 5-10, (20) children from summer</p>	3	Information Center Staff	1.00

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			<p>program</p> <p>July 27- K-5th, My Village Child Care Center (20)</p> <p>July 29 - Girls Inc., from Oak Ridge (12)</p> <p>Sept. 15- Special ed students (12) --from Montvale elementary--Eating downstairs first, 3 in wheelchairs.</p> <p>Sept. 23- Home Schooled children (11)</p> <p>Sept. 28 - Hamblen Co. HS, Journalism class (25) students, Morristown Hamblen High School West, Instructional Technology Teacher, Newspaper/ Web Advisor</p> <p>Oct. 20 - Cub Scouts (17) working toward Communications Badge</p> <p>Oct. 21 - Loudon High students (20)- Graphic Arts Class</p> <p>Oct. 26 - Stone Memorial High School Multimedia Class (25)</p> <p>Nov. 9 - University of the Cumberlands (15) Journalism Students</p> <p>Nov. 10 - Tiger Cubs (20), working toward badge</p> <p>Nov. 18 - Waynette, Home school group, (9)</p> <p>Dec. 1- Tombras Agency Interns (10)</p> <p>Dec. 1 – University of Tennessee Journalism class, watch the 5 PM (8) students</p> <p>Dec. 2 - Anderson County Career &amp; Technical Center - high school media class (25) Clinton, TN</p> <p>Dec. 9 -Unik Academy 5th-6th students (9)</p> <p>Dec. 14 - Tiger Cubs (12)</p> <p>Dec. 15 -CAC Community Leadership, adults (25)</p> <p>Jan. 4 - Girl Scouts (8), meet with meteorologist and tour</p> <p>Jan. 17 -Cub Scout Troop (8) working toward Communications Badge</p> <p>Jan. 25- Cub Scouts (20) working toward communications badge</p> <p>Jan. 27 - 1st Grade, Tennessee School for the Deaf ( 17)</p> <p>Jan. 27- Cub Scouts (15), working on communications badge</p>			

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			<p>Feb. 1- All Saints Episcopal School 3rd Grade (10)</p> <p>Feb. 10—Cub Scouts (15), working on communications badge</p> <p>Feb. 15- Leadership Anderson County (25) adults</p> <p>Feb. 17- Cub Scouts (7), working on communications badge</p> <p>Feb. 21 -Tiger Cubs (9), working on Scout communications badge</p> <p>Feb. 22 - Cub Scouts (12) working toward Communications badge</p> <p>March 9 - Emory Valley Center, 12 special needs adults</p> <p>March 17- Girl Scouts, (10) girls are working on a media badge</p>			
6	4/16/2010	Hosting of Job Fair	<p>Community Relations Producer participated in Knox County Schooled for Success Career Fair. Knox County students were given the opportunity to explore future broadcast job options and ask questions about positions in broadcast TV. This career fair is for high school students and their parents and is designed to help students make decisions regarding high school and college career paths. Over 1400 participants attended.</p> <p>In concert with this job fair, WBIR hosted a two-day program in May designed to give eight 8th grade students a hands-on experience at the station. Students are selected by Knox Co. School System.</p>	7	Staff Throughout all Departments	1.00
7	4/16/2010	Participation in Job Fairs	<p>4/16/10 – Reporter participated in Catholic High School Career Day</p> <p>5/19/10 – Anchor/Reporter participated in the Oak Ridge High School Tennessee Career Days</p> <p>2/11/11 – Reporter participated in the Episcopal School of Knoxville Professionals Day</p>	3	Information Center Staff	0.25

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
8	5/19/2010	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2010. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1		1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>6.50</b>