

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2011 – March 22, 2012.

- 1) Employment Unit: Sarkes Tarzian, Inc. – Chattanooga, TN
- 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) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
(a) <u>Web Producer/Assignment Editor*</u>	<u>WRCBTV.com</u>
(b) <u>Web Producer/Assignment Editor*</u>	<u>Employee Recommendation Following Internal Posting</u>
(c) <u>Account Executive</u>	<u>Spots n Dots</u>
(d) <u>Multimedia Reporter*</u>	<u>Employee Recommendation Following Internal Posting</u>
(e) <u>Multimedia Reporter*</u>	<u>TVJobs.com</u>
(f) <u>Video Editor</u>	<u>TVJobs.com</u>
(g) <u>Photojournalist</u>	<u>TVjobs.com</u>
(h) <u>Photojournalist/Satellite Truck Operator</u>	<u>Internal Posting</u>
(i) <u>Reporter/Video Editor</u>	<u>WRCBTV.com</u>
(j) <u>Photojournalist/Satellite Truck Operator</u>	<u>TVJobs.com</u>

*** In each case, two employees were hired from one flight of recruitment announcements.**

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Two Hires from Same Pool of Interviewees

5) Job Title: (a) Web Producer/Assignment Editor **Referral Source(s) of Hiree:** WRCBTV.com

Job Title: (b) Web Producer/Assignment Editor **Referral Source(s) of Hiree:** Employee Recommendation

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
Internal Posting	2
WRCBTV.com	3
External Referral	1
Employee Recommendation Following Internal Posting	1

5) Job Title: (c) Account Executive **Referral Source(s) of Hiree:** Spots n Dots

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
Spots N Dots	1
Employee Recommendation	1
External Recommendation	1

Two Hires from Same Pool of Interviewees

5) Job Title: (d) Multimedia Reporter **Referral Source(s) of Hiree:** Employee Recommendation

Job Title: (e) Multimedia Reporter **Referral Source(s) of Hiree:** TVJobs.com

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
TV Jobs.com	4
Employee Recommendation	2
WRCBTV.com	1

5) Job Title: (f) Video Editor Referral Source(s) of Hiree: TVJobs.com

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
TV Jobs.com	1
Employee Recommendation	1
Chattanooga Times Free Press.com	1
WRCBTV.com	1

5) Job Title: (g) Photojournalist Referral Source(s) of Hiree: TVJobs.com

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
TVJobs.com	1
Southern Adventist	1
WRCBTV.com	1

5) Job Title: (h) Photojournalist/Satellite Truck Operator Referral Source(s) of Hiree: Internal Posting

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
Indeed.com	1
Internal Posting	1
Walk-In	1

5) Job Title: (i) Reporter/Video Editor Referral Source(s) of Hiree: WRCBTV.com

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
TVJobs.com	2
WRCBTV.com	2

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5) Job Title: (j) Photojournalist/Satellite Truck Operator Referral Source(s) of Hire: TVJobs.com

Name of Organization Notified of Job Vacancy	# of Interviewees Referred
See Attachment A for all organizations which were contacted and supporting information. Organizations which referred interviewees are listed below:	
TVJobs.com	2
Employee Recommendation	2
WRCBTV.com	1

6) **Total # of Interviewees Referred:** For the period from March 23, 2011 to March 22, 2012, this Employment Unit interviewed 36 interviewees for full-time job vacancies. This total includes employees of the Employment Unit who interviewed for vacancies that were eventually filled by an internal candidate. Any person interviewed for more than one position was only counted once in this total.

7) **Supplemental Recruitment Initiatives:** Station WRCB-TV has undertaken the following supplemental recruitment measures during the reporting period March 23, 2011 – March 22, 2012:

RECRUITMENT MEASURE	DESCRIBE INITIATIVE
<p>Initiative #1: <u>Tennessee Association of Broadcasters Career Fair</u></p>	<p>3/24/11, 4:00-7:00pm. The Nashville Airport Marriott. WRCB hosted a booth. Information was provided relating to career options and workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the "Jobs" page on WRCBTV.com for current openings. Applications were available for those interested. Participating personnel (who have substantial responsibility in making hiring decisions): President/General Manager and News Director.</p>
<p>Initiative #2: <u>Dalton State Fall 2011 Career Fair</u></p>	<p>11/2/11, 12:00pm-2:30pm. Pope Student Center at Dalton State College. WRCB hosted a booth. Information was provided relating to career options and workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the "Jobs" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): President/General Manager and General Sales Manager.</p>
<p>Initiative #3: <u>Event Sponsored By Educational Institutions Relating to Career Opportunities in Broadcasting: Tyner Academy</u></p>	<p>11/3/11, 11:45am-1:14pm. Career and Technology Presentation for high school students at Tyner Academy, Career and Technology Building. WRCB, along with business executives from Automotive, Media, Engineering, Health, HVAC and other businesses were present at this luncheon and tour. The event was held to showcase programs offered by Tyner to students as they prepare them for college and future employment. Participating personnel (who have substantial responsibility in making hiring decisions): Production Manager.</p>
<p>Initiative #4: <u>University of Tennessee at Chattanooga Career Day</u></p>	<p>2/8/12, 10:00am-2:00pm. Chattanooga and Tennessee Rooms on the campus of UTC. WRCB hosted a booth. Information was provided relating to career options and workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the "Jobs" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): President/General Manager and General Sales Manager.</p>
<p>Initiative #5: <u>Event Sponsored By Educational Institutions Relating to Career Opportunities in Broadcasting: Career Crunch</u></p>	<p>2/22/12 & 2/23/12, 9:00am-2:00pm. Tennessee National Guard Armory. Through a partnership with Chattanooga State Community College, Hamilton County Department of Education, Southern Adventist University and UTC, the Chattanooga Area Chamber of Commerce sponsors this two-day job fair. This event brings local professionals and students together to expose them to possible career options and helps them gain deeper insight into the relevance of their studies. Career Crunch differs from traditional job fairs by targeting 8th graders as they prepare to enter high school. WRCB hosted a booth. Participating personnel who have substantial responsibility in making hiring decisions: President/General Manager, General Sales Manager and Controller</p>

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7) Supplemental Recruitment Initiatives (*Cont'd*)

RECRUITMENT MEASURE	DESCRIBE INITIATIVE
<p>Initiative #6: <u>University of Tennessee at Knoxville Spring Job Fair</u></p>	<p>3/7/12, 2:00pm-6:00pm. Thompson-Boling Arena on the campus of UTK. WRCB hosted a booth. Information was provided relating to career options and workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the "Jobs" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): News Director.</p>
<p>Initiative #7: <u>Chattanooga State Community College Job Fair</u></p>	<p>3/15/12, 9:00am-1:00pm. Gymnasium on the campus of Chattanooga State WRCB hosted a booth. Information was provided relating to career options and workforce needs within WRCB, including job openings and job descriptions. Students were encouraged to frequently check the "Jobs" page on WRCBTV.com for current openings. Applications were available to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): President/General Manager, Information Systems Manager, Advertising/Promotion Manager and Chief Engineer.</p>
<p>Initiative #8: <u>WRCB-TV 3/Sarkes Tarzian, Inc. Scholarship at The University of Tennessee at Chattanooga (UTC)</u></p>	<p>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.</p>

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7) Supplemental Recruitment Initiatives (Cont'd)

RECRUITMENT MEASURE	DESCRIBE INITIATIVE
<p>Initiative #9: <u>WRCB-TV 3/NAACP Scholarship at The University of Tennessee at Chattanooga (UTC)</u></p>	<p>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 final recipients are chosen by the General Manager of WRCB, the President of the local chapter of the NAACP and a representative from UTC's School of Business Administration. Recipients are, whenever possible, invited to attend a luncheon where they are introduced to WRCB department heads and they are given a tour of WRCB's Studios. This scholarship program has been in existence since the mid-1980's. The availability of these scholarships is presently 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.</p>
<p>Initiative #10: <u>Job Banks and Internet Programs</u></p>	<p>WRCB posts all job openings which require external recruitment on the "Jobs/EEO" page of the WRCB website (www.wrcbtv.com). This page also notifies visitors of scholarships provided by WRCB through The University of Tennessee at Chattanooga. This page also 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 also posts all job openings which require external recruitment on the following job banks/websites: jobs.timesfreepress.com, tabtn.org, tvjobs.com, medialine.com, careerpage.org, conservativejobs.com, tvb.org (sales positions only), SpotsnDots.com (sales positions only), gnewell@602communications.com and tvspy.com (promotion positions only), sbe.org (engineering positions only), rickgevers.com (news directors positions only), craigslist.org, collectivetalent.com, and the following college websites: University of Tennessee at Chattanooga, Chattanooga State, Cleveland State, Dalton State, Chattanooga College, Southern Adventist University, ITT Technical Institute (Chattanooga TN and Knoxville TN, Middle Tennessee State, and University of Tennessee at Knoxville.</p>

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7) Supplemental Recruitment Initiatives (*Cont'd*)

RECRUITMENT MEASURE	DESCRIBE INITIATIVE
<p>Initiative #11: <u>Internship Program</u></p>	<p>WRCB offers internships in its News and Promotion 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. WRCB had three interns during this reporting period; they came from the University of Missouri, University of Tennessee at Chattanooga and Southern Adventist University. Station personnel oversee the interns, evaluating their performance and providing feedback.</p>

ATTACHMENT A

RECRUITMENT SOURCE LIST

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Chattanooga Human Services	Donna Stone	501 W. 12 th Street Chattanooga, TN 37402	423-757-5551	0	No
Northwest Georgia Career Center Georgia Department of Labor	Susan Smith	96 Stuart Rd, P. O. Box 5798 Ft. Oglethorpe, GA 30742	706-861-1990	0	No
Services For The Blind	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	Julia Cronin	615 McCallie Avenue Chattanooga, TN 37403	423-425-5360	0	Yes
WAJI/WLDE	Lee Tobin	347 W. Berry, Suite 600 Fort Wayne, IN 46802	260-423-3676	0	Yes
WTTS/WGCL	Geoff Vargo	400 One City Center, 4 th Floor Bloomington, IN 47404	812-332-3366	0	Yes
KTVN	Lawson Fox	P. O. Box 7220 Reno, NV 89510	775-858-2222	0	Yes
Fisk University	Career Planning & Placement	P. O. Box 7, 1000 17 th Ave N. Nashville, TN 37203	615-329-8500	0	No
University of TN @ Knoxville	Deanna Bonner	University of Tennessee Knoxville, TN 37996	865-974-1000	0	No
Morehouse College	Placement Center	830 Westview Drive, SW Atlanta, GA 30314	404-681-2800	0	No
Chattanooga State Community College, Career Services	Rosonia Burton or Sheila Thompson	4501 Amnicola Highway Chattanooga, TN 37406	423-697-2570	0	Yes
Chattanooga State Community College, WAWL-Prod Ofc	David McGlumphy	4501 Amnicola Highway Chattanooga, TN 37406	423-697-4470	0	Yes
Chattanooga State CC, Technology Vocational School	Glenda Goodwin Instructor	4501 Amnicola Highway Chattanooga, TN 37406	423-697-4451	0	Yes
Urban League of Chattanooga	Linda Franklin	P. O. Box 11106 Chattanooga, TN 37401	423-510-0500	0	No
Vocational Services Department Siskin Hospital	Darlene Jenkins	One Siskin Plaza Chattanooga, TN 30736	423-634-1635	0	Yes
NAACP	Valoria Armstrong	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
National Association of Broadcasters	Michelle Dukes	1771 N Street, NW Washington, DC 20036-2891	202-429-5300	0	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Birmingham Association of Black Journalists	Ronda Robinson	P. O. Box 185 Birmingham, AL 35201	205-583-8413	0	No
Central Florida Association of Black Journalists and Broadcasters	Chester Glover, Treasurer	P. O. Box 745 Orlando, FL 32802	800-804-8478	0	Yes
Nashville Association of Black Journalists	Lelan A. Statom	c/o NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219	615-248-5372	0	Yes
SC Coastal Association of Black Journalists	Linda Meggett	The Post and Courier, 134 Columbus Street Charleston, SC 29403	843-937-5900	0	No
Cleveland State Community College	Job Placement Ofc	P. O. Box 3570, 3535 Adkisson Drive Cleveland, TN 37320- 3570	423-478-6397	0	Yes
Society of Professional Journalists	Langela Walker	3909 N. Meridian Street Indianapolis, IN 46208-4045	317-927-8000	0	No
Chattanooga College	Angie Daly	3805 Brainerd Road Chattanooga, TN 37411	423-624-0077	0	Yes
Families First Career Development Center	George Clark Job Placement Ofc	6112 Shallowford Road Chattanooga, TN 37412	423-535-9142	0	Yes
Dalton State College	Linda Wheeler	213 N. College Avenue Dalton, GA 30701	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, Placement & Student Employment Center	Jean Dake Director	315 University Center, 615 McCallie Avenue, Chattanooga, TN 37403	423-425-4184	0	Yes
University of Tennessee at Knoxville, Career Services	Elizabeth Pallardy Consultant	915 Volunteer Blvd, 100 Dunford Hall, Knoxville, TN 37996	865-974-5435	0	Yes
Southern Adventist University, School of Journalism & Communication	Janita Herod	P. O. Box 370 Collegedale, TN 37315	423-236-2330	1	Yes
NewsDirections (Sales Only)	Tony Windsor	1521 Rocky Knoll Lane Dacula, GA 30019	770-569-2277	0	Yes
Tennessee Association of Broadcasters	Brenda Heidt	50 Music Square West, Suite 900 Nashville, TN 37203	615-321-1626	0	Yes

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
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	Natalie Bailey	10208 Technology Drive Knoxville, TN 37932	865-671-2800	0	Yes
ITT Technical Institute	Curtis Campbell	5600 Brainerd Road, Suite G-1 Chattanooga, TN 37411	423-510-6800	0	Yes
Television Week (formerly Electronic Media)	Classified Dept	6500 Wilshire Boulevard, Suite 2300 Los Angeles, CA 90048	323-370-2415	0	No
Broadcasting & Cable	Classified Dept Yuki Atsumi	360 Park Avenue S. New York, NY 10010	646-746-6949	0	No
WRCB-TV Website	Kittie Nelson or Karen Long	Home Internet Job Site (wrcbvtv.com)	423-267-5412	9	No
Chattanooga Times Free Press	Local Paper	400 East 11 th Street 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	10	No
Medialine	WRCB Posts Directly To Site	Internet Job Site (medialine.com)	800-237-8073	0	No
Graeme Newell's Ideanet Jobs/ 602 Communications	Graeme Newell	Internet Job Site (gnewell@602communications.com)	704-543-1426	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
National Alliance of State Broadcasters Associations	WRCB Posts Directly To Site	Internet Job Site (careerpage.org)	N/A	0	No
Television Bureau of Advertising	WRCB Posts Directly To Site	Internet Job Site (tvb.org)	212-486-1111	0	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Spots N Dots (Sales Only)	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	1	No
Chattanooga Advertising Federation		Internet Job Site (chattadfed.com)	423-843-3207	0	No
Society of Broadcast Engineers Website (Engineers Only)	WRCB Posts Directly To Site	sbe.org	N/A	0	No
In addition to those sources listed above, which were contacted by WRCB-TV, the following sources were specified by applicants as the source of their referral.					
Internal Posting	N/A	N/A	N/A	3	No
Employee Recommendation Following Internal Posting	N/A	N/A	N/A	6	No
External Referral	N/A	N/A	N/A	3	No
Indeed.com	N/A	N/A	N/A	1	No
Walk-In	N/A	N/A	N/A	1	No

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