

**EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period March 23, 2019 to March 22, 2020.**

**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: Pam Teague, VP/General Manager
	E-mail Address: pteague@wrcbtv.com

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

Job Title	Recruitment Source Referring Hiree
(a) Account Executive *	Recommendation of Current Employee
Account Executive *	Recommendation of Current Employee
(b) Multimedia Reporter **	Recommendation of Current Employee
Multimedia Reporter **	Recommendation of Current Employee
Multimedia Reporter **	Recommendation of Current Employee
(c) Anchor/Reporter	Recommendation of Current Employee
(d) Multimedia Producer	Linked In
(e) Photojournalist	WRCBTV.com
(f) Digital Producer/Assignment Editor	Recommendation of Current Employee
(g) Multimedia Reporter	Recommendation of Former Employee
(h) Account Executive	UTK Job Fair
(i) Multimedia Producer *	Recommendation of Current Employee
Multimedia Producer *	Recommendation of Current Employee
(j) Multimedia Reporter	Agent
(k) Photojournalist	Recommendation of Current Employee

**\* Two employees hired from one flight of recruitment announcements**

**\*\* Three employees 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:**

- \* **Two employees hired from one flight of recruitment announcements**
- \*\* **Three employees hired from one flight of recruitment announcements**

Job Title: (a) Account Executive\*

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	3	No

Job Title: (b) Multimedia Reporter\*\*

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	7	No
WRCBTV.com	Callie Starnes or Meagan Roberts	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	1	No

Job Title: (c) Anchor/Reporter

Referral Source(s) of Hiree: Recommendation of Current Employee

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	Callie Starnes or Meagan Roberts	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	4	No
Recommendation of Current Employee	N/A	N/A	N/A	2	No

Job Title: (d) Multimedia Producer

Referral Source(s) of Hiree: 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)
Linked In	WRCB Posts Directly To Site	Internet Job Site (linkedin.com)	N/A	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No

Job Title: (e) Photojournalist

Referral Source(s) of Hiree: 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	Callie Starnes or Meagan Roberts	Home Internet Job Site (wrcbtv.com)	423-267-5412	3	No

Job Title: (f) Digital Producer/Assignment Editor

Referral Source(s) of Hiree: Recommendation of Current Employee

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	Callie Starnes or Meagan Roberts	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
Recommendation of Current Employee	N/A	N/A	N/A	3	No

Job Title: (g) Multimedia Reporter

Referral Source(s) of Hiree: Recommendation of Former Employee

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	Callie Starnes or Meagan Roberts	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
Recommendation of Former Employee	N/A	N/A	N/A	1	No
TVJobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	3	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No

**\* Two employees hired from one flight of recruitment announcements**

Job Title: (h) Account Executive

Referral Source(s) of Hiree: UTK Job Fair

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
University of TN at Knoxville Job Fair	N/A	N/A	N/A	1	No
Linked In	WRCB Posts Directly To Site	Internet Job Site (linkedin.com)	N/A	1	No
Spots N Dots	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	1	No

Job Title: (i) Multimedia Producer\*

Referral Source(s) of Hiree: Recommendation of Current Employee

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	Callie Starnes or Meagan Roberts	Home Internet Job Site (wrcbtv.com)	423-267-5412	1	No
Recommendation of Current Employee	N/A	N/A	N/A	3	No

Job Title: (j) Multimedia Reporter

Referral Source(s) of Hiree: Agent

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Agent	N/A	N/A	N/A	1	No
Recommendation of Former Employee	N/A	N/A	N/A	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No

Job Title: (k) Photojournalist

Referral Source(s) of Hiree: Recommendation of Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Recommendation of Current Employee	N/A	N/A	N/A	1	No
Internal Posting	Callie Starnes	900 Whitehall Road Chattanooga, TN 37405	423-267-5412	1	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2019 to March 22, 2020, this Employment Unit interviewed forty eight (48) 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, 2019 – March 22, 2020:

**(a) Initiative: Cleveland State Community College Career/Job Fair**

March 27, 2019, 9:30am-12:30pm, The Student Center on the Cleveland State campus. 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 Promotion/Advertising Manager.

**(b) Initiative: Visit by Bryan College Students**

March 29, 2019, 10:00am-12:00pm. WRCB hosted a group of students at the WRCB Studio. Information relating to career options, workforce needs within WRCB were discussed which included an overview of television operations by the News Director, a tour of the building, and an observation of a live broadcast of the “3 Plus You” Show. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB’s News Director, Production Manager -- as well as numerous Anchors, Meteorologists, Producers and Production Staff.

**(c) Initiative: 2019 College and Career Fair**

September 5, 2019 and September 6, 2019, 9:00am-3:00pm, Chattanooga State Community College campus. The Chattanooga Area Chamber of Commerce and Chattanooga State Community College partnered with Lookout Counseling Association 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 Controller and General Sales Manager.

**(d) Initiative: University of Tennessee at Knoxville Communication and Information Job and Internship Fair**

October 9, 2019, 2:00-5:00pm, the Student Union Ballroom 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.

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

October 10, 2019, 12:00-2:00pm, ILES Gymnasium on the Southern Adventist University 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 Controller.

**(f) Initiative: University of Tennessee at Chattanooga Job and Internship Fair**

February 6, 2020, 12:00-2:00pm, The Tennessee Room at the University Center on UTC's 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. 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 General Sales Manager.

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

February 27, 2020, 12:00-2:00pm, ILES Gymnasium on the Southern Adventist University 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 Controller.

(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](http://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), LinkedIn.com, 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, Southern Adventist University, Middle Tennessee State, and University of Tennessee at Knoxville.

**(k) Initiative: Internship Programs**

WRCB offered paid internships in its News and Sales 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 and universities. During this reporting period, WRCB had six interns – four from the University of Tennessee at Chattanooga, one from Southern Adventist University, and one from Middle Tennessee State University. 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	Dr. David Banks	501 W. 12 <sup>th</sup> 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. Brad Holtz	400 One City Center, 4 <sup>th</sup> 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 <sup>th</sup> Avenue N. Nashville, TN 37208	615-329-8894	0	No
University of TN @ Knoxville	Career Services ATTN: Mary Beth Woodard	University of Tennessee 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@chattanoogastate.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 McGlumph,Mgr	4501 Amnicola Highway Chattanooga, TN 37406	423-697-4470	0	Yes
Dalton State College	Stephani Womack	650 College Drive Dalton, GA 30720	706-272-4429	0	Yes
Chattanooga College	Angie Williams	5600 Brainerd Road #E3 Chattanooga, TN 37411	423-305-7781	0	Yes
Drum Service, Inc.	Connie Smith	P. O. Box 2157 Chattanooga, TN 37404	423-867-2975	0	Yes
Tennessee Career Center @ Chattanooga/Dept of Labor-WFD	Andrea Witt	1105 E. 10 <sup>th</sup> 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	Arlene Leavitt	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	10	No
Chattanooga Times Free Press	Local Paper	400 East 11 <sup>th</sup> 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	8	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)
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
Linked In	WRCB Posts Directly To Site	Internet Job Site (linkedin.com)	844-587-5735	2	No
Spots N Dots (Sales Only)	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	1	No
<b>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.</b>					
Agent	N/A	N/A	N/A	1	No
University of TN @ Knoxville JOB FAIR	Career Services ATTN: Mary Beth Woodard	University of Tennessee Knoxville, TN 37996	865-974-5435	1	No
Recommendation of Current Employee	N/A	N/A	N/A	22	No
Recommendation of Former Employee	N/A	N/A	N/A	2	No
Internal Posting	N/A	900 Whitehall Road Chattanooga, TN 37405	423-267-5412	1	No