## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period <u>March 23, 2020 to March 22, 2021</u>.

#### 1) Employment Unit: <u>WRCB-TV</u>

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

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

Mailing Address:	Telephone Number: 423-267-5412
WRCB-TV 900 Whitehall Road Chattanooga, TN 37405	Contact Person/Title: Pam Teague, President/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) Multimedia Reporter ★	TVJobs.com
Multimedia Reporter *	Recommendation of Current Employee
(b) Multimedia Producer *	UTC
Multimedia Producer *	WRCBTV.com
(c) Account Executive	Linked In
(d) Master Control Operator	Chattanooga Times Free Press
(e) Photojournalist	UTC
(f) Sales Coordinator	Linked In
(g) Multimedia Reporter	Recommendation of Current Employee
(h) Multimedia Producer	WRCBTV.com
(i) Master Control Operator	Recommendation of Current Employee
(j) Digital Operations Specialist	Indeed.com

## **\*** Two 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

#### Job Title: (a) <u>Multimedia Reporter</u>\* Multimedia Reporter\*

Referral Source(s) of Hiree: <u>TVJobs.com</u> Referral Source(s) of Hiree: <u>Recommendation of Current Employee</u>

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 Post Directly To Site	Internet Job Site	877-988-9808	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No

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

#### Job Title: (b) <u>Multimedia Producer</u>\* <u>Multimedia Producer</u>\*

#### Referral Source(s) of Hiree: <u>UTC</u> Referral Source(s) of Hiree: <u>WRCBTV.com</u>

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	423-267-5412	3	No
University of Tennessee at Chattanooga	Lyndsey Johnson	University Job Site (career.utc.edu/handshake)	423-425-4184	1	No

Job Title: (c) <u>Account Executive</u>

#### 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)
LinkedIn.com	N/A	Internet Job Site	844-587-5735	4	No

#### Job Title: (d) <u>Master Control Operator</u>

## Referral Source(s) of Hiree: Chattanooga Times Free Press

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn.com	WRCB Post Directly To Site	Internet Job Site	844-587-5735	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No
WRCBTV.com	Callie Starnes or Meagan Roberts	Home Internet Job Site	423-267-5412	1	No
Indeed.com	WRCB Post Directly To Site	Internet Job Site	N/A	1	No
Chattanooga Times Free Press	Classified Ad Dept	400 E. 11 <sup>th</sup> Street Chattanooga, TN 37403	423-757-6262	1	No

#### Job Title: (e) Photojournalist

## Referral Source(s) of Hiree: <u>UTC</u>

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	423-267-5412	2	No
University of Tennessee at Chattanooga	Lyndsey Johnson	University Job Site (career.utc.edu/handshake)	423-425-4184	1	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No
Internal Posting	N/A	N/A	N/A	1	No
Chattanooga Times Free Press	Classified Ad Dept	400 E. 11 <sup>th</sup> Street Chattanooga, TN 37403	423-757-6262	1	No

## Job Title: (f) <u>Sales Coordinator</u>

## Referral Source(s) of Hiree: Linked In.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn.com	WRCB Post Directly To Site	Internet Job Site	844-587-5735	6	No

## Job Title: (g) <u>Multimedia Reporter</u>

Referral Source(s) of Hiree: <u>Recommendation of Current Employee</u>

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	2	No

#### Job Title: (h) Multimedia Producer

#### 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	423-267-5412	2	No
Recommendation of Current Employee	N/A	N/A	N/A	1	No

#### Job Title: (i) <u>Master Control Operator</u>

## 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

## Job Title: (j) Digital Operations Specialist

Referral Source(s) of Hiree: 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)
Indeed.com	WRCB Post Directly To Site	Internet Job Site	N/A	3	No

6) Total # of Interviewees Referred: For the period from March 23, 2020 to March 22, 2021, this Employment Unit interviewed thirty-six (36) interviewees for full-time job vacancies.

#### 7) Supplemental Recruitment Initiatives

The pandemic has changed how we work, learn and interact as social distancing guidelines have led to a more virtual existence, both personally and professionally.

Station WRCB-TV has undertaken the following supplemental recruitment measures during the reporting period of March 23, 2020 – March 22, 2021:

#### (a) Initiative: Chattanooga State Virtual Career Fair 2020

June 23, 2020, 9:00am-4:00pm, Online via chat setting. WRCB took part in this virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

#### (b) Initiative: <u>Tennessee Association of Broadcasters Virtual Job Fair</u>

September 14-18, 2020, 9:00am-5:00pm, Online via chat setting. WRCB took part in this week long virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

#### (c) Initiative: <u>University of Tennessee at Knoxville Communications Practicum,</u> Internship and Virtual Job Fair

October 14, 2020, 10:00am-3:00pm, Online via Handshake. WRCB took part in this virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

## (d) Initiative: Southern Adventist University Meet the Firms Virtual Career Fair

November 19, 2020, 12:00pm-5:00pm, Online via Handshake. WRCB took part in this virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

#### (e) Initiative: <u>Tennessee Association of Broadcasters Virtual Job Fair</u>

December 7-11, 2020, 9:00am-5:00pm, Online via chat setting. WRCB took part in this week long virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

#### (f) Initiative: Southern Adventist University Meet the Firms Virtual Career Fair

March 4, 2021, 12:00pm-5:00pm, Online via Handshake. WRCB took part in this virtual event. Information relating to career options, workforce needs within WRCB was available, 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 online, as well, to those interested. Participating personnel (who have substantial responsibility in making hiring decisions): WRCB's Controller.

#### (g) Initiative: <u>WRCB-TV/Sarkes Tarzian, Inc. Scholarship at The University of</u> <u>Tennessee at Chattanooga (UTC)</u>

WRCB provides two \$1,000 Scholarships per academic year to students in UTC's Communication Department. During this reporting period, we did not provide Scholarships due to the COVID-19 pandemic. We will resume the scholarships in 2021 and make up for the unspent funds in 2020.

#### (h) Initiative: <u>WRCB-TV/NAACP Scholarship at The University of Tennessee at</u> <u>Chattanooga (UTC)</u>

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). During this reporting period, we did not provide Scholarships due to the COVID-19 pandemic. We will resume the scholarships in 2021 and make up for the unspent funds in 2020.

## (i) 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, medialinetalent.com, careerpage.org, conservativejobs.com, tvb.org (sales positions only), SpotsnDots.com (sales positions only), LinkedIn.com, tvspy.com (promotion 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.

## (j) Initiative: Internship Programs

WRCB offered 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. Due to the COVID-19 pandemic, WRCB had only three interns during this reporting period – one from Indiana University, one from University of Tennessee at Chattanooga and one from Southern Adventist 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 Lyndsey Johnson	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. Andrew Perini	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 bridget.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	Ms. Ann Pierre	P. O. Box 3226 Chattanooga, TN 37404	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

## 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)
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
Dalton State College	Stephani Womack	650 College Drive Dalton, GA 30720	706-272-4429	0	Yes
Chattanooga College	Angie Williams	5600 Brainerd Road, Suite B38 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	Dr. John Zibluk	311 University Center Chattanooga, TN 37403	423-425-4184	2	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	8	No
Chattanooga Times Free Press	Local Paper	400 East 11 <sup>th</sup> St, P. O. Box 1447 Chattanooga, TN 37403	423-756-6900	2	No
TV Jobs.com	WRCB Posts Directly To Site	Internet Job Site (tvjobs.com)	877-988-9808	1	No

## 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)
Medialine	WRCB Posts Directly To Site	Internet Job Site (medialinetalent.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	11	No
Indeed	WRCB Posts Directly To Site	Internet Job Site (indeed.com)	N/A	4	No
Spots N Dots (Sales Only)	Ad Department	Internet Sales Newsletter (spotsndots.com)	888-884-2630	0	No
the		es listed above which were contact identified by applicants as the sour			I
Agent	N/A	N/A	N/A	0	No
Recommendation of Current Employee	N/A	N/A	N/A	7	No
Past Applicant	N/A	N/A	N/A	0	No
Internal Posting	N/A	900 Whitehall Road Chattanooga, TN 37405	423-267-5412	1	No