

EEO Public File Report

Station: WDEF-TV within the Morris Multimedia Group

Renewal Filing Deadline: 4/1/13

Anniversary of Renewal Application Filing Deadline: 4/1/11

Year: 4/1/10 - 3/31/11

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Number Hired	Recruitment Source for Hire
1	Digital Account Manager	5/15/2010	6/2/2010	Recruitment Source List (see attached)	1	Personal Reference
2	Account Executive	10/22/2010	11/17/2010	Recruitment Source List (see attached)	1	Walk-In
3	Weekend Anchor Reporter	8/10/2010	12/15/2010	Recruitment Source List (see attached)	1	Within the Morris Broadcast Group

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WDEF-TV within the Morris Multimedia Group

Year: 4/1/10 - 3/31/11

Total No. of Persons
Interviewed for full-time
vacancies

17

Recruitment Source Information					
Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N
Good Neighbors	735 E. 10th St., Chatt., TN 37403	Edward Fletcher	423-266-1772		N
Urban League	P.O. Box 11106, Chattanooga, TN 37401	Julie Andrews	423-756-1762		N
TN Human Rights Comm:	540 McCallie Ave., Chatt., TN 37402	N/A	N/A		N
TN Career Center	1105 E. 10th Street, Chattanooga, Tn	Andrea Witt	423-894-5354		N
GA Dept. of Labor	#1 Sousa & Williams St., Rossville, GA 30741	Al Abernathy	706-861-1990		N
Chatt. EEOC Office	City Hall Annex E. 11th St., Chatt., TN 37402	Wade Hinton	423-209-6144		N
Chatt. St. Tech. Comm. Coll.	4501 Amnicola Hwy., Chatt., TN 37406	Fredia Jennings	423-697-4400		N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184		N
NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Lee University	1120 N. Ocoee St., Cleveland, TN 37311	Dr. Debbie White	423-614-8162		N
Middle. TN St. Univ.	www.mtsu.com	Martha Turner	615-898-2500		N
Southern. Adventist Univ.	P.O. Box 370, Collegedale, TN 37315	Jeremy Moore	423-238-3159		N
Cleveland St. Comm. Coll.	www.collegecentral.com/clevelandstatecc	Job Placement	423-478-6221		Y
Morris College	100 W. College St., Sumter, SC 29150-3599	Margaret Bailey	803-775-9371		N
Tuskegee University	Carnegie Hall, 3rd Fl., Tuskegee, AL 36088	Sarah Stringer	334-727-8294		N
LeMoyne-Owen College	807 Walker Ave., Memphis, TN 38126	Michael Washington	901-942-7360		N
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Shaw University	118 E. S. St., Raleigh, NC 27601	Paul Vandergrift, III	919-546-8280		N
Bethune-Cookman College	640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114-3099	Claudine McKee	904-252-8667		N
Community Services	101 E. 11th Street, Chattanooga, Tn	Rayburn Traughber			
St. Paul's College	115 College Dr., Lawrenceville, VA 23868-9988	Tammy Jolley	804-848-4917		N
Paine College	1235 15th St., Augusta, GA 30901	Willie Mae Allen	706-821-8230		N
Clark Atlanta University	James P. Brawley Dr. @ Fair St. Atlanta, GA 30314	Diedre McDonald	404-880-8500		N
Johnson C. Smith Univ.	100 Beatties Ford Rd., Charlotte, NC 28216	Barbara Wilks	706-378-1007		N
Chatt. Times Free Press *	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208		N
Dalton State College	www.myinterface.com/daltonstate	ACE Center	706-272-4429		N
TV Jobs *	www.tvjobs.com	Mark Holloway	760-754-8177	6	N
WDEF Web Page	www.wdef.com	Lisa Murphy	423-785-1201	1	N

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Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
In - House Interview				3	N
Walk Ins	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	2	N
Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	5	N
Temporary Employee	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201		N

Total

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* All sources were used for all job postings with the exception of Chattanooga Times Free Press and TVJobs.com. We did not use Chattanooga Times Free Press for the Weekends Anchor Reporter position but instead, used TVJobs.com. For the Digital Account Manager and Account Executives positions, we used Chattanooga Times Free Press and did not use TVJobs.com. All other sources are notified for every job position without exception.

Supplemental Outreach Initiatives

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Year: 4/1/10 - 3/31/11

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks	Job postings of all open positions for employment on WDEF-TV, NAB, TAB, TVjobs.com, MTSU, Cleveland State, CCSTS and Dalton State websites	On-going	Lisa Murphy, Human Resources Coordinator	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting applicants. Any recruitment efforts by station personnel (i.e. job/career fairs) direct the public to apply in person or online at www.wdef.com
2)	Intern Program	Expose eligible college students to a broadcasting environment	On-going	Dutch Terry, News Director, Patrick Core, Chief Meteorologist, Amy Katcher-Dunn, Weekend Meteorologist/Reporter, Renee LaSalle, Anchor/Reporter, Bill Mitchell, Anchor Reporter, Kristen Johnson, Anchor/Reporter, Web Wright, Photographer, Joe Legge, Anchor/Reporter, Mandy Odom, Reporter, Chris Hull, Production Manager, Mark Gill, Production Tech, David Roe, Production Tech and James Elrod, Graphics Operator	Host interns from area colleges who are majoring in communications and can earn college course credit hours. WDEF had 2 interns in News in June and July of 2010. They learned news gathering, editing, location shoots, copywriting and also coached on resume writing as well as interview style. Our intern from University of South Alabama worked specifically in the Weather Department. The Production Department hosted an intern from Chattanooga State Technical College from May 5, 2010 thru mid July. The student was trained to operate studio cameras, to floor direct, audio and to build graphics for live Noon newscasts.

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3)	Job Shadow Program	Expose eligible high school and college students to a broadcasting environment	On-going	Dutch Terry, News Director, Renee LaSalle, Anchor/Reporter	WDEF was asked to host a student from Red Bank School in our job shadow program. A student from the University of Tennessee in Chattanooga Job Shadowed in the News department and learned news gathering, location shoots, copywriting, package writing, editing and highlights.
4)	Training Programs	Training employees to expand working knowledge and enhance skills	On-going	Phil Cox, VP/GM, Chris Hull, Production Manager, Mike Newberry, Business Manager; Rick McClain, Chief Engineer, Todd Buccelli, Marketing Director; staff members in all departments	Employees are trained and cross trained to gain skills that will enable them to obtain internal promotions or transfers to larger markets. General station training includes new employee orientation, safety training, anti-harassment seminars, etc. Ongoing Production training and cross training on teleprompter, camera, graphics and audio equipment including enhancement techniques. New skill acquisition in Productions focuses mostly on the implementation of techniques required to use and convert HD and SD video files and graphics. Business Office cross trains all Financial aspects and Accounting. Receptionist is trained on Accounts Payable. Support staff and Marketing are trained to cover Receptionist position when out. Marketing staff train and cross train on hardware/software related to internet and on air promotion of station products. Engineering management attends numerous presentations and workshops and then shares information with maintenance staff. Master Control procedures are updated and operators are trained and cross trained on an ongoing basis.

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4a)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going	Dutch Terry, News Director, Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager.	The News department continually trains employees to improve skills at their current job and to advance their skills into other areas. Our chief photographer and veteran photographers daily review in-house stories and those done by our competition to review photography and editing skills. The News Director and Senior Producer hold writing sessions with reporters, one person bands, anchors and producers at least once per quarter and in most cases, on a daily basis. Sales management and account executives receive Quantum Sales Series training, a video sales training course with 23 modules designed for education on Media advertising sales. Sales also meets weekly to cover business and selling techniques. Most of the weekly meetings have training components such as; negotiation strategies, ratings data use, closing techniques, addressing client objections, presentation methods, Internet applications, order entry procedures, competitive information, etc. All staff are encouraged to attend job related seminars for personal skills improvement.
5)	Career Fair	Dalton University in Dalton, GA Career Fair	October 6, 2010	Lisa Murphy, Human Resources Coordinator	WDEF News 12 Human Resources set-up a booth with signage and hand outs. Information on broadcasting positions at WDEF-TV were handed out to students. Spoke to 50 - 75 students about employment in the broadcast industry, received applications and resumes from students and also directed them to job opportunities on WDEF.com.
6)	Career Fair	Southern Adventist University Ooltewah, TN Career Fair "Meet The Firms"	October 7, 2010	Dutch Terry, News Director and Todd Buccelli, Marketing Director	WDEF News 12 had a booth set up with signage and handouts. We accepted resume's and applications and directed participants to WDEF.com for employment opportunities. Spoke with several students regarding internship opportunities.

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7)	Career Fair	University of TN at Chattanooga Career Day	February 9, 2011	Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager, Dutch Terry, News Director and Todd Buccelli, Marketing Manager	WDEF News 12 participated in the UTC Career Fair with an on-site staffed information booth. Information provided allows students to discuss job opportunities, investigate internship requirements, interact with Sales, Marketing, News and Internet staff directors and submit prepared resumes. This service is made available for all students attending and who are in search of information related to areas of study, especially broadcasting, as they pursue future employment options.
8)	Career Fair	Dalton University in Dalton, GA Career Fair	February 16, 2011	Mike Newberry, Business Manager	WDEF News 12 Business Manager set up a booth with signage and hand outs including Taste of Home fliers and information on broadcasting positions at WDEF-TV. Spoke to 12 students about employment in the broadcast industry and job openings available at WDEF. Received applications from students interested in pursuing careers in broadcasting. Directed students to job opportunities on WDEF.com and discussed with students careers in communications, marketing, journalism and broadcasting. Also, encouraged students to seek internships and made them aware of those requirements at WDEF-TV.
9)	Career Fair	Southern Adventist University Ooltewah, TN Career Fair "Meet The Firms"	February 17, 2011	Dutch Terry, News Director and Todd Buccelli, Marketing Director	Met with students seeking employment and information about future employment opportunities at WDEF News 12 and in the Broadcast Industry. Met directly with students one on one and entertained questions about broadcasting. Accepted resumes on site for future consideration. Also supplied current job descriptions and information on potential internship opportunities.

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10)	Career Fair	Chattanooga State Technical Community College Job & Career Fair, Chattanooga, TN	March 16, 2011	Dutch Terry, News Director, Rick McClain, Chief Engineer	WDEF News 12 had a booth set up with signage and handouts. Managers handed out information on broadcast positions at WDEF-TV. Our staff answered questions for many students who were interested in administrative and clerical opportunities as well as production and news departments. Students were directed to WDEF.com and also signed our tracking sheet for of attending students. WDEF representatives spoke with around 40 students.
11)	Career Fair	University of Georgia Career Fair at Athens, Georgia	March 23, 2011	Elizabeth Gant, Business Manager for WMGT-TV, another Morris Multimedia Group station	Elizabeth Gant, WMGT-TV Business Manager attended the University of Georgia Career Fair / Job Fair. She included our current openings on her job board. Approximately 300+ students attended and 50 media groups.
12)	Career Fair	Tennessee Association of Broadcasters Career Fair Murfreesboro, Ten	March 24, 2011	Chris Hull, Production Manager	WDEF News 12 had a booth set up with signage and handouts. Chris Hull, Production Manager, handed out information on broadcast positions at WDEF-TV. He spoke to over 25 experienced broadcasters and students about employment and the broadcast industry. He accepted resume's and applications and directed participants to WDEF.com for employment opportunities. There were 100-150 estimated participants at this event sponsored by the TAB and Tennessee TV stations.