

EEO Public File Report

Station: WDEF-TV

Renewal Filing Deadline: 4/1/13

Anniversary of Renewal Application Filing Deadline: 4/1/09

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	Photographer	2/26/2008	7/29/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
2	Photographer	2/26/2008	7/30/2008	Recruitment Source List (see attached)	1	Personal Reference
3	Account Executive	5/2/2008	5/14/2008	Recruitment Source List (see attached)	1	Personal Reference
4	Producer - AM	6/2/2008	6/16/2008	Recruitment Source List (see attached)	1	TVJobs.com
5	National Sales Assistant	4/25/2008	5/19/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
6	National Sales Assistant	4/25/2008	5/27/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
7	National Sales Assistant	4/25/2008	8/7/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
8	National Sales Assistant	4/25/2008	11/17/2008	Recruitment Source List (see attached)	1	Personal Reference
9	Digital Account Manager	10/29/2008	1/17/2009	Recruitment Source List (see attached)	1	WDEF.Com
10	Account Executive	9/30/2008	10/20/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
11	Account Executive	9/30/2008	10/24/2008	Recruitment Source List (see attached)	1	Chattanooga TFP
12	Account Executive	9/30/2008	2/11/2009	Recruitment Source List (see attached)	1	Chattanooga TFP
13	Director Trainee	9/23/2008	10/21/2008	Recruitment Source List (see attached)	1	Internal Promotion

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WDEF-TV
 Year: 4/1/08 - 3/31/09

Total No. of Persons
 Interviewed for full-time
 vacancies 41

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	Eddie Holmes	423-510-8072		N
Good Neighbors	735 E. 10th St., Chatt., TN 37403	Dr. William Whiteside	423-266-1772		N
Urban League	P.O. Box 11106, Chattanooga, TN 37401	Linda Franklin	423-756-1762		N
Community Services	101 E. 11th St., Ste 111, Chatt. TN	Rayburn Traughber	423-209-6006		N
TN Human Rights Comm.	540 McCallie Ave., Chatt., TN 37402	N/A	N/A		N
TN Dept. of Employment	P.O. Box 11088, Chatt., TN 37401	Ms. Jean Sharp	423-634-3046		N
GA Dept. of Labor	#1 Sousa & Williams St., Rossville, GA 30741	Dot Hale	706-861-1990		N
Chatt. EEOC Office	City Hall Annex E. 11th St., Chatt., TN 37402	Moses Freeman	423-757-5277		N
Chatt. St. Tech. Comm. Coll.	4501 Amnicola Hwy., Chatt., TN 37406	Debbie Adams	423-697-4400		N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184	1	N
NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Sheryl Bruce	706-764-3550		N
Middle. TN St. Univ.	<u>Career@MTSU.edu</u>	Martha Turner	615-898-2500		N
Sthm. Adventist Univ.	P.O. Box 370, Collegedale, TN 37315	Stephen Ruf	423-238-3159		N
Cleveland St. Comm. Coll.	3535 Adkisson Dr., Cleveland, TN	April Itson	423-478-6221	1	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
St. Paul's College	115 College Dr., Lawrenceville, VA 23868-9988	Frank Hendrick	804-848-4917		N
Paine College	1235 15th St., Augusta, GA 30901	Anthony Holland	706-821-8230		N
Clark Atlanta University	James P. Brawley Dr. @ Fair St. Atlanta, GA 30314	Betty McNair	404-880-8500		N
Johnson C. Smith Univ.	100 Beatties Ford Rd., Charlotte, NC 28216	Peggy Duncan	706-378-1007		N

Chatt. Times Free Press	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208	16	N
Chattanooga Courier	P.O. Box 4505, Chatt., TN 37405	John Edwards	423-267-2313		N
NAB Jobline	www.nab.org/bcc	Alex Hitz-Sanchez	202-429-5359		N
TAB Jobline	www.tabtn.org	Jill Green	800-645-8552	1	N
Dalton State College	213 N. College Dr., Dalton, GA 30720	ACE Center	706-272-4429		N
TV Jobs	www.tvjobs.com	Mark Holloway	760-754-8177	2	N
WDEF Web Page	www.wdef.com	Kimberley Ewbank	423-785-1201	2	N
Media Line	www.medialine.com		831-648-5200		N
MegaNet Job Bank	www.themeganet.com				N
Lee University	1120 N. Ocoee St., Cleveland, TN 37311	Craig Sarine	423-614-8162		N
Talent Dynamics	8828 Stemmons Frwy., Ste. 510, Dallas, TX	Sandra Connell	214-630-9590		N
Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Kimberley Ewbank	423-785-1201	3	N
Temporary Employee	WDEF TV, 3300 Broad St., Chatt., TN 37408	Kimberley Ewbank	423-785-1201		N
Total				26	

Recruitment Source Information - Supplemental Sources

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Personal Reference				15	
			Total:	15	

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WDEF-TV
 Year: 4/1/08 - 3/31/09

	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 and TAB TVjobs.com 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 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, Producer, Larry Mack, Assignment Editor, D'Wauna Young, Chris Hull, Production Manager, Production Techs., Mark Gill, David Roe, Graphics Operator, James Elrod	Host interns from area colleges who are majoring in communications and can earn college course credit hours. WDEF had an intern in News from February 2009 ongoing thru May of 2009. They learned news gathering, editing, location shoots, copywriting and also coached on resume writing as well as interview style. Also, in Production, we hosted an intern from August 2008 - October 2008. He learned camera operation, audio, floor direction and graphics for live newscasts. The production intern was hired in as a part time Production Tech at the end of his internship.
3)	Job Shadow Program	Expose eligible high school and college students to a broadcasting environment	On-going	Patrick Core, Chief Meteorologist	WDEF was asked to host a student for Northwestern Community College in our job shadow program. This student followed WDEF News 12 Chief Meteorologist Patrick Core through his daily duties of forecasting for TV, Web and Radio June-August 2008. We also Job Shadowed in Weather for 1 day with a Dade County High School Student who learned the basics on TV Weathercasting to fulfill a class assignment.

4)	Training Programs	Training employees to do jobs other than what they were hired for.	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 including techniques. Accounting Department cross training on all aspects of accounting. Marketing staff train and cross train on hardware/software related to internet and on air promotion of station products.
4a)	Training Programs	Training employees to do jobs other than what they were hired for.	On-going	Dutch Terry, News Director, Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager.	WDEF's Chief photographer holds quarterly training sessions with younger photographers. News Director and Executive Producer hold writing sessions with reporters, OPB's, anchors and producers. Update training on digital microwave truck usage. TAB sponsored seminar in Nashville for News staff. Sales management and account executives receive Quantum Sales Series video for education on the advertising industry and our major client groups. Sales also meets weekly to cover general business, negotiation strategies, ratings data use, client objectives, presentation methods and sales techniques. Ongoing OSI Traffic and Matrix system training for Sales, traffic & accounting. A special half day training and refresher session on ratings/audience data for sales staff was conducted in January by Christina Hurley of Nielsen Company, Atlanta, Ga. Day long internet sales training in March led by Jeff Kenzzinger, ISD, of WWAY. Engineering management attends numerous presentations and workshops and then trains staff on new procedures for highly technical equipment and news personnel on live trucks.

5)	Career Fair	Middle TN State University Career Fair, Murfreesboro, TN	October 1, 2008	Chris Hull, Production Manager	The hiring manager from Production was available to educate students on various job opportunities available at WDEF as well as intern opportunities. One page job description summaries as well as employment applications were made available to students. Students were educated on career paths and learning opportunities available to them in television broadcasting. The Production Manager interviewed students interested in Production as well as other broadcast careers. Resume's were accepted as well.
6)	Career Fair	Southern Adventist University Ooltewah, TN Career Fair "Meet The Firms"	October 2, 2008	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 potential internship information.
7)	Career Fair	Dalton University in Dalton, GA Career Fair	October 30, 2008	Mike Newberry, Business Manager	WDEF News 12 had a booth set up with signage and a video of our morning and evening newscasts playing in a constant loop. The Business Manager handed out information on broadcasting positions at WDEF-TV. He also spoke to approximately 25 students about employment in the broadcasting industry as well as informing them about job openings that were available at WDEF News 12. Students were also directed to job opportunities at WDEF.Com. Applications and resumes were received.
8)	Career Fair	University of TN at Chattanooga Career Day	February 11, 2009	Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager, Dutch Terry, News Director and Mike Newberry, Business Manager	Managers were available to answer questions about television careers. One page job description summaries as well as employment applications were made available to students. Management talked to students interested in broadcast positions particularly those interested in production, promotions and sales related fields. Received resumes from over 30 students and directed students to employment opportunities on WDEF.Com. We also spoke with many students interested in availability of broadcast internship opportunities and how to proceed for college credit.

9)	Career Fair	Dalton University in Dalton, GA Career Fair	March 17, 2009	Mike Newberry, Business Manager	From 10:30am to 1:00pm WDEF News 12 had a booth set-up with information about the station and signage of our Anchor team with station logos. Spoke to students about careers in the broadcast industry. Informed students what they should do from personal and collegiate planning if interested in pursuing a broadcast career. Offered job applications, information on types of positions at a television station were given to students and they were also directed to our website at WDEF.com.
10)	Career Fair	Chattanooga State Technical Community College Job & Career Fair, Chattanooga, TN	March 19, 2009	Todd Buccelli, Marketing Director, Rick McClain, Chief Engineer	Managers set up an information booth at Chattanooga State Community College. This years career fair not only had student participation, but was also open to the public. Participants were given information on our station regarding existing positions and current openings. We also directed them to www.wdef.com to check back for future job openings. Also provided station job applications, basic job titles/descriptions and potential internships that exist within our broadcasting facility.
11)	Career Agility Workshop	Southern Adventist University in Ooltewah, TN sponsored by the Chattanooga Ad Federation	March 24, 2009	Bill Downs, General Sales Manager	University representative gave 1 Hour presentation to students and business people followed by an informal meet and greet time. Manager had extensive conversation with several students who were interested in careers in the broadcasting field with the two primary areas of interest being sales and promotions/marketing. Resume's were received from two students. An invitation was also received from Dr. Gregory Rumsey, Dean of the School of Journalism & Communication to address his class on television advertising sales.