

EEO Public File Report

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Renewal Filing Deadline: 4/1/21

Anniversary of Renewal Application Filing Deadline: 4/1/16

Year: 4/1/15 - 3/31/16

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	Account Executive	2/18/2015	4/13/2015	Recruitment Source List (see attached)	1	Chattanooga Free Press
2	Account Executive	2/18/2015	5/10/2015	Recruitment Source List (see attached)	1	WDEF.Com
3	Senior Master Control Operator	3/26/2015	6/8/2015	Recruitment Source List (see attached)	1	(Part Time: MTSU) Internal Promotion
4	One Person Band	7/30/2015	8/17/2015	Recruitment Source List (see attached)	1	Tvjobs.com
5	Digital Sales Specialist	7/15/2015	8/26/2015	Recruitment Source List (see attached)	1	WDEF.Com
6	Producer	8/18/2015	9/14/2015	Recruitment Source List (see attached)	1	WDEF Intern Program
7	One Person Band	9/28/2015	10/26/2015	Recruitment Source List (see attached)	1	WDEF Intern Program
8	Meteorologist/Reporter	10/16/2015	12/23/2015	Recruitment Source List (see attached)	1	Penn State
9	One Person Band	2/1/2016	2/29/2016	Recruitment Source List (see attached)	1	Tvjobs.com
10	Digital Content Producer	2/1/2016	3/14/2016	Recruitment Source List (see attached)	1	(Part Time: Referral) Internal Promotion
			Total		<u>10</u>	

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: 4/1/15 - 3/31/16

Total No. of Persons
Interviewed for full-time
vacancies

50

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Bethune-Cookman College	640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114-3099	Claudine McKee	904-252-8667		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
"	chris.willis@chattanoogaastate.edu	Dr. Chris Willis			N
Chatt. Times Free Press	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208	8	N
Clark Atlanta University	James P. Brawley Dr. @ Fair St., Atlanta, GA 30314	Diedre McDonald	404-880-8500		N
Cleveland St. Comm. Coll.	www.collegecentral.com/clevelandstateecc	Job Placement	423-478-6221		N
"	araburn@clevelandstate.com	Ashley Raburn			N
"	smirza@clevelandstate.com	Sal Mirza			N
"	lburns@clevelandstate.com	Larry Burns			N
Community Services	101 E. 11th Street, Chattanooga, Tn	Rayburn Traughber			N
Dalton Business Expo	NGTCC, 2211 Dug Gap Battle Rd., Dalton, Ga		706-272-7676		N
Dalton State College	https://www.myinterfase.com/daltonstate/employer/	ACE Center	706-272-4429		N
"	jlittlefield@daltonstate.edu	jlittlefield			N
GA Dept. of Labor	#1 Sousa & Williams St., Rossville, GA 30741	Al Abernathy	706-861-1990		N
Good Neighbors	735 E. 10th St., Chatt., TN 37403	Edward Fletcher	423-266-1772		N
Hamilton County EEOC Office	317 Clark Street, Chattanooga Tn	Kenneth Jordan	423-209-6144		N
HR On Air Advertisements	hr@wdef.com				N
In - House Interview/Internal Referrals/Internal Promotion	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	12	N
Internship Program	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	7	N
Johnson C. Smith Univ.	100 Beatties Ford Rd., Charlotte, NC 28216	Barbara Wilks	706-378-1007		N
Lee University	1120 N. Ocoee St., Cleveland, TN 37311	Dr. Debbie White	423-614-8162		N
"	dthompson@leeuniversity.edu	D. Thompson			N
LeMoyne-Owen College	807 Walker Ave., Memphis, TN 38126	Michael Washington	901-942-7360		N
Middle. TN St. Univ.	https://mtsu-csm.symplicity.com/employers/index		615-898-2500	1	N
"	MrRobert.Jasso@mtsu.edu	Robert Jasso			N
Morris College	100 W. College St., Sumter, SC 29150-3599	Margaret Bailey	803-775-9371		N
MTSU	www.mtsu.com		615-898-2500		N

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NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N
NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Paine College	1235 15th St., Augusta, GA 30901	Willie Mae Allen	706-821-8230		N
Penn State	www.psu-csm.symplicity.com			1	N
Shaw University	118 E. S. St., Raleigh, NC 27601	Paul Vandergrift, III	919-546-8280		N
Southern. Adventist Univ.	P.O. Box 370, Collegedale, TN 37315	Jeremy Moore	423-238-3159		N
St. Paul's College	115 College Dr., Lawrenceville, VA 23868-9988	Tammy Jolley	804-848-4917		N
TAB	www.tab.com				N
TN Career Center	1105 E. 10th Street, Chattanooga, Tn	Andrea Witt	423-894-5354		N
TN Human Rights Comm.	540 McCallie Ave., Chatt., TN 37402	Susannah Berry	800-251-3589		N
Tuskegee University	Carnegie Hall, 3rd Fl., Tuskegee, AL 36088	Sarah Stringer	334-727-8294		N
TV Jobs	www.tvjobs.com	Mark Holloway	760-754-8177	13	N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184		N
"	betsy-alderman@utc.edu	Betsy Alderman			N
University of TN @ Knoxville	sanswan@utk.com	Sam Swan			N
Urban League	P.O. Box 11106, Chattanooga, TN 37401	Julie Andrews	423-756-1762		N
Walk Ins	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	1	N
Walker Co. Chamber	www.chamberlogin.com	Stephanie Snodgrass	706-375-7702		N
WDEF Web Page	www.wdef.com	Lisa Murphy	423-785-1201	6	N
West Georgia University				1	
Western KY University	dick.taylor@wku.edu	Dick Taylor			N

* additional contacts - same Recruitment Source

Total

50

Supplemental Outreach Initiatives

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks	Job postings of open positions for employment on WDEF-TV, TVjobs.com, MTSU, Chatt. State, Cleveland State, CCSTS, Dalton State, Lee University, University of TN at Chattanooga, University of TN at Knoxville, Western Kentucky University, Walker County Chamber of Commerce and Tennessee Association of Broadcasters websites	On-going	Lisa Murphy, HR Manager	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting applicants. Any recruitment efforts (i.e. job/career fairs) by station personnel encourage the public to apply in person at the station or online at www.wdef.com.
2)	Human Resources Job Opportunities TV Advertisement	WDEF-TV uses its broadcast signal to advertise current employment opportunities that invite viewers to interact with and respond to our human resource department. These employment opportunity announcements will appear in the form of :30 second TV spot ads produced and updated as positions become available.	On-going	Mike Newberry, Business Manager, Lisa Murphy, HR Manager, Caleb Stambaugh, Marketing/Creative Services Manager	WDEF-TV provides and produces entertainment and community programming, public service announcements and advertising messages for the local market audience on air at WDEF.com and on mobile devices. Our mission is to build bridges that serve the community through a variety of programming outlets and content areas. Advertising WDEF-TV's current openings on air provides employment notification to the viewing audience and equal opportunities throughout the communities we serve.

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3)	Intern Program	Expose eligible college students to a broadcasting environment	On-going	Dutch Terry, News Director, James Mahon, Reporter, Collins Parker, Producer, Rick Nyman, Sports Reporter, Bill Mitchell, Assignment Editor, Ashley Henderson, Videographer, Amy Katcher, Anchor, Harrison Pirtle, Videographer, Erik Avancier, Reporter, Jacob Henson, Producer	Host interns from area colleges who are majoring in communications and earn college course credit hours. The News Department hosted one student from the University of Georgia in Athens, one student from Liberty University in Virginia and two students from the University of Tennessee at Chattanooga. They learned daily newsroom duties including shooting, writing and editing stories, producing newscasts and editorial decision making. The students received technical training with equipment including cameras, editors and industry specific software.
4)	Job Shadow Program	Expose eligible high school and college students to the broadcasting environment	On-going	Dutch Terry, News Director, Rick Nyman, Sports Anchor	The News Department was asked to Job Shadow a student from Tyner High School. The student worked with the Sports Anchor to learn sports reporting and also accompanied employee to a Lookouts Press Conference, the local AAA Baseball Team.

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5)	Training Programs	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	Phil Cox, VP/GM, Chris Hull, Operations Manager, Mike Newberry, Business Manager; Rick McClain, Chief Engineer, Caleb Stambaugh, Marketing Director, Lisa Murphy, Assistant Business Manager, staff members in all departments	<p>Employees are trained and cross trained to gain skills which enable them to obtain internal promotions or transfers to larger markets. General station training includes new hire orientation, safety training, anti-harassment seminars, etc. All staff are encouraged to attend job related seminars for personal skills improvement. General Manager shares operational and technological advances, industry trends and issues facing broadcasters thru information obtained from Tennessee Association of Broadcasters, weekly Morris Station Group GM calls and annual Morris Network meeting with GM's. GSM's and Senior Morris Executives. Training initiatives within the Operations Department is mandated by technological advancements that require new skill acquisition in order to remain competitive in the industry, as well as keeping FCC compliant. New skill acquisition in Operations focuses mostly on the implementation of techniques required to use and convert HD and SD video files, graphics, and feeds for use in the newscast and master control operations. We continually train/cross train Business Manager and Staff Accounting responsibilities. Business Manager and Assistant Business Manager continue to train on new benefits and web based software's. P/T Receptionist responsibilities are shared with P/T Traffic Clerk and both are cross trained on many duties. Training of Receptionist and Accounting personnel includes quarterly FCC, EEP record keeping/reporting and FCC Public File reporting. New training continues in the Marketing department encompassing several different areas of Marketing, Creative Services & Digital Media which include: PlaceLocal programmatic AD creation and placement, OSi content management system and integration with Google DFP and Google based online products, also training for Wordpress and new website CMS. The Technical department trains employees to improve skills in current position and to advance skills on constantly changing technologies and safety training. New equipment training this year included ORAD news and graphics, updated server capabilities and WSI (Text to speech) Weather Livewire System, The Chief Engineer attends several equipment presentations & workshops at the NAB equipment show and shares information with the technical and operations staff.</p>

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5a)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	News Director, Dutch Terry; All News Department Employees; Bill Downs, General Sales Manager, Tommy Youngblood, Local Sales Manager and staff in these departments.	<p>The news department continually trains employees to improve skills at their current job and to advance their skills into other areas. Our chief photographer reviews in-house stories to critique production skills. The News Director and Senior Producer hold writing sessions with reporters, anchors, and producers at least once per quarter and in most cases, on a daily basis. During these sessions they coach people on better writing and story telling skills. These sessions take place one-on-one and in groups. We train all News and Marketing staffs on social media skills, and use of cellular live equipment.</p> <p>: The sales staff has weekly meetings which cover general business and enhanced selling techniques. Most Sales related meetings have training components. These consist of subjects such as: negotiation strategies, Rentrak ratings data use, closing techniques, addressing client objections, presentation methods, ChartLocal Internet sales products and strategies, Mobil App applications, order entry procedures, competitive information, WDEF and BOUNCE program changes and sales promotions. GM, Digitals Sales Manager and Digital Sales Specialist attended Morris Network Station Group meeting with their peers from other Morris stations to discuss digital industry trends and share ideas, concepts that are being used in their respective markets. Separate weekly one-on-one meetings, take place between the LSM and individual Sales AEs to provide training and coaching in individual areas of need. These meetings also serve as targeted account strategy planning sessions. Another valuable training tool is the Quantum Sale Series; a video sales training course with 23 modules designed to educate Account Executives about the advertising industry. Quantum also teaches the basics of several industries types that we do a considerable amount of business including Restaurant, Auto, Furniture, Real Estate, Healthcare and more.</p>

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6)	Career Fair	Urban League Career Fair	May 27, 2015	Mike Newberry, Business Manager	WDEF manned a booth, handed out résumés, directed interested people to WDEF.com for job postings and met with more than 31 candidates seeking employment. Numerous employers and more than 150 candidates participated. Many were seeking clerical and office positions. Spoke to some people interested in broadcasting careers and answered educational questions of those interested in furthering their employment opportunities in broadcasting.
7)	Career Fair	University of TN at Chattanooga Career Day	February 3, 2016	Bill Downs, General Sales Manager, Lisa Murphy, Human Resources Manager	WDEF News 12 staffed a booth at the UTC Career Fair. We spoke with more than twenty candidates regarding internships and potential careers in Sales, News, Production and other support positions throughout the station. Managers spoke with more than 20 students, some of which will graduate in May 2016. Applications were distributed and we accepted several resume's to be copied and given to managers. All students were directed to WDEF.com to keep up with recent job postings.

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8)	Career Fair	Southern Adventist University "Meet The Firms"	February 25, 2016	Dutch Terry, News Director, Caleb Stambaugh, Marketing/Promotions Director	WDEF News 12 participated in the Meet the Firms Career Fairs held on the Southern Adventist University. Attendees at this year's event seemed predominately from these areas of study and discipline: NURSING, SCHOOL OF BUSINESS, SCHOOL OF COMMUNICATION and MARKETING. Handouts were available to students which included a of summary career opportunities within most television stations, a listing of WDEF's current job openings and applications forms. We received resumes from many students who were close to graduation which were then copied and shared with WDEF management in that students particular area of interest. Job shadow and internship opportunities were discussed with several interested students and who were also directed to WDEF.com to find all current career opportunities with the station as they become available.
9)	Career Fair	Chattanooga State Community College	March 22, 2016	Phil Cox, VP/GM, Chris Hull, Operations Manager, Mike Newberry, Business Manager, Thomas Youngblood, Local Sales Manager	WDEF-TV participated in the Career Fair for CSTCC students, alumni and the public to talk with them about careers in broadcasting. WDEF managers spoke with over 25 people. Some are to graduate this May while others were asking about part time production work and/or internships. We have three posted openings: Sales Acct. Exec. F/T, Sales Acct. Exec. P/T and a Production/MCO P/T positions that are currently open. There were over 100 business and colleges with jobs posted in manufacturing and service industries. Managers handed out WDEF Job Descriptions, accepted a few applications and resumes' and directed attendees to apply online at WDEF.com.