

EEO Public File Report

Station: WDEF-TV, Inc.

Renewal Filing Deadline: 4/1/21

Anniversary of Renewal Application Filing Deadline: 4/1/29

Year: 4/1/24 - 3/31/25

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	Multimedia Account Manager	3/26/2024	10/28/24 11/11/24	Recruitment Source List (see attached)	2	jazzhr.com / wdef.com
2	Accounting Manager	4/3/2024	6/5/2024	Recruitment Source List (see attached)	1	wdef.com
3	Anchor/Reporter	01/10/24 04/24/24	08/16/24 09/03/24	Recruitment Source List (see attached)	2	jazzhr.com / Careerpage
4	Marketing Creative Services Producer	5/3/2024	6/11/2024	Recruitment Source List (see attached)	1	Jazzhr/LinkedIn
6	Marketing Creative Services Producer	11/11/2024	12/4/2024	Recruitment Source List (see attached)	1	wdef.com
Total Hires					7	

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: **WDEF-TV, Inc.**

Year: 4/1/24 - 3/31/25

Total No. of Persons
Interviewed for full-time
vacancies

30

Recruitment Source Information				Total Interviewed by Source	Entitled to Notification
Recruitment Source	Address	Contact Person	Telephone No.		
American Job Center	https://www.jobs4tn.gov/vosnet.Default.aspx	Peter Brown			N
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Bryan College	https://app.joinhandshake.com	Posting Site			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		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/clevelandstatecc	Job Placement	423-478-6221		N
"	araburn@clevelandstate.com	Ashley Raburn	423-478-6221		N
"	smirza@clevelandstate.com	Sal Mirza	423-478-6221		N
"	lburns@clevelandstate.com	Larry Burns	423-478-6221		N
Dalton State College	https://www.myinterfase.com/daltonstate/employer/	ACE Center	706-272-4429		N
Economic & Community Dev	asammons@chattanooga.gov	Anthony Sammons			N
Facebook	www.facebook.com	Online Help	Online Help		N
"	jlittlefield@daltonstate.edu	J Littlefield	706-272-4436		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
HR On Air Advertisements	hr@wdef.com	Lisa Murphy	423-785-1200		N
In - House Interview/Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1200		N
Internship Program	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201		N
JazzHr	Jazzhr.com(LinkedIn, Indeed, ZipRecruiter, Monster, Exchange, Salesforce)	Online Help	888-885-5299	24	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	423-614-8162		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	Robert Jasso	615-898-2500		N
"	MrRobert.Jasso@mtsu.edu	Robert Jasso	615-898-2500		N

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Year: 4/1/24 - 3/31/25

Total No. of Persons
Interviewed for full-time
vacancies 30

Recruitment Source Information				Total Interviewed by Source	Entitled to Notification
Recruitment Source	Address	Contact Person	Telephone No.		
Morris Multimedia	morrismultimedia.com/employment	Lisa Murphy			N
Morris Network, Inc.	301 Poplar Street, Macon, GA 31201	Station GM's	912-233-1281		N
MTSU	www.mtsu.com	Mar garet Bailey	615-898-2500		N
NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N
Ga NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Plainview Billboard-EMB	2802 Belle Arbor Ave. Suite B, Chattanooga, TN 37406	Rep	423-622-4100		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
TAB/Career Page	www.tab.com	Online Help	615-365-1840	1	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		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	423-425-4111		N
University of TN @ Knoxville	sanswan@utk.com	Sam Swan	865-974-1000		N
University of West Ga	https://app.join.handshake.com	Vicki Hardin			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		N
WCBI	www.WCBI.com	Nancy Russel	662-327-4444		N
WMGT	41nbc.com	Todd Buccelli			
WTVQ	wtvq.com	Venessa Cockrell			
WWAY	WWAYtv3.com	Carol Merritt			N
WXXV	WCCV25.com	Donna Ingram			
WDEF Web Page	www.wdef.com	Lisa Murphy	423-785-1201	5	N
WDEF Job Fair	Brainerd BX	Jess Raby	423-785-1200		N
Western KY University	dick.taylor@wku.edu	Dick Taylor	270-745-0111		N
* additional contacts - same Recruitment Source			Total	<u>30</u>	

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WDEF-TV, Inc.
Year: 4/1/24 - 3/31/25

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks	Job postings of open positions for employment on WDEF.com, TVjobs.com, JazzHR, MTSU, Chatt. State, Cleveland State, CCSTS, Dalton State, Lee University, University of TN at Chattanooga, University of TN at Knoxville, Walker County Chamber of Commerce and Tennessee Association of Broadcasters websites	On-going	Assistant Business Manager/HR Manager	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting and digital 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 and Online Advertisement	WDEF-TV uses its broadcast signal and website to advertise employment opportunities that invite viewers to interact with and respond to our human resource department. These announcements will appear in the form of :15 second TV spot ads produced promoting viewers to go to our website for employment opportunities.	On-going	Business Manager, Assistant Business Manager/HR Manager HR Manager, 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. Carrying such ads helps to make viewers aware of the different types of jobs that may be available not only at WDEF but also at other broadcast stations.
3)	Intern and Job Shadow Programs	Introduce eligible high school and college students to the broadcasting environment	On-going	News Director, Anchor, Chief Meteorologist, Anchor/Reporter, Anchor	College students in Mass Com or Journalism or Meteorology programs work one-on-one with news department staff. Three students participated in this program. One from UT Knoxville, one from UT Chattanooga, one from UT Martin.

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4a)	Training Programs	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	VP/GM, News Director, Operations Manager, Business Manager, Chief Engineer, Marketing Director, Assistant Business Manager/HR Manager, Staff member in all departments.	<p>GENERAL All station -Employees in all departments are continuously trained and cross trained to develop skills which enable them to obtain internal promotions or transfers to larger markets. Weekly meetings in and between departments across the station provide information and collaboration for employees. General staff training includes new hire orientation, safety, and as adopted by corporate management we have manager and staff training provided by Kantola Productions which include: anti-harassment, ethics, social media etiquette, drug free workplace and several managerial topics as well as Internet Safety Training through KnowBe4. Driver's are also required to complete our company's online Driver's Safety Course. All staff are encouraged to attend job related seminars for personal skills improvement. Operational and technological advances, industry trends and broadcasters issues information from TN Assoc. Broadcasters, weekly Morris Station Group GM calls and Morris Network meetings are shared appropriately with staff and local management.</p> <p>ACCOUNTING - This dept. is responsible for Financials, Budgets, Payroll & Benefits, EEO hiring & Recruitment, A/R, A/P processing, filing of numerous Quarterly and Annual FCC reports, Safety, Drivers' Safety, Internet Security Training & Kantola Training, as well as bi-annual MVR and vehicle insurance checks and other Human Resources functions on a daily basis. ADP payroll system training and problem resolution continued throughout the past year and currently. Assistant Business Manager manages and supervises responsibilities for Receptionist employees. Receptionists mail and/or post billing invoices/statements, FCC Quarterly reporting, EEO record keeping, all outside job postings and other Business office functions as appropriate. Receptionists are kept up to date on latest information on FCC/EEO reporting functions. We continually train/cross train Business Manager and Assistant Business Manager on Business Office responsibilities. Newly hired Clerk is training on all aspects of daily Billing, AR and AP. Accounting personnel trained on new Wide Orbit System.</p>

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4b)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	News Director, Marketing Director, Chief Engineer, Operations Manager	<p>NEWS -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 including camera use, audio levels, and digital editing. The News Director holds writing sessions and storytelling sessions with reporters, anchors, and producers at least once per quarter and in most cases, on a daily basis. During sessions they coach people on better writing and story telling skills. These sessions take place one-on-one and in groups. We train all staff on social media skills, and use of bonded cellular live equipment. All staff receive training on website posting, writing, and some technical knowledge of web-workings. Training on audience retention for all News and Marketing staff was added.The station purchased AP Style Books and offered instruction on writing. MARKETING - Skill developing training continues in the marketing department encompassing several different areas of Marketing, Creative Services & Digital Media. Including: Video production skills improvement using online tutorials via YouTube. Writing workshops with Greg Derkowski. Camera and lighting training with Alex Preavett.TECHNICAL - The Technical department trains employees to improve skills in current position and to advance skills which with constantly changing technology and very important safety training. New equipment training this year included, none, ongoing MCR automation capabilities The Chief Engineer attends several equipment presentations & workshops at the NAB equipment show and shares information with the maintenance staff. OPERATIONS -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 video files, graphics, and feeds for use in the newscast and master control operations via video servers, FTP and graphics servers.</p>

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
4c)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	General Sales Manager, and staff in the respective departments.	<p>SALES The sales staff has weekly meetings which cover general business and selling techniques. These meetings have training components. These consist of subjects such as: traits needed to be successful in sales, negotiation strategies, closing techniques, addressing client objections, presentation methods, ChartLocal Internet sales products and strategies, Mobile App applications, order entry procedures, competitive information, WDEF program changes and sales promotions, and weekly Sales training videos. Separate weekly individual AE meetings take place between the GSM and individual Sales AEs to provide direction in individual areas of need. These meetings also serve as targeted account strategy planning sessions.</p> <p>Our training initiative for new hire AEs is a series of sessions with our GSM, Jess Raby, designed to educate Account Executives about the advertising industry, TV and Digital advertising, along with the basics of several industries with which we do a considerable amount of business. New Account Executives also participate in TAB online training.</p>
5)	Reporters Workshop	Tennessee Bar Association Reporters Workshop	04/19/24 - 04/21/24	Reporter	Reporter received a stipend and attended the workshop in Nashville. And presented his notes to the rest of the relevant staff. Plus preserved a Version of his notes for future use.
6)	Class	Amateur Radio Instruction (Ham)	6/22/2024	Chief Meteorologist	Cleveland Amateur Radio Club (CARC, www.carc.cc) is hosting an “Introduction to Ham Radio” course during this National Emergency Preparedness weekend. This class is to help foster another outlet for our community to gain access to information during an emergency or severe weather situation.
7)	Career Fair	"Meet the Firms" Career Fair Southern Adventist University	10/6/2024	News Director	WDEF News 12 Interviewed perspective employees and interns. Outlined educational and other training needed for future employment at WDEF or other television stations.