

WDEF-TV, Inc.
EEO PUBLIC FILE REPORT
April 1, 2025 - March 31, 2026

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 | Marketing Creative Services Producer | 6/6/2025 | 8/4/2025 | Recruitment Source List (see attached) | 1 | wdef.com |
| 2 | Multimedia Account Manager | 2/24/2025 | 4/15/2025 | Recruitment Source List (see attached) | 1 | wdef.com jazzhr.com (4/29/25 hire) |
| 3 | Multimedia Account Manager | 4/16/2025 | 04/29/25 05/20/25 06/24/25 | Recruitment Source List (see attached) | 3 | wdef.com (5/20/25 and 6/24/25 hires) |
| 4 | Digital Sales Manager | 6/4/2025 | 8/18/2025 | Recruitment Source List (see attached) | 1 | wdef.com |
| 5 | Multimedia Account Manager | 7/18/2025 | 09/10/25 09/15/25 | Recruitment Source List (see attached) | 2 | wdef.com |
| 6 | IT Support Specialist | 8/27/2025 | 10/6/2025 | Recruitment Source List (see attached) | 1 | jazzhr.com |
| 7 | Senior Director | 9/19/2025 | 10/27/2025 11/17/25 11/24/25 12/01/25 | Recruitment Source List (see attached) | 1 | wdef.com jazznr.com (11/17/25 and 12/01/25 hires) |
| 8 | Advertising Sales Executive | 10/28/2025 | 12/03/25 01/05/26 | Recruitment Source List (see attached) | 5 | wdef.com (11/24/25, 12/03/25 and 01/05/26 hires) |
| 9 | Advertising Sales Executive | 2/10/2026 | 3/2/2026 | Recruitment Source List (see attached) | 1 | jazzhr.com |
| Total Hires | | | | | 16 | |

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Total No. of Persons
 Interviewed for full-
 time vacancies

54

Recruitment Source List

| Recruitment Source | Address | Contact Person | Telephone No. | Total Interviewed by Source | Entitled to Notification |
|---|--|-----------------------|---------------|-----------------------------------|-----------------------------|
| Bryan College | https://app.joinhandshake.com | Online Help | | | N |
| Career Page | www.careerpage.org | Suzan Strong | | | N |
| Chatt. State Community College | https://app.joinhandshake.com | Online Help | 423-697-4400 | | N |
| Chattanooga Times Free Press | www.timesfreepress.com | Classifieds | 423-756-6900 | | N |
| Cleveland State Community College | www.collegecentral.com | Online Help | 423-478-6221 | | N |
| " | araburn@clevelandstate.edu | Ashley Raburn | 423-478-6221 | | N |
| " | skirby03@clevelandstate.edu | Sandy Kirby | 423-478-6221 | | N |
| Dalton State College | https://app.joinhandshake.com | Online Help | 706-272-4429 | | N |
| Dalton State College | jlittlefield@daltonstate.edu | J. Littlefield | | | N |
| Economic & Community Development | brollins@chattanooga.gov | Burnessa Rollins | 423-643-7300 | | N |
| Facebook | www.facebook.com | Online Help | | | N |
| Good Neighbors | goodneighbors@epbfi.com | Joan Campbell | | | N |
| HR Spot on TV | hr@wdef.com | Renee Price | 423-785-1200 | | N |
| In - House Interview/Internal Referrals | WDEF TV, 3300 Broad St., Chatt., TN 37408 | Online Help | 423-785-1200 | | N |
| Internship Program | WDEF TV, 3300 Broad St., Chatt., TN 37408 | Renee Price | 423-785-1200 | | N |
| Jazzhr.com/Indeed/LinkedIn | www.jazzhr.com | Online Help | | 32 | N |
| Lee University | https://app.joinhandshake.com | Online Help | | | N |
| MTSU | greg.pitts@mtsu.edu | Greg Pitts | 615-898-5171 | | N |
| WCBI | russelln@wcbi.com | Nancy Russell | | | N |
| WXXV | dkgingram@wxxv25.com | Donna G. Ingram | | | N |
| WWAY | shawkins@wwaytv3.com | Selina Hawkins | | | N |
| WTVQ | vcockrell@wtvq.com | Vanessa Cockrell | | | N |
| WMGT | tbuccelli@41nbc.com | Todd Buccelli | | | N |
| Morris Multimedia | www.morrismultimedia.com/employment | Renee Price | 423-785-1294 | | N |
| NAACP | naacpchatt@gmail.com | Anne Pierre | 423-267-5637 | | N |
| Plainview Billboard | rprice@wdef.com | Rep | 423-622-4100 | | N |
| Southern. Adventist Univ. | hr@southern.edu | Kaylie Ackerman | | 1 | N |
| TAB | http://tabtn.org | Online Help | | | N |
| TN Human Rights Comm. | Feleesha.Johnson@tn.gov | Feleesha Page Johnson | | | N |
| Tuskegee University | wcooper1@tuskegee.edu | Walter Cooper | 334-727-8011 | | N |
| TV Jobs | www.tvjobs.com | Online Help | 760-754-8177 | | N |
| Univ. of TN at Chatt. | https://app.joinhandshake.com/ | Online Help | | 1 | N |
| Univ. of TN at Chatt. | michael-andrews@utc.edu | Michael Andrews | | | N |
| Univ. of TN at Chatt. | john-b-zibluk@utc.edu | John Zibluk | | | N |
| Univ. of TN at Chatt. | charlene-simmons@utc.edu | Charlene-Simmons | | | N |
| University of TN @ Knoxville | mmarti82@utk.edu | Mike Martinez | 865-974-1000 | | N |
| Urban League | gfinderburg@ulchatt.net | Greg Funderburg | 423-756-1762 | | N |
| Walk Ins | rprice@wdef.com | Renee Price | 423-785-1200 | | N |
| WDEF.com | www.wdef.com | Renee Price | 423-785-1200 | 20 | N |
| Western KY University | cliff.shaluta@wku.edu | Cliff Shaluta | | | N |
| WDEF- Emails | wdefstaffdl@wdef.com | Renee Price | 423-785-1200 | | N |
| WDEF Job Fair | Brainerd BX | Jess Raby | 423-785-1200 | | N |
| * additional contacts - same Recruitment Source | | | | Total | <u>54</u> |

**WDEF-TV, Inc.
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RECRUITMENT INITIATIVES

| | 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 | Business Manager/Human Resources | 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/HR Manager/General Sales 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 (May to August 2025), one from UT Chattanooga (May to August 2025), one from UT Martin (June to September 2025). |
| 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, HR Manager, Staff member in all departments. | 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 and Arctic Wolf. 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 Multimedia meetings are shared appropriately with staff and local management. 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. 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 Human Resources Manger on Business Office responsibilities. |

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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 | <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. 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. Within these areas and with cross-training efforts new learning takes place on an ongoing basis. These activities comprise nearly all training. Participation in webinars with detailed visual slides and interactive question and answers sessions are commonplace to quickly and easily introduce new operating concepts, organizational processes, as well as, other continued education opportunities with our industry. Weekly meetings between departments across the company to work and collaborate with co-workers at remote sites. Cross-training between co-workers and manager training for employees also is relied upon heavily in order to improve employee professional growth while completing assigned projects.</p> |
| 4c) | Training Programs (cont.) | Training employees to expand working knowledge and enhance skills | On-going plus new equipment and technologies | Chief Engineer | <p>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 training this year included, ArcticWolf IT Security for internet safety with best practices to protect from Cyber Attacks. Ongoing MCR automation capabilities.</p> |
| 4d) | Training Programs (cont.) | Training employees to expand working knowledge and enhance skills | On-going plus new equipment and technologies | Operations Manager, General Sales Manager, and staff in the respective departments. | <p>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. SALES - The sales staff participates in weekly meetings that address general business practices and sales techniques. These meetings include structured training components covering topics such as the traits needed for success in sales, negotiation strategies, closing techniques, addressing client objections, effective presentation methods, ChartLocal digital products and strategies, mobile app applications, order entry procedures, competitive insights, WDEF programming updates, sales promotions, and weekly sales training videos. In addition, individual weekly meetings are held between the General Sales Manager and each Account Executive. These sessions provide personalized coaching, address specific areas for improvement, and serve as targeted account strategy planning discussions. For new hire Account Executives, WDEF-TV provides a comprehensive onboarding and training initiative. This includes a series of sessions with the General Sales Manager designed to educate employees on the advertising industry, as well as television and digital marketing fundamentals, and key business categories relevant to our client base. New Account Executives also complete TAB online training modules. Additionally, new hires and existing team members participate in the System 21 training program, which includes a structured textbook/workbook, supporting materials from the Million Dollar Sales Rep curriculum, and access to online training videos. This program is further reinforced by two formal training sessions each year conducted by nationally recognized sales trainer Michael Gould, providing ongoing development in sales strategy, client engagement, and revenue growth.</p> |

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| 5) | Tour | Catoosa County Home School Co-Op | 11/4/2025 | News Director, Marketing Manager | WDEF-TV News Director and Marketing Manager conducted a school visit with the Catoosa County Home School Co-Op Students and Parents at the request of the Co-Op group. The group were given a tour of the WDEF-TV studio. The Managers discussed different job tasks that go into a newscast. The Graphics Operator creates artwork to go in monitors and on full screens. The Producer plans out each newscast and how the Meteorologist uses the green screen to appear in front of maps and images. |
| 6) | Career Fair | "Meet the Firms" Career Fair Southern Adventist University | 10/9/2025 | News Director, Marketing Manager | WDEF-TV participated in the Meet The Firms for SAU students, meeting and speaking with over 22 undergraduates regarding position and internship opportunities at WDEF-TV.. Managers handed out job descriptions, accepted several resumes' and directed attendees to apply online at WDEF.com. |
| 7) | Career Fair | "Meet the Firms" Career Fair Southern Adventist University | 2/26/2026 | Marketing Manager, News Director | WDEF-TV participated in the Meet The Firms for SAU students, meeting and speaking with over 30 undergraduates regarding position and internship opportunities at WDEF-TV.. Managers handed out job descriptions, accepted several resumes' and directed attendees to apply online at WDEF.com. |
| 8) | Career Fair | "Career Day" Polk County High School | 3/3/2026 | General Sales Manager, News Director | WDEF-TV participated in the Career Day for Polk County High School students, meeting and speaking with 57 students regarding position and internship opportunities at WDEF-TV.. Managers handed out job descriptions, and directed attendees to apply online at WDEF.com. |
| 9) | Training | EEO Webinar for Hiring Managers | 3/11/2026 | General Manager, General Sales Manager, News Director, Operations Manager, Business Manager, Human Resources, Marketing Manager | WDEF-TV hiring managers attended the online "A Primer On Compliance With FCC EEO Requirements" - FCC EEO Training consisted of all EEO requirements for television and radio stations. Recruitment Sources were discussed along with the required reporting sources. Job posting requirements as well as Outreach Program were also discussed. We also reviewed Internship and Job Shadow Programs. |