

WBIR
EEO PUBLIC FILE REPORT
March 21, 2018 - March 20, 2019

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Anchor/Multi-Skilled Journalist	1-3, 5, 7-8, 12-27	19
Account Manager	1-3, 7-8, 12-15, 17-21, 23-27	19
Investigative Multi-Skilled Journalist (MMJ)	1-3, 7-8, 12-21, 23-26, 28	16
Investigative Multi-Skilled Journalist (MMJ)	1-3, 7-8, 12-21, 23-26, 28	19
Multi-Platform Producer	1-3, 7-9, 12-21, 23-26, 28	16
Multi-Platform Producer	1-3, 7-9, 12-21, 23-26, 28	19
Multi-Platform Producer	1-3, 7-9, 12-21, 23-26, 28	19
Multi-Platform Producer	1-3, 7-9, 12-21, 23-26, 28	19
Digital Content Producer	1-3, 5, 7-8, 12-15, 17-21, 23-26, 28	19
Multi Skilled Journalist	1-3, 5, 7-8, 10-15, 17-21, 23-26, 28	11
Multi Skilled Journalist	1-3, 5, 7-8, 10-15, 17-21, 23-26, 28	10
Account Executive	1-3, 5, 7-9, 12-15, 17-21, 23-26, 28	9
Broadcast Director	1-3, 5, 7-8, 12-15, 17-21, 23-26, 28	1
Digital Storyteller	1-3, 5-8, 12-19, 21, 23-26, 28	6
Digital Storyteller	1-3, 5-8, 12-19, 21, 23-26, 28	19
Account Executive	1-5, 7-8, 12-15, 17-19, 21, 23-26, 28	4
Account Executive	1-5, 7-8, 12-15, 17-19, 21, 23-26, 28	4
Multiskilled Sports Journalist	1-3, 5, 7-8, 12-15, 17-19, 21, 23-25, 28	19

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	14
2	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : www.cn.edu Email : bmclmore@cn.edu Fax : 1-865-471-4989 Brent McLamore	N	0
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
4	Corporate Recruiter	N	24
5	East Tennessee State University D.P. Culp University Center, 2nd level, ARC center, box 70718 Johnson City, Tennessee 37614 Phone : (423) 439-5388 Url : www.atsu.edu/students/careers Email : creek@etsu.edu Susan Creek	N	0
6	Employee Referral	N	1
7	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : ngarvin@fisk.edu Natara Garvin	N	0

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8	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
9	Indeed.com	N	2
10	Internal Candidate	N	1
11	Job Board	N	2
12	King College 1350 King College Road Bristol, Tennessee 37620 Phone : 423.652.4752 Url : www.king.edu Email : dhfelty@king.edu Donna Felty	N	0
13	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
14	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
15	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Url : www.milligan.edu Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	N	0
16	Other Source	N	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
18	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
19	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	16
20	Tennessee Association of Broadcasters (TAB) Two International Plaza Dr., Ste. 507 Nashville, Tennessee Phone : 615.365.1840 Url : www.tabtn.org Email : info@tabtn.org Fax : 1-615-365-1842 Brenda Heidt	N	0
21	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
22	Tusculum College 60 Shiloh Rd Greenville, Tennessee 67743 Phone : 423.636.7300 Url : www.tusculum.edu Email : awaddell@tusculum.edu Fax : 1-423-638-7166 Amanda Waddell	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
24	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
25	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	0
26	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
27	Walters State Community College 500 S Davy Crockett Pkwy Morristown, Tennessee 37813-6899 Phone : 423.318.2709 Url : www.ws.edu Email : nancy.brown@ws.edu Nancy Brown	N	0
28	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
TOTAL INTERVIEWS OVER REPORTING PERIOD:			66

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	3/21/2018	Establishment of an intern program designed to assist members of the community	WBIR-TV actively recruits students attending accredited colleges and universities. Our program offers the student /interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WBIR hired and trained 19 interns for four month assignments.	19	Intern
2	3/21/2018	Participation in events or programs sponsored by educational institutions	Hosted station tour for students from the University of Tennessee who are in the American Marketing Association. Discussed career tracks working toward a career in the broadcast and journalism industry.	1	Information Center Coordinator
3	4/5/2018	Participation in events or programs sponsored by educational institutions	Guest Speaker at Karns High School banquet dinner. Discussed career tracks toward a career in the broadcast and journalism industry.	1	Multi-Media Journalist
4	4/5/2018	Participation in other activities designed by the station employment unit	Hosted station tour for 22 students from Powell Valley Elementary. Discussed career tracks working toward a career in the broadcast and journalism industry.	1	Information Center Coordinator
5	4/11/2018	Participation in other activities designed by the station employment unit	Hosted station tour for 14 students from West View Middle School Digital Media Arts class. Discussed career tracks working toward a career in the broadcast and journalism industry.	1	Information Center Coordinator

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	4/17/2018	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Executive Producer
7	4/17/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Christian Academy of Knoxville Broadcasting Class. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
8	5/8/2018	Establishment of training programs for station personnel	Annual Sales summit revolved around topic of leadership and the belief that is the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussions and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
9	5/14/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Powell Elementary Media class. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
10	5/16/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Blue Grass School's TV Production class. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator

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11	6/11/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
12	6/11/2018	Establishment of training programs for station personnel	Labor Relations provides monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best Practices are discussed and HR Business Partners then share this topical information with their executive teams.	1	Human Resources Business Partner
13	6/19/2018	Establishment of training programs for station personnel	New Account Executive. Digital Sales Manager and new Account Manager attend Inside Out Training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposals and closing the deal. Participants role play real scenarios for maximum learning.	3	Account Executive Account Manager Digital Sales Manager
14	7/5/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
15	7/18/2018	Participation in events or programs sponsored by educational institutions	Spoke to students in Young Knoxville Leaders from local high schools; West, Bearden and Farragut. Discussed career tracks toward a career in broadcast and journalism industry.	1	Anchor

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16	8/13/2018	Establishment of training programs for station personnel	TEGNA updated the Principals of Ethical Journalism and Social Media policies to match the Company's guiding principals including truth, independence, public interest, fair play, and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	120	All Station Staff
17	8/14/2018	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Multi-Skilled Journalist
18	8/29/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
19	9/7/2018	Participation in events or programs sponsored by educational institutions	Spoke to to students in a Youth Leadership class at Lincoln Memorial University Leadership Summit. Discussed career tracks toward a career in the broadcast and journalism industry.	1	Anchor
20	9/20/2018	Participation in other activities designed by the station employment unit	Hosted station tour for D S Community Services residents. D&S Community provides residential services and supports for individuals with intellectual and developmental disabilities. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
21	9/26/2018	Participation in events or programs sponsored by educational institutions	Spoke to elementary students at Friendsville Elementary about career tracks toward a career in the broadcast and Sports journalism industry.	1	Multi-Skilled Journalist
22	10/15/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Webb School 1st graders. Attended a meteorologists meeting. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	2	Information Center Coordinator Meteorologist
23	10/19/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
24	10/24/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Knoxville Adventist School. Attended a meteorologists meeting. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	2	Information Center Coordinator Meteorologist
25	10/30/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
26	11/8/2018	Participation in other activities designed by the station employment unit	Hosted station tour for Belmont West Home & Garden Club. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator

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27	11/15/2018	Participation in events or programs sponsored by educational institutions	Spoke to students at Maryville college. Discussed career tracks toward a career in broadcast and journalism industry.	1	Anchor
28	11/28/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
29	11/29/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
30	12/6/2018	Participation in other activities designed by the station employment unit	Hosted station tour for All Saints Episcopal School. Attended a meteorologists meeting. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
31	12/6/2018	Establishment of training programs for station personnel	TEGNA One CMS Contributor Team Training. Training on how to use the CMS program on how to post to the station's website.	1	Information Center Coordinator

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32	12/11/2018	Establishment of training programs for station personnel	Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Multi-Skilled Journalist
33	12/28/2018	Establishment of a mentoring program	Veteran Anchors/Reporters at WBIR created a mentor program for newly hired Multi-Skilled Journalists/Anchors. The veteran journalists would work one on one time with the new Multi-Skilled Journalists on pitching story ideas, writing and editing copy, networking within the community, building a contact list and their on-camera presence.	2	Anchor Multi-Skilled Journalist
34	2/5/2019	Participation in other activities designed by the station employment unit	Hosted station tour for Gresham Middle News Crew class. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
35	2/12/2019	Participation in other activities designed by the station employment unit	Hosted station tour for Trail Life USA, Troop 179. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
36	2/19/2019	Participation in other activities designed by the station employment unit	Hosted station tour for Valley Grove Baptist Church Senior group. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
37	2/22/2019	Participation in events or programs sponsored by educational institutions	Hosted a station tour for Lincoln Memorial's Universities Scholar of the week winner. Discussed internship opportunities and positions within the media industry in sound engineering.	1	Account Manager

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38	2/26/2019	Participation in other activities designed by the station employment unit	Hosted station tour for Trail Life USA, Troop 0179. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator
39	3/1/2019	Participation in events or programs sponsored by educational institutions	Multi-Media Journalist read to students at Carter elementary during their Read Across America Day. Shared information about career opportunities in journalism in the broadcast industry.	1	Multi-Media Journalist
40	3/1/2019	Participation in events or programs sponsored by educational institutions	Meteorologist read to students at Lenoir City Christian Academy during their Read-A-Thon event. Discussed career tracks toward a career in broadcast meteorology.	1	Meteorologist
41	3/12/2019	Participation in other activities designed by the station employment unit	Hosted station tour for students from University of Tennessee in the American Marketing Association. Offered insight into the newscast production, the activity within a newsroom and discussed careers in the broadcast industry.	1	Information Center Coordinator