

EEO PUBLIC FILE REPORT

FOR

WBXX-TV & WKNX-TV

Knoxville, TN

This EEO Public File Report
Covers the Period
April 1, 2014 to March 31, 2015

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WBXX-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's (FCC) rules.

During the one year ending on 3/31/2015 the station filled the following full-time vacancies:

Account Executive

The station interviewed a total of 3 persons for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

| <u>Recruitment Source</u> | <u>Total Number of Interviewees Referred</u> |
|------------------------------------|--|
| CW20tv.com | 0 |
| Staff referral | 1 |
| Self Referral (Walk in) | 2 |
| Community Action Committee | 0 |
| Knoxville College | 0 |
| Middle Tennessee State University | 0 |
| U.S. Department of Veteran Affairs | 0 |
| United Minority Media | 0 |
| Knoxville NAACP | 0 |

Attachment A contains the following information for each full-time vacancy:

- < The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- < The recruitment source that referred the hiree for each full-time vacancy;
- < The total number of persons interviewed for each full-time vacancy; and
- < The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

* * * * *

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hire: Staff Referral

Date Vacancy Opened: June 27th, 2014

Total Number of Persons

Date Vacancy Filled: August 11th, 2014

Interviewed for the Vacancy: 3

Recruitment Sources Used to Fill the Vacancy

| Name of Recruitment Source | Address | Contact Person | Telephone Number | Total Number of Interviewees Referred by the Source for the Vacancy | Did the Source Request Notification? |
|-------------------------------------|---|------------------|------------------|---|--------------------------------------|
| CW20tv.com | CW20tv.com | Station website | 865-777-9220 | 0 | No |
| Staff Referral | NA | NA | 865-777-9220 | 1 | No |
| Self-Referral | NA | NA | NA | 2 | No |
| Community Action Committee | 4200 Asheville Highway Knoxville, TN 37914 | Annie Jones | 865-594-6720 | 0 | No |
| Hispanic News Link | 1420 N Street NW Washington DC 20036-2891 | Charlie Ericksen | 202-234-0280 | 0 | No |
| Knoxville College | 901 College Drive Knoxville, TN 37921 | NA | 865-524-6525 | 0 | No |
| Knoxville NAACP | 1900 Mcalla Ave Knoxville, TN 37915 | Ezra Maize | 865-300-4188 | 0 | No |
| Middle Tennessee State University | Vocational Rehabilitation Employment MTSU P.O. Box 58 Murfreesboro, TN 37132 | NA | 615-898-2300 | 0 | No |
| U.S. Department of Veterans Affairs | Vocational Rehabilitation Employment 110 9th Ave. South Nashville, TN 37203 | NA | 1-800-827-1000 | 0 | No |
| United Minority Media | 5511 Woodland Ave Suite 1 Kansas City, MO 64110-2921 | NA | 816-822-1313 | 0 | No |
| Western Kentucky University | Mass Media Technology Hall 340 Bowling Green, KY 42101 | NA | 270-745-0111 | 0 | No |

MENU OPTION ACTIVITIES

Station WBXX-TV has engaged in the following outreach activities during the year covered by this report:

| Activity Classification | Type of Activity | Brief Description |
|-------------------------|--|--|
| 14. | Provision of training to management level personnel as to methods of ensuring equal opportunity and preventing discrimination. | General Sales Manager participated in a Webinar through TLNT, a professional human resource service, which addressed pre-employment discrimination issues in Ban-the-Box type inquiries during the hiring process. The Webinar also discussed how the EEOC is taking aggressive action to combat perceived areas for potential discrimination. The Webinar was on March 25, 2015. |
| 9. | Establishment of a mentoring program for station personnel; | Local Sales Manager and General Sales Manager held weekly sales meetings and in the sales manager, both managers trained the sales staff on items such as inventory management which is a sales manager function, collections, and role playing. These training sessions provided information to the sales staff on how to work inventory and how to better sell. Specifically on March 18, 2015, the Local Sales Manager had the sales staff participate in a training exercise regarding building teams and teamwork in general. The Local Sales Manager used The Story of the Stone Soup and had all account executives participate in the building of the Stone Soup to further train them on strong teamwork principles. The Local Sales Manager and Account Executives alike felt that the training created a "strong village" message. The General Sales Manager since the start of 2015 has featured pieces from <i>Inc Magazine</i> regularly. These features train on the A-B-C's of sales and how to apply the basics of training to everyday situations. |

| | | |
|----|--|--|
| 6. | Participation in job banks, Internet programs designed to promote outreach generally | WBXX-TV created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Tennessee Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the month on WBXX-TV and WKNX-TV. |
|----|--|--|

* For Activity Classificationuse numbers through 6in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;

Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.