

**EEO PUBLIC FILE REPORT**

**FOR**

**WTNZ/WKNX-TV**

This EEO Public File Report  
April 1, 2019 to March 31, 2020

## **EEO Annual Public File Report**

### **WTNZ/WKNX**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the WTNZ/WKNX employment unit. This Report will be placed in the online public inspection files for WTNZ and WKNX and posted on WTNZ/WKNX's website.

The information contained in this Report covers the time period ending March 31, 2020 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey or Kristin Hellyer, at (804) 672-6565.

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**ATTACHMENT 2  
RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
1	1	No
2	0	No
3	0	No
4	3	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	0	No
16	0	No
17	0	No
18	0	No
19	0	No
20	0	No
21	0	No
22	0	No
23	0	No
24	0	No
25	0	No
26	0	No
27	0	No
28	0	No
29	0	No
30	0	No
31	0	No
32	0	No
33	0	No
34	0	No
35	0	No
36	0	No
37	0	No
38	0	No
39	0	No
40	0	No

<b>41</b>	<b>0</b>	<b>No</b>
<b>42</b>	<b>0</b>	<b>No</b>

## RECRUITMENT SOURCES

### Source

1. WTNZ/WKNX-TV station website [www.WTNZ/WKNXfox43.com](http://www.WTNZ/WKNXfox43.com) 9000 Executive Park Drive #D300 Knoxville, TN 37923 865-693-4343
2. Indeed <http://www.indeed.com> 6433 Champion Grandview Way Building 1 Austin, TX 78750 1-800-475-4361
3. Self Referral
4. Employee Referral
5. Craigslist <http://www.craigslist.org> 1381 9th Avenue San Francisco, CA 34122 1-415-566-6394
6. YouTube <http://www.youtube.com> 901 Cherry Avenue San Bruno, CA 94066 1-650-253-0000
7. TV Jobs [www.tvjobs.com](http://www.tvjobs.com)
8. Media Line [www.medialine.com](http://www.medialine.com)
9. NAHJ [www.nahj.org](http://www.nahj.org) 1050 Connecticut Avenue NW 10th Floor Washington, DC 20036 202-853-7760
10. NAJA [www.naja.com](http://www.naja.com) 395 W. Lindsey Street Norman, OK 73019
11. AAJA [www.aja.org](http://www.aja.org) 5 Thirst Street Suite 1108 San Francisco, CA 94103 415-346-6343
12. Society of Broadcast Engineers [www.sbe.org](http://www.sbe.org) 9102 N. Meridian Street #150 Indianapolis, IN 46260 317-846-9000
13. Tennessee Association of Broadcasters [www.tabtn.org](http://www.tabtn.org) 2 International Plaza #902 Nashville, TN 37217 615-365-1840
14. Tennessee Gov [www.jobs4tn.gov](http://www.jobs4tn.gov)
15. Glassdoor [www.glassdoor.com](http://www.glassdoor.com) 100 Shoreline Highway Building A Mill Valley, CA 94941 1-415-339-9105
16. TVB [www.tvb.org](http://www.tvb.org) 120 Wall Street 15th Floor New York, NY 10005 212-486-1111
17. Zip Recruiter [www.ziprecruiter.com](http://www.ziprecruiter.com) 604 Arizona Avenue Santa Monica, CA 90401 1-877-252-1062
18. Linked In [www.linkedin.com](http://www.linkedin.com) 2029 Stierlin Court Suite 200 Mountain View, CA 94043 1-650-687-3600
19. I Know Knoxville [www.IKnowKnoxville.com](http://www.IKnowKnoxville.com)
20. College Central Network [www.collegecentral.com](http://www.collegecentral.com)
21. SpotsNDots [www.SpotsNDots.com](http://www.SpotsNDots.com) 1635 Old Highway 41 NW Suite 112-338 Kennesaw, GA 30152 888-884-2630 x707
22. Media Ideanet Graeme Newell, 602 Communications, 6839 Charter Hills Road, Charlotte, NC 28277, 704-543-1426
23. University of Tennessee Career Services, 100 Dunford Hall, Knoxville TN, 37996-4010 Heather Harrison 865-974-2149
24. Art Institute of Atlanta, 1000 Embassy Row Atlanta, GA 30328 Nicole Bradford 800-275-4242
25. Minority Student Affairs, 812 Volunteer Blvd. Knoxville, TN 37996 Dr. Jane Redmond 865-974-6861
26. Roane State Community College, 276 Patton Lane Harriman, TN 37748 Kim Harris 865-882-4695
27. Disability Resource Center, 900 East Hill Ave. Suite 120 Knoxville, TN 37932 Kathy Hollander 865-637-3666
28. Tusculum College Graduate & Professional Studies, 1305 Centerpoint Blvd. Knoxville, TN 37932 Leslie Fox 865-693-1177
29. Lincoln Memorial University, 6965 Cumberland Gap Pkwy. Harrogate, TN 37752 800-325-0900 EXT. 6251
30. Knoxville Area Urban League, 1514 East Fifth Avenue Knoxville, TN 37917 Gloria Garner 865-524-5511
31. Knoxville NAACP, PO Box 14096 Knoxville, TN 37917 Ezra Maize 865-622-4748
32. Maryville College Center for Calling and Career, 502 East Lamar Alexander Pkwy. Maryville, TN 37804 Tracey Gartmann 865-981-8220
33. NAACP of Oak Ridge, PO Box 6165 Oak Ridge, TN 37831 Jean. A. Shaakir-Ali 865-567-7372
34. Heart of Knoxville Career & Resource Center, 1610 Magnolia Avenue Knoxville, TN 37917 Bryan May 865-329-3166
35. Knoxville Urban Group, 1514 NE 5th Avenue Knoxville, TN 37917 Bill Myers 865-524-5511
36. South College, 3904 Lonas Drive Knoxville, TN 37909 Gale Taylor 865-251-1800
37. Knoxville Area Career Center, 1610 University Avenue Knoxville, TN 37921 Emily Hatfield 865-594-5500
38. Pellissippi State Community College, 10915 Hardin Valley Road PO Box 22990 Knoxville, TN 37933, Carolyn Carson 865-694-6400
39. Tennessee Technology Center, 821 W. Louise Ave. Knoxville, TN 37813 S. Rodgers 423-543-0070
40. Walters State Community College, 550 S. Davy Crockett Parkway Morristown, TN 37813, Ann Browen 423-585-2600
41. Union University, <https://uu-csm.symplicity.com> Union University Drive Jackson, TN 38305  
Renee Jones 731-661-5421
42. Handshake, [www.handshake.com](http://www.handshake.com) 627 Broadway, Lvl 9, New York, NY 1001 646-434-2553

43. Lockwood Broadcast Group Website [www.LockwoodBroadcast.com](http://www.LockwoodBroadcast.com) 3914 Wistar Road Richmond, VA 23228 804-672-6565

## ATTACHMENT 3

### MENU OPTION ACTIVITIES

WTNZ/WKNX-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
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)	WTNZ/WKNX 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 year on WTNZ/WKNX. Job Opportunities at the stations are also posted on the Tennessee Association job banks.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	WTNZ/WKNX's Sales Team and Management participated in digital training programs with Orbit Interactive July 8-9, 2019 and August 27-29, 2019.
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	WTNZ/WKNX's General Sales Manager participated in Littler's Annual Report on the EEOC: A Practical Primer on Organizational, Procedural, and Case Developments webinar on March 10, 2020.

\* For "Activity Classification", use "1" through "16" in accordance with attached list.

#### Menu Option Classifications

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;
16. 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.