

WBIR
EEO PUBLIC FILE REPORT
March 21, 2016 - March 20, 2017

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Producer	2-5, 8-11, 13, 16-23, 27-30, 32-41	10
Producer	2-5, 8-11, 13, 16-23, 27-30, 32-41	10
Producer	2-5, 8-11, 13, 16-23, 27-30, 32-41	5
Producer	2-5, 8-11, 13, 16-23, 27-30, 32-41	2
Producer	2-5, 8-11, 13, 16-23, 27-30, 32-41	30
Multi-Skilled Journalist	1-5, 8-11, 13, 16-23, 25, 27-29, 31-41	1
Multi-Skilled Journalist	1-5, 8-11, 13, 16-23, 25, 27-29, 31-41	25
Multi-Skilled Journalist	1-5, 8-11, 13, 16-23, 25, 27-29, 31-41	5
Multi-Skilled Journalist	1-5, 8-11, 13, 16-23, 25, 27-29, 31-41	31
Broadcast Engineering Maintenance Technician	2-4, 8-9, 11, 13-14, 16-23, 27-29, 32-41	14
Integrated Account Executive	2-4, 8-11, 13-14, 16-23, 27-29, 31-41	14
Account Manager	2-4, 8-11, 13, 16-24, 27-29, 32-41	10
Account Manager	2-4, 8-11, 13, 16-24, 27-29, 32-41	10
Multi-Skilled Journalist	2-4, 8-13, 16-18, 20-23, 27-42	10
Sports Anchor/ MSJ	2-5, 8-9, 11-13, 15-18, 20-23, 26-29, 31-42	15
Commercial Production Producer	2-4, 7-9, 11-13, 16-18, 20-23, 27-42	30
Digital Sales Specialist	2-4, 8-14, 16-17, 20-23, 27-29, 31-42	31
Multi-Platform Producer	2-4, 6, 8-14, 16-17, 20-23, 27-29, 31-42	14
Multi Skilled Journalist	2-4, 8, 11-14, 16-17, 20-21, 27, 29, 31-42	14

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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	Agency Referral	N	1
2	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	4
3	Carson Newman College 2130 Branner Avenue, #72018 Jefferson City, Tennessee Phone : (865) 471-4483 Url : www.cn.edu Email : bmclamore@cn.edu Fax : 1-865-471-4989 Brent McLamore	N	0
4	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
5	Corporate Recruiter	N	3
6	Current Employee	N	1
7	Did not indicate (Source Unknown)	N	1
8	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

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9	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
10	Employee Referral	N	17
11	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
12	Glassdoor 100 Shoreline Highway Building A Mill City, California 94941 Url : www.glassdoor.com TEGNA Contact Through CB1 Account Manual Posting	N	0
13	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
14	Indeed.com	N	11
15	Job Board	N	3
16	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

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17	Knoxville Urban League 1514 N.E. 5th Avenue Knoxville, Tennessee Phone : (865) 524-5511 Email : bmyers@thekaul.org Bill Myers	N	0
18	KOMU –TV Missouri Phone : (573) 882-8888 Email : WillisB@missouri.edu Barbara Willis	N	0
19	Maryville College 502 E. Lamar Alexander Parkway Maryville, Tennessee Phone : (865) 981-8000 Email : judy.hope@maryvillecollege.edu Judy Hope	N	0
20	Media Line Illinois Email : medialine@medialine.com Fax : 1-408-648-5204 Career Service	N	0
21	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
22	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	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	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0
24	NewsDirections NewsDirections 1701 Jackson Square Dr Hixson, Tennessee 37343-2546 Email : tony@news-directions.com Tony Windsor	N	0
25	Non-Employee Referral	N	1
26	Other Source	N	1
27	Pellissippi State Technical Community College 10915 Hardin Valley Road Knoxville, Tennessee Phone : 865-694-6559 Email : drutledge@pstcc.edu Doris Rutledge	N	0
28	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
29	South College 3904 Lonas Drive Knoxville, Tennessee Phone : (865) 251-1800 Url : http://www.southcollegetn.edu/ Email : gtaylor@southcollegetn.edu Gary Taylor	N	0
30	Station Website	N	4
31	TEGNA.com 7950 Jones Branch Drive McLean, Virginia 22107-0002 Url : www.tegna.com Janae Barker Manual Posting	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	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
33	Tennessee Career Center 1610 University Avenue Suite 106 Knoxville, Tennessee Phone : (865) 594-5500 Email : ginger.armstrong@tn.gov Ginger Armstrong	N	0
34	Tennessee State University 3500 John A Merritt Blvd Nashville, Tennessee Phone : (615) 963-5000 Email : wfain@tnstate.edu William Faine	N	0
35	Tusculum College 1305 Centerpoint Blvd. Greenville, Tennessee 37743 Phone : 423-444-7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	N	0
36	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
37	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6372 Email : dale.warf@vba.va.gov Dale Warf	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
38	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
39	University of Tennessee, College of Communications – Broadcasting Dept 100 Dunford Hall Knoxville, Tennessee Phone : (865) 974-2149 Url : http://www.utk.edu/contact/ Email : avenable@utk.edu Fax : 1-865-974-6497 Allison Beck	N	0
40	Walters State Community College 500 S. Davy Crockett Parkway Morristown, Tennessee Phone : (423) 585-6914 Email : ann.bowen@ws.edu Ann Bowen	N	0
41	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
42	WBIR-TV – Website 1513 Hutchinson Ave Knoxville, Tennessee Url : www.wbir.com Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			50

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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	4/19/2016	Participation in events or programs sponsored by educational institutions	Hosted Belle Morris Science Club tour with weather talk, 5th-6th grade.	2	Information Center Coordinator Meteorologist
2	5/16/2016	Establishment of training programs for station personnel	Webinar: Social Listening	1	Producer
3	5/18/2016	Participation in events or programs sponsored by educational institutions	Hosted Alcoa Intermediate School, Broadcasting class, 10 students	1	Information Center Coordinator
4	5/22/2016	Establishment of training programs for station personnel	Supported Editor with continuing education. Paid \$1395 tuition reimbursement. Studied interactive narrative and sound recording technique as University of TN.	1	Editor
5	5/25/2016	Establishment of an intern program designed to assist members of the community	WBIR actively recruits students attending accredited colleges and universities. Our program offers the student/intern active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that can not be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships are primarily news based. During the reporting period, we had 8 interns.	3	News Director Assistant News Director EP - Intern Coordinator
6	6/28/2016	Establishment of training programs for station personnel	Marketing Director attended Promax Convention in Las Vegas. Training offered daily and opportunity to work with syndicators and others in the field.	1	Marketing Director
7	6/29/2016	Establishment of training programs for station personnel	Two employees participated in Social engagement and amplification training. This was one session in which the training focused on using social media to engage viewers more directly and how to drive more users to digital and broadcast.	2	Producer Producer

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8	10/5/2016	Establishment of training programs for station personnel	Two employees (Producer & Editor) participated in TEGNA TANK Masters Series - Cinematography. Classes were held over a two month period and were 30-60 minutes in length. The format was a forum for idea sharing/questions, but also submissions and critique of employee production work.	2	Producer Editor
9	10/5/2016	Establishment of training programs for station personnel	Two employees participated in TEGNA Tank Masters Series - Content Marketing. This is a 6 class series focusing on social media hosted. The class compared traditional marketing to content marketing, trends, best practices and creating content people want to share.	2	Producer Producer
10	10/19/2016	Participation in Job Fairs	Recruiting at UT College of Communication Internship and Job Fair.	2	Executive Producer Assistant News Director
11	10/27/2016	Participation in events or programs sponsored by educational institutions	Hosted Webb School of Knoxville (private K-12). 40 1st graders participated in a weather talk with meteorologist	2	Information Center Coordinator Meteorologist
12	11/10/2016	Participation in events or programs sponsored by educational institutions	Hosted Anderson Co High School, Contemporary Issues class, 18 students	1	Information Center Coordinator
13	12/6/2016	Participation in events or programs sponsored by educational institutions	Hosted Westview Middle School, Digital Arts Media class, 15 students attended	1	Information Center Coordinator
14	2/2/2017	Participation in events or programs sponsored by educational institutions	Station participated in Fulton High School College and Career Expo which is part of an initiative called Project GRAD. Program is intended to increase hope and opportunity for Knoxville's center city schools. As part of an ongoing partnership, the station allows job shadowing, participates in Senior Showcast Day in which projects are displayed, and attends bi-monthly community luncheons.	1	Assistant News Director

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15	2/21/2017	Establishment of training programs for station personnel	News, Marketing Director and Executive Producer attended TEGNA HQ Content Summit. Focus was exploring new ways to examine content, increase audience on all platforms, and hiring of diverse talent representative of the viewing community.	3	News Director Marketing Director Executive Producer
16	3/9/2017	Participation in events or programs sponsored by educational institutions	Hosted tour for Roane State Community College, Mass Communications program - 10 students	1	Information Center Coordinator