

EEO Public File Report

Station: WDEF-TV, Inc. within the Morris Network, Inc. Group

Renewal Filing Deadline: 4/1/13

Anniversary of Renewal Application Filing Deadline: 4/1/19

Year: 4/1/19 - 3/31/20

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	Multi-Media Journalist	3/8/2019	4/1/2019	Recruitment Source List (see attached)	1	Weather Intern
2	Multi-Media Journalist	3/8/2019	4/17/2019	Recruitment Source List (see attached)	1	UTC
3	Marketing Writer/Producer	5/22/2019	6/22/2019	Recruitment Source List (see attached)	1	Indeed.Com
4	Account Executive	7/12/2019	10/7/2019	Recruitment Source List (see attached)	1	Indeed.Com
5	Sales Coordinator	9/11/2019	11/4/2019	Recruitment Source List (see attached)	1	Indeed.Com
6	Meteorologist/Reporter	9/11/2019	12/30/2019	Recruitment Source List (see attached)	1	TVJobs, Inc.
7	Multi-Media Journalist	9/12/2019	10/14/2019	Recruitment Source List (see attached)	1	WDEF.com
8	Digital Sales Manager	2/6/2020	2/25/2020	Recruitment Source List (see attached)	1	WDEF.com
9	Local Sales Manager	3/5/2020	3/23/2020	Recruitment Source List (see attached)	1	WDEF.com
Total					<u>9</u>	

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: **WDEF-TV, Inc. within the Morris Network, Inc. Group**

Year: 4/1/19 - 3/31/20

Total No. of Persons
Interviewed for full-time
vacancies

42

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Benedict College	1600 Harden St., Columbia, SC 29204	David Swinton	803-253-5201		N
Bethune-Cookman College	640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114-3099	Claudine McKee	904-252-8667		N
Chatt. EEOC Office	City Hall Annex E. 11th St., Chatt., TN 37402	Wade Hinton	423-209-6144		N
Chatt. St. Tech. Comm. Coll.	4501 Amnicola Hwy., Chatt., TN 37406	Fredia Jennings	423-697-4400		N
"	chris.willis@chattanooga.state.edu	Dr. Chris Willis			N
Chatt. Times Free Press	117 E. 10th St, Chatt., TN 37402	Classified Dept.	423-756-6208		N
Clark Atlanta University	James P. Brawley Dr. @ Fair St., Atlanta, GA 30314	Diedre McDonald	404-880-8500		N
Cleveland St. Comm. Coll.	www.collegecentral.com/clevelandstateecc	Job Placement	423-478-6221		N
"	araburn@clevelandstate.com	Ashley Raburn			N
"	smirza@clevelandstate.com	Sal Mirza			N
"	lburns@clevelandstate.com	Larry Burns			N
Community Services	101 E. 11th Street, Chattanooga, Tn	Rayburn Traugher			N
Dalton State College	https://www.myinterfase.com/daltonstate/employer/	ACE Center	706-272-4429		N
Facebook	www.facebook.com			3	
"	jlittlefield@daltonstate.edu	J Littlefield			N
GA Dept. of Labor	#1 Sousa & Williams St., Rossville, GA 30741	Al Abernathy	706-861-1990		N
Good Neighbors	735 E. 10th St., Chatt., TN 37403	Edward Fletcher	423-266-1772		N
Hamilton County EEOC Office	317 Clark Street, Chattanooga Tn	Kenneth Jordan	423-209-6144		N
HR On Air Advertisements	hr@wdef.com	Lisa Murphy			N
In - House Interview/Internal Referrals	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	4	N
Indeed.com	Indeed.com			13	N
Internship Program	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201	1	N
Johnson C. Smith Univ.	100 Beatties Ford Rd., Charlotte, NC 28216	Barbara Wilks	706-378-1007		N
Lee University	1120 N. Ocoee St., Cleveland, TN 37311	Dr. Debbie White	423-614-8162		N
"	dthompson@leeuniversity.edu	D. Thompson			N
LeMoyné-Owen College	807 Walker Ave., Memphis, TN 38126	Michael Washington	901-942-7360		N

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LinkedIn	LinkedIn.com			3	
Middle. TN St. Univ.	https://mtsu-csm.symplicity.com/employers/index		615-898-2500		N
"	MrRobert.Jasso@mtsu.edu	Robert Jasso			N
Morris College	100 W. College St., Sumter, SC 29150-3599	Margaret Bailey	803-775-9371		N
MTSU	www.mtsu.com		615-898-2500		N
NAACP	601 Martin Luther King Blvd., Chatt., TN 37403	Valorie Armstrong	423-267-5637		N
NW Tech. Institute	P.O. Box 569, Rock Springs, GA 30739	Diane Guinn	706-764-3550		N
Paine College	1235 15th St., Augusta, GA 30901	Willie Mae Allen	706-821-8230		N
Penn State	www.psu-csm.symplicity.com				N
Shaw University	118 E. S. St., Raleigh, NC 27601	Paul Vandergriff, III	919-546-8280		N
Southern. Adventist Univ.	P.O. Box 370, Collegedale, TN 37315	Jeremy Moore	423-238-3159		N
St. Paul's College	115 College Dr., Lawrenceville, VA 23868-9988	Tammy Jolley	804-848-4917		N
TAB	www.tab.com				N
TN Career Center	1105 E. 10th Street, Chattanooga, Tn	Andrea Witt	423-894-5354		N
TN Human Rights Comm.	540 McCallie Ave., Chatt., TN 37402	Susannah Berry	800-251-3589		N
Tuskegee University	Carnegie Hall, 3rd Fl., Tuskegee, AL 36088	Sarah Stringer	334-727-8294		N
TV Jobs	www.tvjobs.com	Mark Holloway	760-754-8177	8	N
Univ. of TN at Chatt.	651 Vine St., Chatt., TN 37403	Ms. Jean Dake	423-755-4184	2	N
"	betsy-alderman@utc.edu	Betsy Alderman			N
University of TN @ Knoxville	sanswan@utk.com	Sam Swan			N
Urban League	P.O. Box 11106, Chattanooga, TN 37401	Julie Andrews	423-756-1762		N
Walk Ins	WDEF TV, 3300 Broad St., Chatt., TN 37408	Lisa Murphy	423-785-1201		N
Walker Co. Chamber	www.chamberlogin.com	Stephanie Snodgrass	706-375-7702		N
WDEF Web Page	www.wdef.com	Lisa Murphy	423-785-1201	8	N
Western KY University	dick.taylor@wku.edu	Dick Taylor			N
WTVQ	www.wtvq.com	Chris Aldridge	859-294-6125		N
WMGT	www.wmgt.com	Sister Station			N
				<u>42</u>	

* additional contacts - same Recruitment Source

Total

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Supplemental Outreach Initiatives

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Year: **4/1/19 - 3/31/20**

	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, 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	HR Manager	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 Advertisement	WDEF-TV uses its broadcast signal and website to advertise current employment opportunities that invite viewers to interact with and respond to our human resource department. These announcements will appear in the form of :30 second TV spot ads produced and updated as positions become available.	On-going	Business Manager, HR 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.
3)	Intern and Job Shadow Programs	Introduce eligible high school and college students to the broadcasting environment	On-going	News Director, Sportscasters, Reporters, Anchors, Chief Meteorologist	The News Department hosted three students from UTC, one student from Troy University and one from Salem University. College students in Mass Communication, Journalism or Meteorology programs work one-on-one with news department staff. Five students from three universities participated in this program and learned from staff about journalism, equipment use and general broadcasting knowledge & information.

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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, Assistant Business Manager, Staff member in all departments.	<p>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 training includes new hire orientation, safety, anti-harassment seminars, etc. 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 Network meetings are shared appropriately with staff and local management. 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.</p> <p>ACCOUNTING - The Accounting office is responsible for Financials, Budgets, Accounts Receivable, Payroll, EEO hiring & Recruitment, Accounts Payable processing and Human Resources on a daily basis. Because of training and other responsibilities the Assistant Business Manager has acquired managerial and supervisory responsibilities for Receptionist employees. Receptionists are trained on Accounts Payable functions, mails 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 training Business Manager and Business Office responsibilities to the Assistant Business Manager.</p>

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
4b)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	News Director, Marketing Director, Chief Engineer, Operations Manager	<p>NEWS -Staff are continually trained to improve skills at their current positions and to advance their skills into other areas. Conway consulting conducted numerous training sessions on writing, presentation skills, and multi-media reporting basics. 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 which take place one-on-one and in groups. We train all staff on social media skills, and use of cellular live equipment. All staff receive training on website posting, writing, and some technical knowledge of web-workings.</p> <p>MARKETING - Skill developing training continues in the marketing department encompassing several different areas of Marketing, Creative Services & Digital Media. These include witting for promotions production, as well as shooting and editing for long-form content.</p> <p>TECHNICAL - Staff is trained to improve skills in current position and to advance skills which with constantly changing technology and very important safety training. New equipment training this year included, new production switcher and ongoing MCR automation capability updates .</p> <p>Also, continue staff cross training to better support Mktg with Web issues and more Tech Dept general functions in addition to IT.</p> <p>OPERATIONS -Training initiatives within the Operations Department are 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 transcode video files, graphics, and feeds for use in the newscast and master control operations via 3 video servers and 2 graphics servers. Extensive training was conducted for staff on new production switcher equipment installed February 2020.</p>

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	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
4c)	Training Programs (cont.)	Training employees to expand working knowledge and enhance skills	On-going plus new equipment and technologies	General Sales Manager, and staff in the respective departments.	SALES -The sales staff has weekly meetings which cover general business and selling techniques. Most meetings have training components. These consist of subjects such as: negotiation strategies, Rentrak ratings data use, closing techniques, addressing client objections, presentation methods, ChartLocal Internet sales products and strategies, mobil app applications, order entry procedures, competitive information, WDEF program changes and sales promotions, and weekly training with Doyle On Demand as outlined below. Separate weekly individual AE meetings, take place between the GSM, LSM, DSM and individual Sales AEs to provide direction in individual areas of need. These meetings also serve as targeted account strategy planning sessions. Our largest single training initiative is the Doyle On Demand Sale Series; an on-line video sales training course with hundreds of modules designed to educate Account Executives about the advertising industry, TV and Digital advertising, along with the basics of several industries with which we do a considerable amount of business. These include Restaurant, Auto, Furniture, Real Estate, Healthcare and more. The Sales Managers and all of our AE's take this course as a group as a part of regular sales meetings. New AE's are assigned additional units as an orientation to the industry.
5)	Career Fair	Southern Adventist University "Meet The Firms"	2/27/2020	News Director	WDEF News 12 participated in the Southern Adventist University Meet the Firms Career Fair and spoke with over 20 students and alumni. Handouts were provided which included a summary career opportunities within most television stations, a listing of WDEF's current job openings and applications forms. WDEF staff interviewed perspective employees and interns and outlined educational and other training needs for future employment at WDEF or other television stations. Students were directed to WDEF.com to find all current career opportunities with the station as they become available.
6)	Career Fair	Lee University	3/25/2020		We were scheduled to attend however, the career fair was cancelled due to the "social distancing" advisement of the CDC as a precaution against Coniv-19.
7)	Career Fair	Chattanooga State Community College	3/26/2020		We were scheduled to attend however, the career fair was cancelled due to the "social distancing" advisement of the CDC as a precaution against Coniv-19.