

EEO PUBLIC FILE REPORT
WMC-TV (Memphis, TN)
April 1, 2010 through March 31, 2011

Recruitment Sources Used For Full-Time Vacancies

Attachment A includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

<u>Full-Time Positions Filled</u>	<u>(Recruitment Sources Used)</u>	<u>[Hiree's Source]</u>
Multimedia Journalist	(1-24, 26-28, 32-33, 41)	[26]
Producer	(1-24, 26-28, 32-33, 41)	[33]
General Sales Manager	(1-28, 32, 33, 41-43)	[42]
Chopper Photog/Web Producer	(1-23, 26-28, 33, 41)	[41]
Account Executive	(1-24, 26-28, 32-34, 41)	[26]
News Media Web Producer	(1-24, 26-28, 32-33, 41)	[26]
Assignment Editor/Web Producer	(26,33,41)	[41]
Account Executive	(1-24, 26-28, 32, 33, 41)	[26]
Multimedia Journalist	(1-24, 26-28,32,33,41)	[33]

Total Interviewees for all Full-Time Positions

61 persons

Number of Referrals from Sources Used

#26 (27 persons), #32 (1 person), #33 (9 persons), #34 (3 persons), #41 (11 persons), #42 (2 persons) #43 (8 persons)

Supplemental Outreach Activities

See Attachment B

(WMC-TV)
MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

1. (JOBLINE) Benjamin L. Hooks Central Library, 3030 Poplar Ave., Memphis, TN 38111- (901) 415-2842 (f) 323-0596
2. Carlton Carter, Tennessee Technology Center, 550 Alabama, Memphis, TN - (901) 543-6100 carlton.carter@ttcmemphis.edu
3. Placement Officer, Rhodes College Career Services, 2000 N. Parkway, Memphis, TN - (901) 843-3800 careers@rhodes.edu
4. Denita Hedgeman, LeMoyné-Owen College Career Services, 807 Walker Ave., Memphis, TN - (901) 435-1729 denita_hedgeman@loc.edu
5. Sandra Dallas, Memphis Urban League, 413 North Cleveland, Memphis, TN - (901) 272-2491 sdallas@mphsurbanleague.org
6. Vanessa Frazier, Memphis Interfaith Association (MIFA), P.O. Box 3130, Memphis, TN 38126 – (901) 527-0208
7. Southwest Tennessee Community College Career Services, 5983 Macon Cove, Memphis, TN 38134 – (901) 333-4181 wwalker@southwest.tn.edu
8. Dale Warf, Department of Veterans Affairs Vocational Rehabilitation and Employment Division, 110 Ninth Avenue South, Nashville, TN 3720 dale.warf@va.gov
9. Diane Ellington, Memphis Works, 4189 Leroy, Memphis, TN – (901) 767-0922/ (901) 767-0798 (f)
10. Nicole McCoy, Lowenstein House, 821 South Barksdale Street, Memphis, TN – (901) 274-5486 nicolemccoy@bellsouth.net
11. Steve Beverly, Department of Communication Arts, 1050 Union University Dr., Jackson, TN (731) 661-5550 sbeverly@uu.edu
12. John F. Peaches, Director of Placement/Rust College, 150 Rust Avenue, Holly Springs, MS - (662) 252-8000 jpeaches@rustcollege.edu
13. Johnnie Turner, Memphis Branch/NAACP, 588 Vance Avenue, Memphis, TN – (901) 521-1343 jturnr11@comcast.net
14. Lauren Page, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN (901) 678-2401 lplee@memphis.edu
15. Yolanda Macklin, Arkansas Workforce Center, 260 Shoppingway, Suite #7, West Memphis, AR 72301 (870) 735-6730 yolanda.macklin@arkansas.gov
16. *Derrick J. Phillips, Probation Works, Inc. 3035 Directors Row, Bldg. A, Suite 1302, Memphis, TN 38131 (901) 345-9000 indstructable12@aol.com
17. National Association of Black Journalist/University of Maryland, 8701-A Adelphi Rd., Adelphi, MD – (301) 445-7100 (f) 301-314-1714
18. Career Services/Lane College, 545 Lane Avenue, Jackson, TN – (731) 421-2788 rcoleman@lanecollege.edu
19. Angela Banks, Southwest Tennessee Community College, 767 Union Avenue, Memphis, TN – (901) 333-4180 abanks@southwest.tn.edu

WMC-TV MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

20. Betty McWillie, Christian Brothers University Career Center, 650 East Parkway South, Memphis, TN – (901) 321-3330 career@cbu.edu
21. Sandy Lizik, 602 Communications, 4349 East Colter Street, Phoenix, AZ 85018, slizik@602communications.com
22. Jackie Webb, 400 Wilder Tower, The University of Memphis, Memphis, TN 38152 – (901) 678-2239 jwebb2@memphis.edu
23. Rodney Freed, The University of Tennessee at Martin, rfreed@utm.edu
24. Jill Green, Tennessee Association of Broadcasters (615) 365-1840 , tabtn@bellsouth.net, www.tabtn.org
25. The Commercial Appeal Classified Ads – Memphis, Tennessee, Eric Brown (901) 529-5260
26. WMC-TV Website – <http://www.wmctv.com>
27. Career Women – http://www.careerwomen.com/employer_access_resume.jsp
28. Diversity Search.com – http://diversitysearch.com/employer_access_resume.jsp
29. AdWeek Classified Ads
30. Television Week Classified Ads
31. MonsterTrak – <http://www.monstertrak.com>
32. TV Jobs.com Broadcast Employment Services, P.O. Box 4116, Oceanside, CA 92052 – <http://www.tvjobs.com>
33. Raycom Media – <http://www.careersraycommedia.com>
34. Spots-N-Dots – <http://www.spotsndots.com>
35. National Association of Hispanic Journalists – <http://www.nahj.org>
36. Frank N. Magid & Associates – <http://www.bfrye@magid.com>
37. Former WMC-TV Intern
38. Brannon Professionals Recruiting Agency – P.O. Box 182, Southaven, MS 38671 (662) 349-9194
39. Robert Half Recruitment Agency – 6750 Poplar Avenue, Suite 501, Memphis, TN 38138 - 901.753-7638
40. Broadcast Cable Financial Management Association – 932 Lee St. #204, Des Plaines, IL 60016 – 847-296-0200
41. In House/Internal Posting
42. Jim Doyle & Associates
43. Sierra Marketing
44. Craigslist <http://memphis.craigslist.org/>

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2010 through March 2011 (on-going activity)

Describe Nature of Initiative:

Posting of full-time employment opportunities on minority-focused trade group websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WMC-TV employment opportunities in its Top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

National Association of Black Journalists (NABJ)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)
Native American Journalists Association (NAJA)
Career Women
Diversity Search

Names of Station Personnel involved in Initiative:

Quentin Kenney (Assistant Controller)

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2010 through March 2011 (on-going activity)

Describe Nature of Initiative:

WMC-TV News Department Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WMC-TV offers internships to college students as a way to assess job readiness. These internships are granted to Junior and Senior students majoring in Communications, Mass Communications/Media, Journalism and/or Broadcast Journalism. Qualified applicants must be from an accredited U.S. college or university. Their participation must qualify for college credit and they must have approval to participate from the Dean, Chairman and/or academic advisor of their respective department or college. Students are assigned to work with various members of the News Department and receive hands-on experience in a variety of News Department functions. Upon successful completion of the program, students receive 3-4 college credit hours and a letter grade.

Participation during this reporting period:

Spring 2011: 2 interns (Memphis College of Art (2))

Fall 2010: 5 interns (LeMoyne-Owen (1), University of Memphis (4))

Names of Station Personnel involved in Initiative:

Tammy Phillips (Assistant News Director)

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): December 2010

Describe Nature of Initiative:

“Workplace Discrimination and Harassment Webinar “
Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Describe Scope of Broadcasters’ Participation (including names of any other sponsoring or participating organizations):

This webinar training course was completed by all station managers and supervisors .
The course covered what constitutes discrimination and harassment how to prevent it from occurring in the workplace.

Names of Station Personnel involved in Initiative:

Lee Meredith, General Manager
Chris Conroy, Marketing Director
Tonya Smith, Promotion Manager
David Evans, Director of Engineering
Derick McMillian, Chief Engineer
Isaac Singleton, Is Manager
Leon Franklin, Operations Technician
Don Fisher, General Sales Manager
Ken Adams, Traffic Manager
Tim Seymour, Local Sakes Manager
Kelvin Mize, Local Sales Manager
Tracey Rogers, News Director
Tammy Phillips, Assistant News Director
Clint Moore, News/Content Ops Manager
Jeremy Jones, Executive Producer
Jason Plank, New Media Content Director