

WSMV EEO PUBLIC FILE REPORT

In compliance with the Equal Employment Opportunity rules of the Federal Communications Commission, WSMV submits the following FCC EEO Public File Report. This report, required by 47 C.F.R. section 73.2080c(6), is filed on the WSMV website and in the WSMV Public File and consists of three (3) parts as follows:

1. A form for each job vacancy filled by the station from April 1, 2010 through March 31, 2011 entitled the "**Recruitment Sources Report**" which includes the following information:

*A list of all job vacancies filled by the station employment unit during this reporting period, identified by job title.

*The Recruitment Sources used to fill those job vacancies, identified by name.

*The Recruitment Source referring the hiree for each job vacancy.

2. A second form entitled "Interviewee Records Report" listing the following information:

*Each Recruitment Source listed by name, contact name, address and phone number.

*The total number of persons interviewed for job vacancies between April 1, 2010 through March 31, 2011.

3. A brief description of Recruitment Initiatives.

Recruitment Sources Report

For the period of April 1, 2010 through March 31, 2011 WSMV filled the following vacancies as defined by the FCC rules

Recruitment Sources	Technical Operator 4/2/2010		Technical Producer 04/23/10		Electronic 04/26/10		Marketing Executive Producer 05/26/10		Photographer 05/27/10		Sr. Writer/Producer 06/07/10		Systems Engineer 06/07/10		Account Executive 07/13/10		Photographer 08/15/10		Associate Producer 08/15/10		Chief Photographer 08/24/10		Technical Operator 08/25/10		
	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	RS/Q	HS	
Middle Tennessee State University	X		X		X		X		X		X		X		X		X		X		X		X		X
Tennessee State University	X		X		X		X		X		X		X		X		X		X		X		X		X
NOSSI College	X		X		X		X		X		X		X		X		X		X		X		X		X
Nashville Technical	X		X		X		X		X		X		X		X		X		X		X		X		X
ITT Technical	X		X		X		X		X		X		X		X		X		X		X		X		X
Fisk University	X		X		X		X		X		X		X		X		X		X		X		X		X
Vanderbilt University	X		X		X		X		X		X		X		X		X		X		X		X		X
David Lipscomb University	X		X		X		X		X		X		X		X		X		X		X		X		X
Nashville Urban League	X		X		X		X		X		X		X		X		X		X		X		X		X
Tennessee Association of Broadcasters	X		X		X		X		X		X		X		X		X		X		X		X		X
Broadcast Cable	X		X		X		X		X		X		X		X		X		X		X		X		X
MediaJobs.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Spots-n-Dots	X		X		X		X		X		X		X		X		X		X		X		X		X
WSMV website	X		X		X		X		X		X		X		X		X		X		X		X		X
TVJobs.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Medialia.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Monster.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Monster.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Indeed.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Indeed.com	X		X		X		X		X		X		X		X		X		X		X		X		X
Industry/Employee Referral		ER		ER		HS		HS		IR		ER		ER		IR		X		X		IP		ER	
Internal Promotion																									

Key:
 RS/Q = Recruiting Source/Organizations that requested and received the job vacancy notice.
 X = Recruits All Recruiting Sources that received the job vacancy notice.
 HS = Recruits Some of the positions.
 IR/EER = Internal Promotion - this only applies for those job vacancies where the recruitment source process was followed and then the position was filled internally.
 ER = Employee Referral

Recruitment Sources Report
For the period of April 1, 2010 through March 31

Recruitment Sources	Photographer 09/30/10		Associate Producer 09/02/10		Systems Engineer 09/07/10	
	RS/O	X HS	RS/O	X HS	RS/O	X HS
Middle Tennessee State University	X	X	X	X	X	X
Tennessee State University	X	X	X	X	X	X
NOSSI College	X	X	X	X	X	X
Nashville Technical	X	X	X	X	X	X
FTI Technical	X	X	X	X	X	X
Fisk University	X	X	X	X	X	X
Vanderbilt University	X	X	X	X	X	X
David Lipscomb University	X	X	X	X	X	X
Nashville Urban League	X	X	X	X	X	X
Tennessee Association of Broadcasters	X	X	X	X	X	X
Broadcast Cable	X	X	X	X	X	X
Mediabizjobs.com	X	X	X	X	X	X
Spots-n-Dots	X	X	X	X	X	X
WSMV website	X	X	X	X	X	X
TVJobs.com	X	X	X	X	X	X
Medialine.com	X	X	X	X	X	X
Monster.com	X	X	X	X	X	X
Meredith.com	X	X	X	X	X	X
Careerbuilder.com	X	X	X	X	X	X
Indeed.com	X	X	X	X	X	X
Industry/Employee Referral						
Internal Promotion						

Key:
RS/O= Recruiting Sources/Organizations that requested
X= Represents All Recruiting Sources that received the
HS= Source referring Hire. Choose one of the following:
IS = Recruitment Source that referred
IP = Internal Promotion - this only!

WSMV Recruitment Initiatives Report

Type of Recruitment Initiative	Date	Brief Description of Initiative/Names of station personnel involved in Initiative	Co-Sponsor's (if applicable)
<p>Internship Program</p>	<p>April 1, 2010 to March 31, 2011</p>	<p>WSMV has an extensive internship program allowing students to experience hands on training in the television industry while receiving academic credit hours. During this reporting period, 21 students participated in the WSMV Internship Program. Interns worked in the Sales, Production, and News departments and performed duties such as operating studio camera/prompter, system editing/writing news stories. Editing video for on-air purposes, assisting photographers with equipment and lighting, assisting newsroom personnel with viewer information, making beat calls, assist reporters with research ideas for development of story topics, preparing graphics for on-air usage and preparing sales promotional items for sales promotions.</p>	<p>David Lipscomb University Vanderbilt University Austin Peay State University Middle Tennessee State University Belmont University Tennessee State University Tennessee Tech University University of Tennessee-Knoxville University of Tennessee - Chattanooga Ohio University University of Georgia University of the South</p>
<p>Job Fairs National Association of Black Journalists</p>	<p>July 28 - August 1, 2010</p>	<p>Several News Directors, Assistant News Directors, members of Management and WSMV HR Director Rosemary Dickerson represented Meredith Broadcasting at the NABJ convention in San Diego, California. Part of the convention is a Media Showcase and Career Expo during which Meredith Broadcasting was an exhibitor. During the career fair, volunteers at our booth met with close to 300 attendees and provided information about Meredith Corporation, job opportunities at our Broadcasting stations, and critiqued demo reels.</p>	

	<p>August 6, 2010</p>	<p>WSMV Morning Anchor Holly Thompson served as Spokesperson for the Hermitage Golf Classic benefiting the Tennessee Breast Cancer Coalition and emcee at the Patron's Party.</p>	
	<p>October 4, 2010</p>	<p>WSMV Anchor Tom Randles hosted the Brown Dog Foundation's 4th annual benefit dinner honoring volunteers and contributors for their support of the foundation which helps families who fall on financial difficulties to provide veterinary care for their pets in times of crisis.</p>	
	<p>December 5, 2010</p>	<p>WSMV Meteorologist Paul Heggen served as grand marshal for the 26th Annual Lynnville Christmas Parade organized by the Town of Lynnville and Lynnville Community Club.</p>	
	<p>January 8, 2011</p>	<p>WSMV Anchor Demetria Kalodimos served as moderator for a special post-screening presentation of "Rabbit Hole" starring and produced by Nicole Kidman designed to take the audience on a trip through modern filmmaking with one of Nashville's most famous citizens, including production basics, shooting, and anecdotes with the cast.</p>	
	<p>December 2010</p>	<p>WSMV Anchors Demetria Kalodimos and Rudy Kalis participated in the American Lung Association's Fight for Air campaign 2011 Celebrity Clown Calendar, wherein various notable Tennessee celebrities volunteered to be transformed into clowns for a photo shoot that was ultimately compiled into a calendar and sold with proceeds going to support the work of the American Lung Association</p>	

	February 26, 2011	WSMV Anchor Demetria Kalodimos served as special guest at the 4 th Scrabble Challenge, a fundraiser benefiting the Literacy Council of Sumner County, a United Way agency.	
Participation in Longer Term Recruitment Initiatives and Outreach	2010-2011	WSMV General Manager Elden Hales served on the Board of Directors of the Tennessee Association of Broadcasters for purposes of recruitment and outreach.	
	2010-2011	WSMV Anchor Aaron Solomon served on the Board of Governors of the National Academy of Television Arts & Sciences (NATAS), for its Nashville/Midsouth region. NATAS is a non-profit, professional organization dedicated to improving the quality of television at all levels. NATAS strives to raise industry standards, encourages those new to the profession, and provides a forum for the exchange of ideas on industry problems and concerns.	Nashville/Midsouth Region encompasses the States of North Carolina (except Asheville) and Tennessee, and the television market of Huntsville, Alabama
		In addition to granting the Midsouth Regional Emmy Awards, the chapter awards scholarships, honors quarter-century industry veterans at the Silver Circle Celebration, and conducts Regional Student Television Awards of Excellence.	
Programs sponsored by educational institutions relating to career opportunities in broadcasting	January 3 – 21, 2011	WSMV participated in the Harpeth Hall Winterim program. Harpeth Hall is an all-girls school with grades 5-12. The Winterim program is essentially an internship/job shadow program which allows juniors and seniors to explore various careers prior to attending college. WSMV was the sole broadcasting	Harpeth Hall School Nashville, TN

	Various	<p>organization participating this year and hosted 1 intern for this program. The intern job shadowed various functions within the newsroom, promotions and operations</p> <p>Throughout the year, WSMV meteorologists visit elementary schools in the Middle Tennessee and Western Kentucky area and speak to students regarding important weather tips and careers in broadcasting.</p> <p>Throughout the school year, WSMV Morning Anchor Aaron Solomon visits schools in the Middle Tennessee and Western Kentucky area, speaks to the students about careers in broadcasting and then highlights on the unique features at each school in a weekly on-air segment during the morning news.</p>	
	Various		

WSMV INTERVIEWEE RECORDS REPORT

Job Vacancies: April 1, 2010 through March 31, 2011.
 This report lists all Recruitment Sources and the total number interviewees referred by each Recruitment Source during this reporting period.

Interviewees

Name	Contact Name/Title	Phone Number/Fax Number	E-Mail Address	Address	City	State	Zip
Middle Tennessee State University	Career Placement	Ph: 615-898-2500 / Fax: 615-898-4698	kaustin@mtsu.edu	1301 E. Main Street	Murfreesboro	TN	37132
Tennessee State University	Career Placement	Ph: 615-963-5981 / Fax: 615-963-7534	tlordan@tnstate.edu	3500 John A. Merritt Blvd	Nashville	TN	37209-1506
NOSSSI College	Career Placement	Ph: 615-851-1088 / Fax: 615-851-1087	jobplacement@nossi.com	907 Two Mile Parkway	Goodlettsville	TN	37072
Nashville Technical	Career Placement	Ph: 615-353-3248 / Fax: 615-353-3243	ccp@ntsc.edu	120 White Bridge Road	Nashville	TN	37209
ITT Technical Institute	Career Placement	Ph: 615-889-8700 / Fax: 615-889-2836	swilcox@ittech.edu	2845 Elm Hill Pike	Nashville	TN	37214
Fisk University	Career Placement	Ph: 615-943-8869 / Fax: 615-943-4448	eeadv@fisk.edu	1000 17th Avenue North	Nashville	TN	37208
Vanderbilt University	Career Placement	Ph: 615-2831792 / Fax: 615-283-1815	lfrany@franklin.vanderbilt.edu	110 Alumni Hall	Nashville	TN	37240
David Lipscomb University	Career Placement	Ph: 615-254-0525 x12 / Fax: 615-254-0636	careertalent@lipscomb.edu	3901 Granny White Pike	Nashville	TN	37204
Nashville Urban League	Julie Mason	Ph: 615-921-1626 / Fax: 615-381-3488	lmason@urbanleagueofmidn.org	1219 9th Avenue North	Nashville	TN	37208
Tennessee Association of Broadcasters	Jill Greene	Ph: 646-748-6741 / Fax: 303-285-2275	jjbn@bellsouth.net	50 Music Square West, #900	Nashville	TN	37217
Broadcast & Cable	Eliana Dennis	Ph: 406-558-4696 / Fax: 888-457-5554	edennis@ecobusiness.com	360 Park Avenue S., 13th Flr	New York	NY	10010
Mediabizjobs.com	John Stipe	Ph: 800-978-7635 / Fax: 607-729-7331	johnst@mediabizjobs.com	P.O. Box 95915	Seattle	WA	98145
Spots4Dots	April Causey	Ph: 800-237-8073 / Fax: 831-648-5204	rosenmary.dickerson@wsavtv.com	600 West Peachtree Street NY	Atlanta	GA	30308
WSMV website	Rosemary Dickerson	Ph: 800-666-7837	medialine@medialine.com	5700 Knobs Road	Nashville	TN	37209
monster.com	Mark Shilstone	Ph: 760-754-8177 Fax: 760-754-2115	markshilstone@monster.com	P.O. Box 51909	Pacific Grove	CA	93950
Tyjobs.com	Heather Osborne	Ph: 515-284-2812 / Fax: 515-284-3058	heather.osborne@tyjobs.com	5 Clock Tower Place, Ste 500	Maynard	MA	01754
Merredith Corporation	Mark C Holloway	Ph: 615-894-0299/Fax: 615 894-0993	linda.john@merredith.com	P.O. Box 4116	Oceanside	CA	92052
CSB School of Broadcasting	Linda John		ljohn@csbschool.com	1716 Locust Street	Des Moines	IA	50309
Careerbuilder	TMF Pathways		ljohn@tmf.com	25 Century Blvd., Suite 103	Nashville	TN	37214

TOTAL 109 Industry/Employee Referral
 2 Internal Hire

*If contacts change during the reporting period, note date and name changes below.