

**WMC-TV**

**EEO PUBLIC FILE REPORT  
Period Covered April 1, 2015 – March 31, 2016**

**I. Recruitment Sources Used For Full-Time Vacancies**

<u>Position</u>	<u>Recruitment Resources</u>	<u>Hiring Source</u>
Marketing Manager	1-20, 32, 34	31
Digital Sales Manager	1-20, 22, 32-34	33
Director	1-20, 34	20
Digital Content Producer	1-20, 33-35	33
News Producer	1-20, 32, 34	20
News Producer	20, 33-34	33
Reporter/MMJ	1-20, 23-24, 34	23
Digital Content Manager	1-20, 32-34	32
News Producer	1-20, 32, 34	20
Reporter/MMJ	1-20, 34	20
Motion Graphics Artist	1-20, 34	31
Digital Sales Specialist	1-20, 22, 34	13
Sales Coordinator	20, 33	33
Chief Videographer	1-20, 33-34	33
Photojournalist/MMJ	1-20, 23-24, 33-34	33
Reporter/MMJ	32	32
Photojournalist/MMJ	1-20, 34	20
Account Executive	1-20, 33-34, 36	33,33,33
Photojournalist/MMJ	1-20, 23-24, 33-34	20
New Media Operations Manager	1-20, 23-24, 32, 34	32
Account Executive	1-20, 33-34	33
Meteorologist/Reporter	2, 20, 33-34	33
Commercial Producer	1-20, 22, 34	20
Digital Content Producer	1-20, 33-34	20,20
Photographer/MMJ	1-20, 22, 33-34	20

**Total Interviewees for all Full-Time Positions: 94**

**Number of Referrals from Sources Used**

[13] = 2; [20] = 45; [22] = 2; [23] = 2; [31] = 4; [32] = 12; [33] = 23; [35] = 1;  
[36] = 3

# WMC-TV

## EEO PUBLIC FILE REPORT

April 1, 2015 to March 31, 2016

### II. MASTER LIST OF RECRUITMENT SOURCES

\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
<b>COMMUNITY SOURCES</b>						
1	Arkansas Workforce Center	David Barch	david.barch@arkansas.gov		870-735-6730	
2	Benjamin L Hooks Central Library		joblinc@memphis.tn.gov		901-415-2787	
3	Christian Brothers University	Curt Rogers	career@cbu.edu		901-321-3330	
4	Department of Veterans Affairs Vocational Rehabilitation and Employment Division	Dale Warf	dale.warf@va.gov			
5	Lane College		rcoleman@lanecollege.edu		731-421-2788	
6	LeMoyne Owen College	Denita Hedgeman	denita_hedgeman@loc.edu		901-435-1729	
7	Lowenstein House	Nicole McCoy	nicolemccoy@bellsouth.net		901-274-5486	
8	Memphis Journal Jobs		memphisjourjobs@gmail.com		901-678-2401	
9	Memphis Urban League	Sandra Dallas	sdallas@memphisul.org		901-272-2491	
10	NAACP Memphis		nmemph1@comcast.net		901-521-1343	
11	Rhodes College		careers@rhodes.edu		901-843-3800	
12	Rust College		rustcollegecareerservices@gmail.com		662-252-8000	
13	Southwest Tennessee Community College		wcoopwood@southwest.tn.edu		901-333-4180	2
14	Tennessee Association of Broadcasters	Jill Green	tabtn@bellsouth.net	www.tabtn.org	615-365-1840	
15	Tennessee Technology Center	Gwen White	gwen.white@calmemphis.edu		901-543-6170	
16	Union University	Steve Beverly	sbeverly@uu.edu		731-661-5550	
17	University of Memphis		ces@memphis.edu		901-678-2239	
18	University of Memphis	Jackie Webb	jwebb2@memphis.edu		901-678-2239	
19	University of Tennessee at Martin	Rodney Freed	rfreed@utm.edu			
20	WMC/Raycom Media Website	Donna Tadlock		https://careers-raycommedia.icims.com		47
21	WMC On-Air Advertisement		1960 Union Ave, Memphis, TN 38104			
<b>ADDITIONAL SOURCES</b>						
22	LinkedIn	Susan Willower	swillower@raycommedia.com	www.linkedin.com		2
23	National Association of Black Journalists		8701 A Adelphi Rd, Adelphi, MD 20783			2
24	Native American Journalist Association	Debra Valentino	dvalentino@naja.com			
25	National Association of Hispanic Journalist		1193 National Press Building, Washington, DC 20045	http://nahj.hispano.com		
26	Tvjobs.com			www.tvjobs.com		
27	Tennessee JobLink					
28	NAB Career Center	Karen Hunter		www.nab.org		
29	News Blues			www.newsblues.com		
30	Spots-N-Dots	Gene McKay	ads@spotsndots.com	www.spotsndots.com		
31	Other-Websites that HR did not post to					4
37	Monster Jobs			www.monsterjobs.com		
<b>WMC SOURCES</b>						
32	Internal					9
33	Referrals	Employees, Clients, Vendors, Etc.				24
34	WMC Bulletin Board		1960 Union Ave, Memphis, TN 38104			
35	WMC Interns					1
36	Walk-Ins					3
<b>TOTAL:</b>						<b>94</b>

**III. Supplemental Outreach Activities**

See Attached

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

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

WMC offers internship opportunities to eligible students, to provide hands-on learning experience for students looking to gain knowledge and insight about the broadcasting industry. Students are eligible for an internship by being enrolled at a college or university, and by receiving academic credit from that school for an internship. Internships are offered in a variety of departments at the stations, including News, Marketing/On-Air Promotions, Programming, Sales, and Production. All internships are non-paid, so students must be receiving academic credit to work or observe at the stations. Hours can be flexible, to accommodate class schedules and school requirements; however, most interns are usually required to attend a minimum of 15-20 hours per week.

During the reporting period the station offered internships to 16 students from the following colleges: LeMoyne-Owen College, University of Memphis, Memphis College of Arts, University of Mississippi (Ole Miss), Union University, University of Georgia and Mississippi State University.

Names of Station Personnel involved in Initiative:

Tammy Phillips, New Director  
Various News Department Employees

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 09/30/15

Describe Nature of Initiative:

The University of Memphis Fall Career and Internship Expo

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

WMC-TV participated in the career and internship expo to discuss careers and interview for potential job/internship opportunities in the news department.

Names of Station Personnel involved in Initiative:

Tracey Rogers, General Manager  
Tammy Phillips, News Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 12/3/15

Describe Nature of Initiative:

University of Mississippi (Ole Miss) Career Day with Broadcast Students

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

General Manager and Executive Producer of Special Projects spent a full day with seniors and juniors broadcasting students at the University of Mississippi Student Media Center. The day was spent speaking to an advanced media class under the direction of Professor Deb Wenger, observing the student produced newscast (feedback was given) and meeting with students individually to review their work and to discuss opportunities with WMC-TV.

Names of Station Personnel involved in Initiative:

Tracey Rogers – General Manager  
Jeremy Jones – Executive Producer of Special Projects

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 10/29/15

Describe Nature of Initiative:

Career Day at Schilling Farms Middle School

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

Anchor/Reporter, Andrew Douglass, was invited to Career Day at Schilling Farms to speak with 6<sup>th</sup> graders about careers in television journalism.

Names of Station Personnel involved in Initiative:

Andrew Douglass, Anchor/Reporter

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 05/15/15

Describe Nature of Initiative:

Career Day at Northaven K-8 School

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

Anchor/Reporter, Andrew Douglass, was invited to Career Day at Northaven School to speak with middle-schoolers about careers in television journalism.

Names of Station Personnel involved in Initiative:

Andrew Douglass, Anchor/Reporter



## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 04/10/15

Describe Nature of Initiative:

Career Day at St. Francis of Assisi Day School

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

Investigative Reporter, Andy Wise, was invited to Career Day at St. Francis of Assisi Day School to speak with students about careers in television journalism.

Names of Station Personnel involved in Initiative:

Andy Wise, Investigative Reporter

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 04/17/15

Describe Nature of Initiative:

Career Day at Olive Branch Middle School

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

Anchor/Reporter, Andrew Douglass was invited to Career Day at Olive Branch Middle School to speak with students about careers in television journalism.

Names of Station Personnel involved in Initiative:

Andrew Douglass, Anchor/Reporter

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 11/20/15

Describe Nature of Initiative:

Career Awareness Week at Bartlett Honors Academy

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

Photojournalist/MMJ, Justin Jagers, was invited to Career Awareness Week at Bartlett Honors Academy to speak with freshmen about careers in film & video production and news production.

Names of Station Personnel involved in Initiative:

Justin Jagers, Photojournalist/MMJ

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 09/03/15

Describe Nature of Initiative:

University of Memphis Tour Day

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

News Director, Tammy Phillips, was invited to be the guest speaker during an U of M Tour Day. Her topic was "How to Prepare for a Career in Broadcasting".

Names of Station Personnel involved in Initiative:

Tammy Phillips, News Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Speaker's Bureau

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

WMC-TV supplies speakers for events sponsored by civic and community organizations and schools. Each time a staff member is sent into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event.

Names of Station Personnel involved in Initiative:

Tammy Phillips, News Director  
Andrew Douglas, Anchor/Reporter  
Marquesha Garmon, News Producer  
Andrew Kozak, Meteorologist/Reporter  
Kontji Anthony, Reporter/Anchor  
Justin Jagers, Photojournalist/MMJ  
Kendall Kirkham, Anchor/Reporter

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organizations regarding job openings

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

WMC airs the below promo recruiting organizations who would like to receive our job openings.

“WMC Television, a Raycom Media station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to WMC-TV 5, Attn: HR, 1960 Union Avenue, Memphis, TN 38104 or email to [hr@wmctv.com](mailto:hr@wmctv.com).”

Names of Station Personnel involved in Initiative:

Jenny Smith, Marketing Manager  
Traffic Department

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Job Shadowing Program

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

By allowing students to "shadow" employees/departments for an entire day, it exposes high school and college students various careers in broadcasting. During this reporting WMC hosted 12 students from various schools-SIU, Ole Miss, University of Memphis, Middle TN State University and Soulsville Charter School.

Names of Station Personnel involved in Initiative:

News Department