

# WMC-TV (Memphis, TN)

EEO PUBLIC FILE REPORT  
 Period Covered: April 1, 2017 – March 31, 2018

## I. VACANCY LIST

See **Master Recruitment Source List** for recruitment source data

<u>Job Title</u>	<u>Recruitment Resources (RS) Used to Fill Vacancy</u>	<u>RS Referring Hiree</u>
Commercial Producer	1-21,24,34	20
Reporter MMJ	1-21,24,34	33
Transactional Sales Assistant	1-21,34	32
Success Manager	17,20,21	17
News/Content Specialist	1-21,34	20
Digital Content Producer	1-21,34	17
National Sales Assistant	1-21,34	33
VM/General Manager	1-21,22,24,31,34	31
News Producer	1-21,34	20
Technical Director	20,21,34	32
News/Content Specialist	1-21,34	32
Meteorologist/Reporter	1-21,24,34	20
News/Content Specialist	1-21,34	33
Executive Producer	1-21,24,34	20
Reporter/Anchor	1-21,24,31,34	31
Digital Content Producer	1-21,34	20
IS Assistant	1-21,34	33
Media Sales Consultant	1-21,34	20
Digital Marketing Coordinator	1-21,34	3
News/Content Specialist	1-21,34	32
City Weekend Producer	1-21,25,34	32
News Producer	1-21,25,34	33
News Director	1-21,22,24,34	32
Assignment Editor/Content Prod	1-21,24,25,31,34	32
Anchor/Reporter	1-21,24,25,34	32
Media Sales Consultant	1-21,34	32
Media Sales Consultant	1-21,34	33
Lead Designer	1-21,24,34	32

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### 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># 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@memphistn.gov		901-415-2787	
3	Christian Brothers University	Curt Rogers	career@cbu.edu		901-321-3330	1
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		nmemphi1@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	
14	Tennessee Association of Broadcasters	Jill Green	tabtn@bellsouth.net	www.tabtn.org	615-365-1840	
15	Tennessee Technology Center	Gwen White	gwen.white@tcatmemphis.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	2
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		40
21	WMC On-Air Advertisement	Jenny Smith	1960 Union Ave, Memphis, TN 38104			2

<b>ADDITIONAL SOURCES</b>						
22	LinkedIn			www.linkedin.com		
23	National Association of Black Journalists		8800 Lakewood Dr, Suite 117, Windsor, CA 95492			
24	Native American Journalist Association	Rebecca Landsberry	<a href="mailto:rebeccalandsberry@naja.com">rebeccalandsberry@naja.com</a>			
25	National Association of Hispanic Journalist		1193 National Press Building, Washington, DC 20045	http://nahj.ihispano.com		
26	Tvjobs.com			www.tvjobs.com		
27	Tennessee JobLink			www.tba.org/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					15
<b>WMC SOURCES</b>						
32	Internal					26
33	Referrals	Employees, Clients, Vendors, Etc.				20
34	WMC Bulletin Board	Shyronica Small	1960 Union Ave, Memphis, TN 38104			
35	WMC Interns					
36	Walk-Ins					
<b>TOTAL:</b>						<b>106</b>

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Listing of each Upper-Level category opening in online job banks whose membership includes substantial participation by women and minorities

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

Listing of all active upper-level job openings in the following site:  
Native American Journalist Association

Names of Station Personnel involved in Initiative:

Shyronica Small, Business Office Coordinator

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to community sources regarding job openings

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

WMC airs the following :45 spot approximately 2-3 times monthly to recruit 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

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## III. 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 9 students from surrounding colleges and universities.

Names of Station Personnel involved in Initiative:

Various News Department Employees

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## III. 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.

4/26/17 Big Brothers Big Sisters  
4/28/17 Winridge Elementary  
4/18/17 St. Mark Church  
6/10/17 Downtown Memphis Commission  
10/6/17 University of Memphis  
10/18/17 Porter-Leath  
10/21/17 Advent Presbyterian Church  
03/01/18 Ole Miss Athletic Department  
03/06/18 Sycamore Elementary

Names of Station Personnel involved in Initiative:

Various News Department Employees

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Continuous

Describe Nature of Initiative:

Station Tours/Broadcast Business Discussions

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

6/16/17 Monumental Baptist Church Tour  
9/13/17 Horn Lake Middle School Audio Visual Group  
9/13/17 University of Memphis Broadcast Class  
3/01/17 City University School/Future Business Leaders of America  
3/02/17 St Benedict High School Journalism Class  
3/23/18 Shrine School

Names of Station Personnel involved in Initiative:

Kontji Anthony, Anchor/Reporter  
Andrew Douglas, Anchor/Reporter  
Tammy Phillips, News Director

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## III. 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 to various careers in broadcasting. During this reporting WMC hosted 17 students from various schools-Harding Academy, Houston High, Howard University, Big Brothers Big Sisters, Ole Miss, East TN State University, Tipton High, Soulsville Charter, Germantown High, SW TN Community College, Georgetown University, University of Alabama, Ridgeway High, Southwind High and MTSU

Names of Station Personnel involved in Initiative:

News Department

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: Various

Describe Nature of Initiative:

WMC participated in events sponsored by organizations representing groups present in the community interested in broadcast employment issues.

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

- A) 09/13/17 Arlington, TN Chamber of Commerce Luncheon  
Panel Speaker/40 Years of Reporting News
- B) 05/01/17 Junior League of Memphis Breakfast  
Speaker/Media and The Community
- C) 08/11/17 MLGW Neighborhood Leaders Conference  
Speaker/How to connect with media
- D) 04/29/17 Women of Excellence Hosted by The Tri-State Defender  
Speaker/Award Recipient

Names of Station Personnel involved in Initiative:

Joe Birch, Anchor/Reporter  
Kontji Anthony, Anchor/Reporter

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 04/11/17

Describe Nature of Initiative:

Participation in activities designed by WMC-TV to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

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

University of Memphis – Recruiting Trip

WMC employees spent a full day with students at the University of Mississippi Communications School. The day was spent speaking to students about working in the broadcasting field, 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  
Tory Shirley, Director of Media Analytics  
Kelsey Jacobson, Director of Digital Content  
Brent Green, News Operations Manager

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 04/20/17

Describe Nature of Initiative:

Participation in activities designed by WMC-TV to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

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

The University of Mississippi – Recruiting Trip

WMC employees spent a full day with students at the University of Mississippi Communications School. The day was spent speaking to students about working in the broadcasting field, 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  
Tory Shirley, Director of Media Analytics  
Kelsey Jacobson, Director of Digital Content  
Brent Green, News Operations Manager

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 05/08/17

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 Douglas was invited to Career Day at Schilling Farms Middle School to speak with students about careers in television journalism.

Names of Station Personnel involved in Initiative:

Andrew Douglas, Anchor/Reporter

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 11/8/17

Describe Nature of Initiative:

Communications Rally

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

Sports Anchor, Jarvis Greer, was invited to the Shelby County Schools' Communications Building to speak with high-schoolers about careers in television journalism.

Names of Station Personnel involved in Initiative:

Jarvis Greer, Sports Reporter

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 11/28/2017

Describe Nature of Initiative:

FCC EEO Training

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

WMC-TV participated in a presentation on FCC EEO Rules conducted by Hannah Lepow with Covington & Burling.

Names of Station Personnel involved in Initiative:

Jonathan Mitchell, General Manager  
Shyronica Small, Business Office Coordinator

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 02/20/18

Describe Nature of Initiative:

School Visit/Talk

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

Meteorologist, Nick Gunter, was invited to Marion High School to speak with journalism students about meteorology, news, business, education, internships, careers in news, etc.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 02/27/18

Describe Nature of Initiative:

Career Day at West Memphis High School

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

Meteorologist, Nick Gunter was invited to Career Day at West Memphis High School to speak with 10<sup>th</sup> graders about careers in television journalism.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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## III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 03/14/2018

Describe Nature of Initiative:

The University of Memphis Spring 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:

Jonathan Mitchell, General Manager  
Jenny Smith, Director of Marketing  
Tory Shirley, Media Analytics Director