

**EEO PUBLIC FILE REPORT
WMC-TV/MEMPHIS, TN
(April 1, 2012 – March 15, 2013)**

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources (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.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source In Brackets]**

Videographer	(#1, 2, 4-11, 15-18, 23-26, 28, 30, 35, 40)	[40]
Reporter/MMJ	(#1, 2, 4-5, 7-11, 15-18, 23-26, 28, 30, 35, 40)	[35]
Videographer	(#1, 2, 4-5, 7-11, 15-18, 23-26, 25, 30, 35, 40)	[n/a]-cold call
Account Executive	(#1-4, 8-9, 10-12, 17-18, 26, 28, 35, 36, 40)	[40]
Account Executive News Media Content	(#1-5, 9-12, 15-21, 28, 30, 35, 40)	[40]
Producer	(#1, 2, 4-11, 15-18, 23-26, 28, 30, 35, 40)	[35]
Internet Content Director	(#28, 35, 40)	[35]
Account Executive NB Sales	(#1-8, 10, 11, 15-18, 24-27, 30, 40)	[40]
Assistant News Director	(#1-13, 16-18, 22-28, 30, 35, 40)	[28]
Business Office Coordinator	(#2-5, 8-17, 22, 24-28, 35)	[28]
Digital Marketing Specialist	(#1-6, 8-12, 15-21, 28, 30, 35, 40)	[40]
Account Executive	(#1-8, 10, 11, 15-18, 23-27, 30, 40)	[40]

Total Interviewees for all Full-Time Positions

49 persons

Number of Referrals From Sources Used

#28 (2 persons), #35 (3 persons), #40 (6 persons), N/A (1 person)

Supplemental Outreach Activities

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

SEE ATTACHMENT B

(WMC-TV)
MASTER LIST OF RECRUITMENT SOURCES

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

Local Community Sources: (including name of contact person, address and phone number)

1. Benjamin L. Hooks Central Library, 3030 Poplar Ave., Memphis, TN 38111- (901) 415-2787 joblinc@memphistn.gov
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 denitahedgeman@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 – t(901) 527-0208 f(901) 529-4530
7. Memphis Journal Jobs, (901) 678-2401, memphisjourjobs@gmail.com
8. Southwest Tennessee Community College Career Services, 5983 Macon Cove, Memphis, TN 38134 – (901) 333-4181 wwalker@southwest.tn.edu
9. Dale Warf, Department of Veterans Affairs Vocational Rehabilitation and Employment Division, 110 Ninth Avenue South, Nashville, TN 37203 dale.warf@va.gov
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. Career Services/Lane College, 545 Lane Avenue, Jackson, TN – (731) 421-2788 rcoleman@lanecollege.edu
18. Memphis Branch, NAACP, 588 Vance Avenue, Memphis, TN – 901-521-1343, nmemphi1@comcast.net
19. Ashley Akin, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN alakin@memphis.edu
20. A Edmundson, Memphis Chamber of Commerce, aedmundson@memphischamber.com
21. Michael Bille Collective Talent, 1721 Richardson Place, Tampa FL 33606 billie@michaelsmedia.com
22. Angela Banks, Southwest Tennessee Community College, 767 Union Avenue, Memphis, TN – (901) 333-4180 abanks@southwest.tn.edu
23. Betty McWillie, Christian Brothers University Career Center, 650 East Parkway South, Memphis, TN – (901) 321-3330 career@cbu.edu
24. Sandy Lizik, 602 Communications, 4349 East Colter Street, Phoenix, AZ 85018, slizik@602communications.com
25. Jackie Webb, 400 Wilder Tower, The University of Memphis, Memphis, TN 38152 – (901) 678-2239 jwebb2@memphis.edu
26. Rodney Freed, The University of Tennessee at Martin, rfreed@utm.edu
27. Jill Green, Tennessee Association of Broadcasters (615) 365-1840 , tabtn@bellsouth.net, www.tabtn.org
28. WMC-TV Website – <http://www.wmctv.com>

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

29. Career Women – http://www.careerwomen.com/employer_access_resume.jsp
30. National Association of Black Journalist. F(301) 314-1714.
31. Diversity Search.com – http://diversitysearch.com/employer_access_resume.jsp
32. AdWeek Classified Ads
33. MonsterTrak – <http://www.monstertrak.com>
34. TV Jobs.com Broadcast Employment Services, P.O. Box 4116, Oceanside, CA 92052 – <http://www.tvjobs.com>
35. Raycom Media – <http://www.careersraycommedia.com>
36. Spots-N-Dots – <http://www.spotsndots.com>
37. Former WMC-TV Intern
38. Brannon Professionals Recruiting Agency – P.O. Box 182, Southaven, MS 38671 (662) 349-9194
39. Broadcast Cable Financial Management Association – 932 Lee St. #204, Des Plaines, IL 60016 – 847-296-0200
40. Internal Posting/Recommendation

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): August 2012

Describe Nature of Initiative:

Employee notification of Equal Employment and Harassment Policies

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

The company's EEO and Non-Harassment Policies were emailed to all station personnel on August 6, 2012. The policy was also posted on the station's bulletin board.

Names of Station Personnel involved in Initiative:

Lee Meredith, Vice President and General Manager
Terry Kubicki, Programming Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 2011 through April 2012 (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)
Career Women
Diversity Search

Names of Station Personnel involved in Initiative:

Jeremy Johnson (Assistant Affiliate Controller)
Terry Digel (Business Office Coordinator)

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

Date(s) of Initiative Event(s): March 2012 through April 2013 (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:

Summer 2012: 7 interns (University of Mississippi, Mississippi State University (2), Tennessee State University, New York University, University of Southern Mississippi, University of Memphis)

Winter 2012/2013: 3 interns (Mississippi State University, University of Mississippi, University of Missouri)

Spring 2013: 5 interns (University of Mississippi, University of Mississippi State, Memphis College of Art (3))

Names of Station Personnel involved in Initiative:

Tammy Phillips (Assistant News Director)