

**EEO PUBLIC FILE REPORT  
WMC-TV/MEMPHIS, TN  
(March 16, 2013 – March 15, 2014)**

**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]**

Traffic Manager	(1-5, 7-8, 10-16, 18, 20, 22, 24, 33, 40, 41)	[40]
News Content Producer	(2-5, 7-8, 10-16, 13, 18, 20, 22-24, 26, 33)	[33]
News Content Producer	(2-5, 7-8, 10-16, 13, 18, 20, 22-24, 26, 33)	[26]
Reporter MMJ	(1-4,7-12,14-15,17-18,22-23,25-28, 35,41)	[35]
Digital Sales Specialist	(2-20, 22-23, 25-25, 35, 40)	[40]
Digital Sales Specialist	(2-20, 22-23, 25-25, 35, 40)	[40]
Account Executive	(2-5, 7-20, 22-23, 25-28, 36, 40-41)	[40]
Senior Commercial Producer	(2-5,7-8,10-16, 18, 20, 22-23,26,32-33, 41)	[26]
Account Executive	(1-4, 7-12, 14-15, 17-19, 22-23, 25-28,35,40-41)	[28]
Account Executive	(1-4, 7-12, 14-15, 17-18, 22-23, 25-28, 36, 40-42)	[36]
Account Executive	(1-4, 7-12, 14-15, 17-18, 22-23, 25-28, 36, 40-42)	[40]
Commercial Producer	(#1-4, 7-12, 14-15, 17-18, 22-23, 25-28, 35, 40-42)	[42]
Marketing Producer	(#1-4,7-12,14-15, 17-18,22-23,25-28,35,41)	[28]
Photographer	(1-4,7-12, 4-15, 17-18,22-23, 25-28, 35,40-41)	[28]
Photographer	(1-4,7-12, 4-15, 17-18,22-23, 25-28, 35,40-41)	[28]
News Producer	(1-4,7-12, 4-15, 17-18,22-23, 25-28, 35,40-41)	[28]
Digital Producer/Director	(1-4,7-12, 4-15, 17-18,22-23, 25-28, 35,40-41)	[35]
Director of Digital Marketing	(1-8, 10-11, 13-17, 17-19-25, 27,33-34,36, 42)	[42]
Account Executive	(1-4, 7-12, 14-15, 17-18, 22-23, 25-28, 35-36, 40-42)	[40]

## **Total Interviewees for all Full-Time Positions**

71 persons

## **Number of Referrals From Sources Used**

#28 (5 persons), #35 (2 persons), #40 (6 persons), 33 (1 person), #26 (2 persons), #36 (1 person), #42 (2 persons)

## **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 A

## 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](mailto:joblinc@memphistn.gov)
2. \*Carlton Carter, Tennessee Technology Center, 550 Alabama, Memphis, TN - (901) 543-6100 [carlton.carter@ttcmemphis.edu](mailto:carlton.carter@ttcmemphis.edu)
3. \*Placement Officer, Rhodes College Career Services, 2000 N. Parkway, Memphis, TN - (901) 843-3800 [careers@rhodes.edu](mailto:careers@rhodes.edu)
4. \*Denita Hedgeman, LeMoyne-Owen College Career Services, 807 Walker Ave., Memphis, TN - (901) 435-1729 [denitahedgeman@loc.edu](mailto:denitahedgeman@loc.edu)
5. \*Sandra Dallas, Memphis Urban League, 413 North Cleveland, Memphis, TN - (901) 272-2491 [sdallas@mphsurbanleague.org](mailto: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](mailto:memphisjourjobs@gmail.com)
8. Southwest Tennessee Community College Career Services, 5983 Macon Cove, Memphis, TN 38134 -- (901) 333-4181 [wwalker@southwest.tn.edu](mailto: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](mailto:dale.warf@va.gov)
10. Nicole McCoy, Lowenstein House, 821 South Barksdale Street, Memphis, TN -- (901) 274-5486 [nicolemccoy@bellsouth.net](mailto:nicolemccoy@bellsouth.net)
11. Steve Beverly, Department of Communication Arts, 1050 Union University Dr., Jackson, TN (731) 661-5550 [sbeverly@uu.edu](mailto:sbeverly@uu.edu)
12. John F. Peaches, Director of Placement/Rust College, 150 Rust Avenue, Holly Springs, MS - (662) 252-8000 [jpeaches@rustcollege.edu](mailto:jpeaches@rustcollege.edu)
13. Johnnie Turner, Memphis Branch/NAACP, 588 Vance Avenue, Memphis, TN -- (901) 521-1343 [jturnr11@comcast.net](mailto:jturnr11@comcast.net)
14. \*Lauren Pape, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN (901) 678-2401 [lpape@memphis.edu](mailto:lpape@memphis.edu)
15. Yolanda Macklin, Arkansas Workforce Center, 260 Shoppingway, Suite #7, West Memphis, AR 72301 (870) 735-6730 [yolanda.macklin@arkansas.gov](mailto: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](mailto:indstructable12@aol.com)
17. Career Services/Lane College, 545 Lane Avenue, Jackson, TN -- (731) 421-2788 [rcoleman@lanecollege.edu](mailto:rcoleman@lanecollege.edu)
18. Memphis Branch, NAACP, 588 Vance Avenue, Memphis, TN -- 901-521-1343, [nmemphi1@comcast.net](mailto:nmemphi1@comcast.net)
19. Ashley Akin, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN [alakin@memphis.edu](mailto:alakin@memphis.edu)
20. A Edmundson, Memphis Chamber of Commerce, [aedmundson@memphischamber.com](mailto:aedmundson@memphischamber.com)
21. Michael Bille Collective Talent, 1721 Richardson Place, Tampa FL 33606 [billie@michaelsmedia.com](mailto:billie@michaelsmedia.com)
22. Angela Banks, Southwest Tennessee Community College, 767 Union Avenue, Memphis, TN -- (901) 333-4180 [abanks@southwest.tn.edu](mailto:abanks@southwest.tn.edu)
23. Betty McWillie, Christian Brothers University Career Center, 650 East Parkway South, Memphis, TN -- (901) 321-3330 [career@cbu.edu](mailto:career@cbu.edu)
24. Sandy Llizik, 602 Communications, 4349 East Colter Street, Phoenix, AZ 85018, [slizik@602communications.com](mailto:slizik@602communications.com)
25. Jackie Webb, 400 Wilder Tower, The University of Memphis, Memphis, TN 38152 -- (901) 678-2239 [jwebb2@memphis.edu](mailto:jwebb2@memphis.edu)
26. Rodney Freed, The University of Tennessee at Martin, [rfreed@utm.edu](mailto:rfreed@utm.edu)
27. Jill Green, Tennessee Association of Broadcasters (615) 365-1840, [tabtn@bellsouth.net](mailto:tabtn@bellsouth.net), [www.tabtn.org](http://www.tabtn.org)
28. WMC-TV Website -- <http://www.wmctv.com>
29. [rlizik@memphis.edu](mailto:rlizik@memphis.edu)

**ADVERTISING SOURCES** (Trades, Newspapers, Associations or Websites)

- 29. Career Women – [http://www.careerwomen.com/employer\\_access\\_resume.jsp](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](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): March 2013 through March 2014 (on-going activity)

Describe Nature of Initiative:

#6 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:

Lemoyne Owen College Career Services  
Department of Veterans Affairs Vocational Rehabilitation & Employment Div.  
Memphis Branch NAACP

Names of Station Personnel involved in Initiative:

Terry Digel (Business Office Coordinator)

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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): March 2013 through March 2014 (on-going activity)

Describe Nature of Initiative:

#8 Raycom's Sales Certification Program

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

WMC Tv Account Executives were given the opportunity to participate in Raycom's Sales Certification Program. This is a six-month training program covering various topics.

Names of Station Personnel involved in Initiative:

Teresa Johnson, AE  
Bill Lane, AE  
Steve Thrasher, AE  
Jenny Nesbitt, AE

## 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): 09/25/2014, 2pm

Describe Nature of Initiative:

# 14 "Labor & Employment Law -- From a Different Angle", the session will last around 45 minutes, and will be conducted by attorneys from the employment law firm of Ogletree Deakins. The training will cover the most recent legal developments/trends in employment law (such as unlawful retaliation, non-sexual harassment, etc.).

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

All of the Department Heads & Managers

Names of Station Personnel involved in Initiative:

Tammy Philliips, News Director  
Samantha Davidson, Executive Producer  
Chris Conroy, Marketing Director  
Terry Kubicki, Administrative Assistant  
Clint Moore, News Operations Manager  
David Evans, Director of Engineering  
Tonya Smith, Promotion Manager  
Isaac Singleton, IS Manager  
Lee Meredith, General Manager/VP

**Attached Power Point presentation**