

WMC-TV (Memphis, TN)

EEO PUBLIC FILE REPORT
 Period Covered: April 1, 2018 – March 31, 2019

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>
Success Manager	1-21, 25, 34	33
News Producer	1-21, 25, 34	33
Anchor/Reporter	1-21, 24, 25, 34	31
Anchor/Reporter	1-21, 24, 25, 32, 34	20
Media Sales Consultant	1-21, 34	31
Audience Dev/Brand Manager	1-21, 24, 34	33
Content Marketing Prod (2)	1-21, 24, 34	20, 32
Anchor/Reporter	1-21, 24, 34	20
Reporter MMJ	1-21, 24, 34	31
Digital Marketing Coordinator	1-21, 34	31
Success Manager	1-21, 34	20
Reporter MMJ	1-21, 24, 34	20
Reporter MMJ	1-21, 24, 34	32
National Sales Assistant	1-21, 34	20
Sr Digital Sales Specialist (2)	1-21, 34	33,33
News Photographer	1-21, 34	32
Transactional Sales Assistant	1-21, 34	20
Media Planner	1-21, 34	20
News/Content Specialist	1-21, 34	32
Marketing Producer	1-21, 34	32
News/Content Specialist (2)	1-21, 34	32, 32
News Producer	1-21, 24, 34	20
Lifestyle Show/Content Mrktg	1-21, 24, 34	20
Executive Producer	1-21, 22, 34	22
Meteorologist/MMJ	1-21, 22, 34	33
News Producer	1-21, 34	33
Digital Content Manager	1-21, 34	20
Photographer/MMJ	1-21, 34	20

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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>
COMMUNITY SOURCES						
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	
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	1
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	
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			https://careers-raycommedia.icims.com		66
21	WMC On-Air Advertisement	Jenny Smith	1960 Union Ave, Memphis, TN 38104			

ADDITIONAL SOURCES						
22	LinkedIn			www.linkedin.com		2
23	National Association of Black Journalists		8800 Lakewood Dr, Suite 117, Windsor, CA 95492			
24	Native American Journalist Association	Rebecca Landsberry	rebeccalandsberry@naja.com			
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					20
WMC SOURCES						
32	Internal					26
33	Referrals	Employees, Clients, Vendors, Etc.				42
34	WMC Bulletin Board	Shyronica Small	1960 Union Ave, Memphis, TN 38104			
35	WMC Interns					
36	Walk-Ins					
TOTAL:	157					

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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.”

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.

Summer Semester (June-August 2018)

7 students from the following colleges/universities:

Ole Miss, Memphis College of Art, Hampton University, Western Kentucky, Rhodes, Mississippi State (Weather), University of Memphis (Sports)

Fall Semester (September-December 2018)

3 students from the following colleges/universities:

Mississippi State (Weather), Memphis College of Art, University of Memphis

Spring Semester (January-April 2019)

2 students from the following colleges/universities:

University of Memphis, Christian Brothers University

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.

04/02/18 Carter Malone Group "I Am A Man" Plaza Unveiling
04/03/18 National Civil Rights Museum – MLK 50 Celebration
05/01/18 Baptist Ministerial Association – Youth Voter Awareness
09/22/18 St. Jude Hospital Run/Walk
11/10/18 Links 2 Success – Etiquette
11/17/18 Memphis Concord Academy Walk for Special Needs
12/19/18 Schilling Farms Elementary Spelling Bee
02/23/19 American Heart Association Heart Ball
03/01/19 Collierville Municipal Schools Reading Competition
03/29/19 Memphis Oral School for the Deaf Fundraiser

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):

04/05/18 St. Agnes Academy Media Studies Class
04/12/18 Pleasant Hill Elementary
04/27/18 Proverbs 22:6 Homeschool
05/08/18 Soulsville Charter School AV Club
06/07/18 Growing Vines Home Child Care
06/21/18 The Summer Enrichment Camp
07/09/18 Christ Church Arlington
07/17/18 Harding Academy Summer Program
08/02/18 Trekkers at LHBC
11/01/18 St. Agnes Academy Media Studies Class
11/02/18 Scenic Hills Elementary School SPED
01/17/19 Proverbs 22:6 Homeschool
02/21/19 Barret's Chapel
03/21/19 St. Agnes Academy Media Arts Class
03/25/19 Wesley Millington Towers Senior Living
03/26/19 Pleasant Hill 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:

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.

08/09/18 Job Shadow for Marketing; high school graduate

10/24/18 Shelby County School Disability Mentoring Day

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) 05/09/18 TN Rep Barbara Cooper Town Hall Meeting
Moderator/Unemployment Issues
- B) 07/19/18 Latino Chamber of Commerce Luncheon
Keynote Speaker/Latinos and Media
- C) 08/05/18 Faith Christian Church Women's Day
Speaker/Women Empowerment and being in the Media
- D) 09/21/18 Memphis Business Journal Awards Ceremony
Emcee/Super Women in Business
- E) 10/10/18 Memphis Brand Initiative "Memphis 200"
Emcee/Community Leaders Meeting
- F) 03/24/19 Women's Foundation 35th Anniversary Awards
Emcee/Women in Business

Names of Station Personnel involved in Initiative:

Kontji Anthony, Anchor/Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 09/2018 - 04/2019

Describe Nature of Initiative:

Management Training (including ensuring equal employment opportunity and preventing discrimination)

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

Sales Manager participated in Leadership Memphis Executive Class 2019

Names of Station Personnel involved in Initiative:

Kristie Shamoun, Transactional/National Sales Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 05/02/18

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 Springdale Elementary School to speak with third grade students about meteorology, his career, and the importance of education.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 05/16/18

Describe Nature of Initiative:

Career Day

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

Meteorologist, Nick Gunter, was invited to Donelson Elementary School to speak with students about careers in STEM and meteorology.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 09/12/2018

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:

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

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 01/09/19

Describe Nature of Initiative:

School Visit/Talk

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

Chief Meteorologist, Ron Childers, was invited to Dogwood Elementary School to speak with students about meteorology, education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Ron Childers, Chief Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 01/16/19

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 Cornerstone Prep School – Denver Campus to speak with third grade students about meteorology, his career, and the importance of education.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 01/25/19

Describe Nature of Initiative:

Career Day

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

Anchor, Andrew Douglas, participated in Career Day at Rivercrest Elementary School. He spoke with students about careers in broadcasting.

Names of Station Personnel involved in Initiative:

Andrew Douglas, Anchor/Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 01/30/19

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 Cornerstone Prep School – Lester Campus to speak with third grade students about meteorology, his career, and the importance of education.

Names of Station Personnel involved in Initiative:

Nick Gunter, Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 01/31/19

Describe Nature of Initiative:

Career Day

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

Anchor, Kontji Anthony, participated in Career Day at Immaculate Conception School. She spoke with students about careers in broadcasting and Channel 5.

Names of Station Personnel involved in Initiative:

Kontji Anthony, Anchor/Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 02/05/19

Describe Nature of Initiative:

School Visit/Talk

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

Chief Meteorologist, Ron Childers, was invited to Goodlett Elementary School to speak with students about meteorology, education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Ron Childers, Chief Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 02/11/19

Describe Nature of Initiative:

School Visit/Talk

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

Reporter, Janeen Gordon, was the speaker at A. Maceo Walker Middle School's Choosing Higher Options Individually Creates Empowerment Series. She spoke with students about education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Janeen Gordon, Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 02/13/19

Describe Nature of Initiative:

School Visit/Talk

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

Chief Meteorologist, Ron Childers, was invited to Rivercrest Elementary School to speak with students about meteorology, education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Ron Childers, Chief Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 03/06/19

Describe Nature of Initiative:

School Visit/Talk

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

Meteorologist, Spencer Denton, was invited to Goodlett Elementary School to speak with students about meteorology, education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Spencer Denton, Meteorologist

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 03/14/19

Describe Nature of Initiative:

Excel Leadership & Scholarship Program

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

Anchor, Kontji Anthony, spoke to Christian Brothers University scholarship recipients about careers in broadcasting and Channel 5.

Names of Station Personnel involved in Initiative:

Kontji Anthony, Anchor/Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 03/20/19

Describe Nature of Initiative:

School Visit/Talk

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

Chief Meteorologist, Ron Childers, was invited to Barrett's Chapel Elementary School to speak with special needs students about meteorology, education, careers in news, etc.

Names of Station Personnel involved in Initiative:

Ron Childers, Chief Meteorologist

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Date(s) of Initiative Event: 03/20/19

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:

Shyronica Small, EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: 03/30/19

Describe Nature of Initiative:

Participation in activities sponsored by NABJ to further the goal of disseminating information as to employment and internship opportunities in broadcasting to college students.

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

University of Mississippi (Ole Miss)

WMC employee spent time with students at the University of Mississippi Communications School. The day was spent speaking to students about working in the broadcasting field and meeting with students individually to review their portfolios and to discuss opportunities with WMC-TV.

Names of Station Personnel involved in Initiative:

Arianna Poindexter, Reporter