



# WMC-TV

## EEO PUBLIC FILE REPORT

April 1, 2019 to March 31, 2020

### II. MASTER LIST OF RECRUITMENT SOURCES (“MRSL”)

*\*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>
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	
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/Gray TV Website	Donna Tadlock	jobs@gray.tv	https://gray.tv/careers		52
21	WMC On-Air Advertisement	Jenny Smith	1960 Union Ave, Memphis, TN 38104		901-726-0555	
22	Indeed		Posted by Gray Corp – <a href="mailto:jobs@gray.tv">jobs@gray.tv</a>	https://www.indeed.com		
23	LinkedIn			www.linkedin.com		
24	NAB Career Center	Karen Hunter		www.nab.org		

25	National Association of Black Journalists		8800 Lakewood Dr, Suite 117, Windsor, CA 95492			
26	Native American Journalist Association	Rebecca Landsberry	<a href="mailto:rebeccalandsberry@naja.com">rebeccalandsberry@naja.com</a>			
27	National Association of Hispanic Journalist		1193 National Press Building, Washington, DC 20045	<a href="http://nahj.ihispano.com">http://nahj.ihispano.com</a>		
28	News Blues			<a href="http://www.newsblues.com">www.newsblues.com</a>		
29	Other-Websites that HR did not post to					3
30	Spots-N-Dots	Gene McKay	<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>	<a href="http://www.spotsndots.com">www.spotsndots.com</a>		
31	Tennessee JobLink			<a href="http://www.tba.org/joblink/">www.tba.org/joblink/</a>		
32	Tvjobs.com			<a href="http://www.tvjobs.com">www.tvjobs.com</a>		
33	Internal					10
34	Referrals	Employees, Clients, Vendors, Etc.				23
35	WMC Bulletin Board	Shyronica Small	1960 Union Ave, Memphis, TN 38104		901-726-0555	
36	WMC Interns					
37	Walk-Ins					1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>						<b>89</b>

# WMC-TV (Memphis, TN)

EEO PUBLIC FILE REPORT  
Period Covered: April 1, 2019 – March 31, 2020

## III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	<p>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. 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.</p> <p>News and Marketing Department Employees supervise and advise our interns.</p> <p>During this reporting period, we hosted nine (9) interns from the following schools: University of Memphis, Christian Brothers University, Tougaloo College, Mississippi State University, University of Central Arkansas, University of Arkansas at Pine Bluff and University of Mississippi</p>
2	Co-Sponsored Career Fair with an organization whose members include substantial participation of minorities and women	<p>On 10/29/19 – 10/30/19, WMC was the media sponsor for UpSkill901 Work Summit created by The City of Memphis.</p> <p>Participants from the station included the General Manager, News Director, Director of Marketing and Office Manager.</p>
3	Participated in event sponsored by group interested in broadcast employment issues	<p>On 09/18/19, WMC was represented at the Germantown Rotary Club's Luncheon where broadcast employment issues were discussed.</p> <p>Our Anchor was the guest speaker.</p>
4	Participated in event sponsored by group interested in broadcast employment issues	<p>On 11/12/19, WMC employees were interviewed during the Arlington Chamber interview session which focused on career opportunities and the path to success.</p> <p>Our Director of Research and National Sales Manager participated.</p>
5	Station Tours for Students	WMC led 14 station tours during this reporting period which led to broadcast business discussions which

		<p>included career opportunities.</p> <p>Various Employees Participated</p>
<b>6</b>	Management Training – Diversity, Equity and Inclusion	<p>On 09/25/19, the WMC Management team attended the Leadership Memphis Multicultural Breakfast which focused on the importance of being diverse, equitable and inclusive.</p> <p>Participants included our General Manager (Panelist), News Director, Chief Engineer, Director of Research, IT Director, Office Manager, and Local Sales Manager.</p>
<b>7</b>	Career Day (Educational Institution)	<p>On 04/10/19, WMC was represented at Cordova Elementary School where careers in broadcasting were discussed with 22 students.</p> <p>Our Meteorologist participated</p>
<b>8</b>	Career Day (Educational Institution)	<p>On 04/24/19, WMC was represented at Dexter Elementary School where careers in broadcasting were discussed with 47 students.</p> <p>Our Meteorologist participated.</p>
<b>9</b>	Career Day (Educational Institution)	<p>On 11/13/19, WMC was represented at Chimney Rock Elementary School where careers in broadcasting were discussed with 54 students.</p> <p>Our Meteorologist participated.</p>
<b>10</b>	Career Day (Educational Institution)	<p>On 01/22/20, WMC was represented at Holy Family School where careers in broadcasting were discussed with 165 students.</p> <p>Our Meteorologists participated.</p>
<b>11</b>	Career Day (Educational Institution)	<p>On 01/22/20, WMC was represented at Hickory Flat Attendance Center where careers in broadcasting were discussed with 35 students.</p> <p>Our Meteorologists participated.</p>
<b>12</b>	Career Day (Educational Institution)	<p>On 02/05/20, WMC was represented at Pleasant Hill Elementary School where careers in broadcasting were discussed with 42 students.</p> <p>Our Meteorologist participated.</p>
<b>13</b>	Provided training to personnel of outside recruitment organization that would enable them to better refer job candidates for broadcast positions	<p>On 11/14/19, WMC employees trained multiple professors at Arkansas State University on how to prepare students for entry level broadcasting positions and skills to help students become more marketable.</p> <p>Our Director of Research and National Sales Manager participated.</p>
<b>14</b>	Provided training to personnel of outside recruitment organization that would enable them to better refer job candidates for broadcast positions	<p>On 02/11/20, WMC employees trained multiple professors at Arkansas State University on how to prepare students for entry level broadcasting positions</p>

		<p>and skills to help students become more marketable.</p> <p>Our Director of Research and National Sales Manager participated.</p>
14	Job Shadowing Program	<p>WMC allows students to "shadow" employees/departments for an entire day, it exposes high school and college students to various careers in broadcasting.</p> <p>11/08/2019 Job Shadow for Marketing; TN Tech Univ.</p> <p>Our Director of Marketing supervised.</p>
15	Broadcasting of outreach recruitment to community sources regarding job openings	<p>WMC airs the following :45 spot approximately 2-3 times monthly to recruit organizations who would like to receive our job openings.</p> <p>"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."</p> <p>Our Marketing Manager and Traffic Department oversee this effort.</p>
16	Speaker's Bureau	<p>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.</p> <p>05/18/19 HSMSC Paw Prints Gala Kym Clark, Anchor  06/23/19 Harbor Town Dog Show Kym Clark, Anchor  07/10/19 Code Crew Hackathon Kym Clark, Anchor  08/14/19 MBJ Medical Heroes Award Kym Clark, Anchor  08/27/19 DeNeuille Learning Center Auction Kym Clark, Anchor  09/14/19 Miss Germantown Pageant Kym Clark, Anchor  09/28/19 Memphis Pride Festival Kym Clark, Anchor  01/23/20 Collierville Chamber of Commerce Awards Banquet Andrew Douglas, Anchor  01/24/20 City of Memphis Wellness Conference Janeen Gordon, Anchor  02/13/20 Unity in Diversity Scholarship Banquet Janeen Gordon, Anchor</p>
17	EEO Job Posting and Processes Training	<p>On June 20, 2019 our Office Manager participated in EEO training (FCC's Equal Employment Opportunity Rules) provided to Gray Television Stations by Joan Stewart of Wiley Rein, LLP.</p>