

WCYB-TV
EEO PUBLIC FILE REPORT

June 1, 2017 - May 31, 2018

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Anchor/Reporter	1-2, 4-5, 7, 13-16, 18, 20-22, 28, 32, 34, 36, 39-42, 47-48, 51, 54, 57-61	13
Account Manager	1-2, 4-5, 7, 9, 14-18, 20-22, 25, 28, 32-36, 39, 41-42, 47-48, 51, 57-61	17
News Producer	1-2, 4, 7, 9, 13-14, 16, 18, 20-21, 28, 32-36, 39, 41-42, 47-48, 51, 57-60	13
Multimedia Journalist	1-2, 4, 7, 9, 14, 16, 18, 20-21, 28, 32-36, 39, 41-42, 47-48, 51-52, 54, 57-60	52
Multimedia Journalist	1-3, 7-9, 11-14, 16, 18-21, 23-30, 32-36, 39, 41-45, 47, 49-60	13
Multimedia Journalist	1-3, 7-9, 11-14, 16, 18-21, 23-30, 32-36, 39, 41-45, 47, 49-60	25
News Production Assistant	1-3, 7-9, 13-14, 16, 18-21, 23-30, 32-36, 39, 41-45, 47, 49-54, 56-60	13
News Production Assistant	1-3, 7-9, 13-14, 16, 18-21, 23-30, 32-36, 39, 41-45, 47, 49-54, 56-60	25
News Producer	1-3, 7-10, 14, 16-21, 23-36, 39, 41-47, 49-54, 56-60	25
News Producer	1-3, 7-10, 14, 16-21, 23-36, 39, 41-47, 49-54, 56-60	59
Meteorologist	1-3, 6-7, 9-10, 13-14, 16, 18-19, 21, 23-38, 41-47, 49-53, 55-60, 62	13

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Women in Radio & Television 8405 Greensboro Dr., Suite 800 McLean, Virginia 22102 Phone : 703-506-3290 Url : www.awrt.org Fax : 1-703-506-3266 Maria E Brennan	N	0
2	Appalachian State University 287 Rivers Street Rm 369, John Thomas Hall Boone , North Carolina 28607 Phone : 828.262.2180 Url : www.appstate.edu Email : glidewellmk@appstate.edu Mary Kelly Glidewell	Y	0
3	Arizona State University / Walter Cronkite School of Journalism 555 N Central Ave Ste 302 Phoenix, Arizona 85004 Url : http://www.asu.edu Email : mike.wong@asu.edu Mike Wong	Y	0
4	Bonten Media Group 675 Third Ave Suite 2521 New York, New York 10017 Phone : 212.710.7767 Email : jakerhielm@bontenmedia.com Fax : 1-212-949-0909 Janice Akerhielm	N	0
5	Broadcasting & Cable Magazine Virginia Email : yatsumi@reedbusiness.com Yuki Atsumi	N	0
6	California Chicano News Media 3800 South Grand Ave Suite 3950 Los Angeles, California 90071 Url : htthttp://www.ccnma.org Email : sylvia@ccnma.org Slyvia Wells	Y	0

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7	Career Services, The University of Tennessee 1015 Phillip Fulmer Way Suite 201 Knoxville, Tennessee 37996 Phone : 865-974-4462 Url : http://career.utk.edu Email : etaylor6@utk.edu Fax : 1-865-974-6497 Eugenia Taylor	Y	0
8	Careerbuilder.com 8401 Greensboro Drive Suite 250 McLean, Virginia 22102 Url : http://www.careerbuilder.com Email : sbgresumes@sbgstv.com Andrew Hamburger	N	0
9	Center for Career Development 1015 Phillip Fulmer Way Knoxville, Tennessee 37916 Phone : 865-974-5435 Email : lpoynter@utk.edu Leslie Poynter	Y	0
10	Collective Talent 26150 Herseyvale Franklin, Michigan 48025 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
11	Corporate Recruiter	N	1
12	Current Employee	N	1
13	Current Employee/Internal Promotion	N	5
14	East Tennessee State University BOX 70267 Johnson City, Tennessee 37614 Phone : 423.439.4441 Url : www.etsu.edu Erin Whitley Manual Posting	Y	0

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15	Elizabeth City State University 1704 Weeksville Rd Elizabeth City, North Carolina 27909 Phone : 252-335-3355 Url : www.ecsu.edu Email : mmmclean@ecsu.edu Makitta Mclean	Y	0
16	Emory & Henry College PO Box 947 Emory, Virginia 24327-0947 Phone : 276.944.6922 Url : www.ehc.edu Email : agardner@ehc.edu Amanda Gardner	Y	0
17	Employee Referral	N	3
18	Fisk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : tbyrdsong@fisk.edu Tashaye Byrdsong Woods	Y	0
19	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0
20	Hampton University Huntington Bldg. Hampton, Virginia 23668 Phone : 757-727-5405 Fax : 1-757-728-6011 Personnel Director Personnel Director	N	0

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21	Hampton University 114 Wigwam Bldg Hampton, Virginia 23668 Phone : 757.727.5331 Url : www.hamptonu.edu Email : careercenter@hamptonu.edu Fax : 1-757-727-5935 Bessie Willis	Y	0
22	Harrisonburg Daily News Record 231 South Liberty St Harrisonburg, Virginia 22801 Email : sturner@dnronline.com Steve Turner	N	0
23	Hire A Hero PO Box 6808 Morango, California 94705 Url : http://www.hireahero.org Email : sbgresumes@sbgstv.com Broadbean Source	Y	0
24	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
25	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	6
26	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : kharbinger@ithaca.edu Kirk Harbinger	Y	0

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27	Journalismjobs.com 72 Plaza Drive 2nd fl Berkeley, California 94706 Url : http://www.journalismjobs.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
28	King University 1350 King College Road Bristol, Tennessee 37620 Phone : 423-652-4865 Url : www.king.edu Email : flgreen@king.edu Finley Green	Y	0
29	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Email : sbgresumes@sbgstv.com Todd Soffian	N	1
30	Media Match 8112 1/2 West 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk	Y	0
31	Medialine PO Box 51909 Pacific Grove, California 93950 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
32	Middle Tennessee State University MTSU Box 58 COMM 250 Murfreesboro, Tennessee 37132 Phone : 615-898-5867 Url : http://www.emcmtsu.com Email : Billy.Pittard@mtsu.edu Billy Pittard	Y	0

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33	Middle Tennessee State University MTSU Box 64 1301 East Main Street Murfreesboro, Tennessee 37132-0001 Phone : 615.494.8925 Email : greg.pitts@mtsu.edu Gregory Pitts, Ph.D.	Y	0
34	Milligan College PO Box 500 Milligan, Tennessee 37682 Phone : 423.461.8316 Url : www.milligan.edu Email : banderson@milligan.edu Fax : 1-423-461-8665 Beth Anderson	Y	0
35	Morehead State University Career Services 428 University Blvd Morehead, Kentucky 40351 Phone : 606-783-2233 Url : www.moreheadstate.edu Email : careerservices@moreheadstate.edu Hayley Murphy	Y	0
36	National Association of Broadcasters 1771 N Street NW Washington, District of Columbia 20036 Phone : 202.429.5498 Url : www.nabef.org Email : nabef@nab.org webmaster webmaster	Y	0
37	National Association of Broadcaster 1771 North Street NW Washington, District of Columbia 20036 Phone : 202-429-5499 Url : http://www.nab.org Email : nab@nab.org Edward Fritts	N	0
38	National Hispanic Media Coalition North Carolina Phone : 626-792-6462 Email : info@nhmc.org Alejandra Valenzuela	N	0

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39	National Society of Black Engineers 1454 Duke Street Alexandria, Virginia 22314 Phone : (703) 549-2207 Url : www.nsbe.org Email : info@nsbe.org Fax : (703) 683-5312 Director of Placement	N	0
40	New Journal and Guide Virginia Email : advertising@njournalg.com Martha Pritchard	N	0
41	Northeast State Community College 2425 Highway 75 Blountville, Tennessee 37617 Phone : 423.354.5160 Url : www.northeastState.edu Email : mbtittle@NortheastState.edu Marquita Tittle	Y	0
42	Radford University East Main Street Radford, Virginia 24142 Phone : 540.831.5373 Url : www.runet.edu Email : csutphin@radford.edu Carolyn Sutphin	Y	0
43	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0
44	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0

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45	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbgi.net Email : employment@sbgi.net Sharon Pickeral	N	5
46	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : http://www.talentedynamics.com Email : hedding@talentedynamics.com Christina Hedding	N	0
47	Tennessee Association of Broadcasters PO Box 101015 Nashville, Tennessee 37224-1015 Phone : 615.365.1840 Url : www.tabtn.org Email : brenda@tabtn.org Brenda Heidt	Y	0
48	The All Access Music Group Virginia Url : www.allaccess.com Joel Denver Manual Posting	N	0
49	The Muse 1375 Broadway New York, New York 10018 Url : http://www.themuse.com Email : sbgresumes@sbgstv.com Andrea Siegle	N	0
50	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0

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51	Tusculum College 60 Shiloh Rd Greenville, Tennessee 67743 Phone : 423.636.7447 Url : www.tusculum.edu Email : rlay@tusculum.edu Robin Lay	Y	0
52	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : info@tvjobs.com Mark Holloway	N	3
53	US Army Wounded Warrior Program 200 Stovall St. Room 7N53 Alexandria, Virginia 22332 Email : vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
54	Virginia Association of Broadcasters 250 West Main Street Suite 100 Charlottesville, Virginia 22902 Phone : 434.977.3716 Url : www.vabonline.com Email : christina.sandridge@easterassociates.com Christina Sandridge	N	0
55	Virginia Highlands Community College PO Box 828 Abingdon, Virginia 24212 Phone : 276.739.2579 Mark Wildman Manual Posting	Y	0
56	Virginia Union University 1500 North Lombardy St Henderson Center, 1014 Richmond, Virginia 23220 Phone : 804.257.5616 Url : www.vuu.edu Email : careerservices@vu.edu Takeisha Brown	Y	0

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57	Virginia Workforce Development PO Box 16129 Bristol, Virginia 24209-6129 Phone : 276.642.7350 Url : www.vec.virginia.gov Email : bristol@vec.virginia.gov Gerald Smith	N	0
58	Walters State Community College 500 S Davy Crockett Pkwy Morristown, Tennessee 37813-6899 Phone : 423.585.6802 Url : www.ws.edu Email : debbie.johnson@ws.edu Debbie Johnson	Y	0
59	WCYB 101 Lee St Bristol, Virginia 24201 Phone : 276.645.1555 Email : dcoates@wcyb.com Daniel Coates	N	1
60	WCYB-TV 101 Lee Street Bristol, Virginia 24201 Phone : 276.645.1555 Url : www.wcyb.com Email : tvaughan@wcyb.com Tammy Vaughan	N	0
61	West Virginia University PI Reed School of Journalism WVU Morgantown Virginia 26506 Email : mreed@wvu.edu Maryanne Reed	N	0
62	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			26

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/26/2017	Participation in events sponsored by community groups	On September 26 & 27, 2017 our Morning News Anchor, Olivia Bailey and our Satellite Truck operator, Keith Roberts visited with many students from area school systems while hosting the booth for WCYB at the Career Expo for Youth. Our purpose: to spark students' interest in career opportunities in television broadcasting in a hands-on learning expo. A news set with teleprompter was set up for the students to read some news or just watch. The Satellite Truck was available for students to tour and Keith explained how the equipment in the Sat Truck is used. The event was a great success!	2	Morning News Anchor Sat Truck Operator/Photog
2	10/14/2017	Participation in events or programs sponsored by educational institutions	Presentation of three sessions of behind the scenes Broadcast meteorology and television career as a meteorologist at Kids Tech University-KTU, Kids Tech Saturday at Southwest Virginia Higher Ed Center. Over 150 students from the region attended sessions which highlighted STEM related jobs/training. This presentation is one of their most popular sessions.	1	Chief Meteorologist
3	2/15/2018	Participation in scholarship programs	Bonten Media Scholarship at Emory & Henry College is presented to an Emory & Henry student who is majoring in Mass Communications. The faculty selects the winner, based on need, campus activities, and potential to be a contributing member of the media. WCYB provides \$1,000 per year to the college which is applied to the students account for tuition and fees.	1	General Manager
4	2/16/2018	Participation in events or programs sponsored by educational institutions	On February 16, 2018 our Morning Meteorologist, David Boyd, visited Valley Institute and spoke with a group students. David took our Storm Tracker vehicle and showed the students the weather equipment and how he creates his weather forecasts. David also spoke about other jobs at our station. the day was a huge success.	1	Meteorologist

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5	2/20/2018	Participation in events or programs sponsored by educational institutions	On February 20, 2018 our Weekend Meteorologist, Chris Michaels and MMJ Samantha Zarek, visited Abingdon High School and spoke with a group of students. Chris explained how he creates his weather forecasts and the equipment that is used. Samantha explained how a MMJ researches, creates and presents stories that will be aired an posted online.	2	Meteorologist MMJ
6	2/21/2018	Participation in scholarship programs	East Tennessee State University scholarship program designed to assist students interested in pursuing a career in broadcasting. The 2018 Robert H. Smith Sr. WCYB endowment fund is awarded each year in the spring. This scholarship is designated for students majoring in communications. The University Scholarship Committee names the recipient after review of submitted cover letter, applications & resumes and interview of the candidates.	1	General Manager
7	2/22/2018	Participation in events or programs sponsored by educational institutions	On February 22, 2018 our Weekend Meteorologist, Chris Michaels visited Bluff City School and spoke with a group of students. Chris took our Storm Tracker vehicle and showed the students the equipment and technology used to forecast the weather. Chris also spoke about other jobs at our station. The students enjoyed learning about weather forecasting.	1	Meteorologist
8	2/22/2018	Participation in events or programs sponsored by educational institutions	On February 22, 2018 our Weekend Meteorologist, Chris Michaels visited Carters Valley School and spoke with a group of students. Chris took our Storm Tracker vehicle and showed the students the weather equipment and how he creates his weather forecasts. Chris also spoke about other jobs at our station. It was a good visit, the students had a wonderful time.	1	Meteorologist

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9	2/26/2018	Participation in events or programs sponsored by educational institutions	On February 26, 2018 our Weekday Morning Meteorologist, David Boyd visited Emmett School and spoke with a group of 60 students. David spoke about weather, meteorology, tools used to study weather and his job as a meteorologist at the television station. The students were very excited to have David on site and thoroughly enjoyed his presentation.	1	Meteorologist
10	4/10/2018	Participation in events or programs sponsored by educational institutions	Our News Director, Keith Weiss, spoke at the Energize Speaker Series which is presented by East Tennessee State University Dept. of Media and Communications. The topic for the event was "Four unique perspectives on TV news." Keith spoke about his position at WCYB and how it contributes to what we know as a news broadcast. He shared his insight of what goes on behind the scenes of TV news. He told students what TV news means to him and why it is important and the open positions that we currently have at our station and where they can apply. He spoke briefly about his work background and how he came to the position he is in now. Students were eager to learn what they can be doing NOW to prepare for their work after college.	1	News Director
11	4/27/2018	Participation in Job Fairs	VHCC hosts a Career Fair to showcase job opportunities in the area. The Career Fair is open to all VHCC students, alumni and community members. Over 300 people visited the Career Fair. We provided a list of our current openings. We had a table set up where we could talk to people about our open positions and how to apply.	4	Business Manager HR Contact Production Manager Executive News Producer