

**WPTY-TV and WLMT-TV  
EEO PUBLIC FILE REPORT  
April 1, 2010 thru March 31, 2011**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
News/Sports Reporters (5)	1-40, 44, 49	37, 39, 40
Accounts Receivables	1-39, 46, 47	46
Regional Account Executive	1-39, 45, 50	46
Executive Producer	1-40 & 44	37
Account Executive (4)	1-39, 46	37
News Producer (3)	1-39-42,44,46,48,50	37, 39
Creative Services Director	1-39, 46, 51	39
News Photojournalist	1-39, 42, 44, 46, 49, 50	34
Local Sales Manager	1-39	39
Traffic Assistant	1-39	37
Master Control Operator	1-39	39
Sales Assistant (2)	1-39, 58	33, 58
Chief Photographer	1-39, 42 44, 47, 49, 53	34
Meteorologist	1-40, 42, 44, 49, 50	37
Payroll/AP Accountant	1-39, 47, 59	59



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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	Christian Brothers University, 650 E Parkway South Memphis TN 38104, Curtis Rodgers, 901-321-3330	N	0
2	Lemoyne Owen College, 807 Walker Ave. Memphis, TN 38126, Denita Hedgeman, 901-435-1729	N	0
3	Mendenhall Career Center 5368 Mendenhall Mall Memphis, TN 38115 David Chamberlain, 901-365-3205	N	0
4	Southwest Tennessee Community Center, 5983 Macon Cove – Farris Building Room 2170, Memphis, TN 38134, Brenda Williams, 901-333-4264	N	0
5	Memphis Urban League 413 N. Cleveland Memphis, TN 38104, Tonja Baymon, Employment and Training Mgr., 901-272-2491	N	0
6	NAACP, 588 Vance Avenue Memphis, TN 38126, Ms. Madeleine Taylor 901-521-1343	N	0
7	Tennessee Labor & Workforce Development 1295 Poplar Avenue Memphis, TN 38104, Ms. Joyce Reed, 901-543-7852	N	0
8	University of Memphis, Director of Career & Development, 400 Wilder Tower Memphis, TN 38152, Alisha Rose Henderson 901-678-2239	N	0
9	MS State University P. O. Box P MS State, MS 39762, Scott Maynard, 662-325-3344	N	0
10	Operation PUSH 704 S Parkway E Memphis, TN 38106, S. B. Kyle, 901-946-2529	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
11	Mid-South Women's Connection 2750 Darlington Cove Memphis, TN 38118, Sue Crawley, 901-747-7793	N	0
12	Tennessee Technology 550 Alabama Memphis, TN 38105, Felicia Lee, 901-543-6169	N	0
13	Mississippi Dept. of Employment Security P. O. Box 186 Southaven, MS 38671, Bobbi Oliver, 662-342-4002	N	0
14	SRVS 3592 Knight Arnold Memphis, TN 38118, Donna Palmer, Director 901-332-0435	N	0
15	Bridges, USA 477 N. Fifth St. Memphis, TN 38105, MaryAn Mercer, Business Development, 901-527-5627	N	0
16	AR. Dept of Employment Security P. O. Box 1928 West Memphis, AR 72303 Yolanda Macklin, 870-400-2269	N	0
17	UCP/Memphis Works 4189 Leroy Memphis, TN 38108, Kristie Johnson, 901-767-0922 Ext. 1002	N	0
18	Memphis City Schools Telecommunications Center 2485 Union Avenue Memphis, TN 38112, Evelyn McGuire, 901-416-3460	N	0
19	Tennessee Association of Broadcasters 50 Music Square W., Suite 900 Nashville, TN 37203, Jill Green, 615-321-1626 <a href="http://www.tabtn.org">www.tabtn.org</a>	N	0
20	University of Memphis, Dept of Communication Arts 143 Theatre Comm. Building Memphis, TN 38152-3150, Sheree Hudgins 901-678-3176	N	0
21	Lane College 545 Lane Ave. Jackson, TN 38301, Virginia Crump, 731-265-1709	N	0
22	Athens State College 300 North Beaty Street Athens, AL 36511, Larry Keenum, 265-233-8100	N	0
23	University of MS, Student Media Center 201 Bishop University, MS 38677, Dr. Ralph Braseth 662-915-5503	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
24	University of MS, Career Services 303 Martindale Hall University, MS 38677, Lisa Gooden, 662-915-7174	N	0
25	Rust College Mass Communications Center 150 Rust Ave. Holly Springs, MS 38635, Wayne Fiddis 662-252-8000 Ext. 4551	N	0
26	University of Memphis, Herff College of Engineering 201 Engineering Adm. Building Memphis, TN 38152-3170, Shelia Moses, 901-678-2733	N	0
27	AR State University P. O. Box 2490 State University, AR 72467, Phil Hestand 870-972-2100	N	0
28	MS University for Women 1100 College St., W 1624 Columbus, MS 39701, Towanda Williams 662-241-7619	N	0
29	Northwest Community College 4975 Hwy. 51 N Senatobia, MS 38635, Kristin Watson, 662-562-3954	N	0
30	American Sportscaster Association 225 Broadway New York, NY 10007, Pat Turturro 212-227-8080 <a href="mailto:LSchwa8918@aol.com">LSchwa8918@aol.com</a>	N	0
31	ITT Technical Institute 7260 Goodlett Farms Parkway Cordova, TN 38016, Jamie Palmer, 901-381-0210	N	0
32	Remington College Memphis Campus 2710 Nonconnah Blvd. Memphis, TN 38132, Angela Poole, 901-291-4210 Email: <a href="mailto:angela.poole@remingtoncollege.edu">angela.poole@remingtoncollege.edu</a>	N	0
33	Rhodes College 2000 North Parkway Memphis, TN 38112-3800, Amy Oakes, 901-843-3800 Email: <a href="mailto:oakesa@rhodes.edu">oakesa@rhodes.edu</a>	N	1
34	Internal Postings/Promotions	N	3
35	Harding University <a href="https://www.myinterfase.com/harding/home.aspx">https://www.myinterfase.com/harding/home.aspx</a>	N	0
36	Inter-company transfers	N	0
37	Word of mouth referrals	N	10
38	TV jobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
39	Website/Internet	N	6
40	Various Broadcast Agents	N	3
41	Robert Half Finance & Accounting 6750 Poplar Ave. Memphis, TN 38138 901-753-7600	N	0
42	NAB Human Resources Dept. 1771 N. Street, NW Washington, DC 20036 <a href="http://www.nabef.org">www.nabef.org</a>	N	0
43	Society Broadcast Engineers <a href="http://www.sbe.org">www.sbe.org</a>	N	0
44	NABJ <a href="http://www.nabj.org">www.nabj.org</a>	N	0
45	Spots N Dots Gene McKay <a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a> 800-978-7635	N	0
46	Career Builders <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> 800-891-8880	N	2
47	Yahoo Hot Jobs <a href="http://www.yahoothotjobs.com">www.yahoothotjobs.com</a> 866-444-4635	N	0
48	<a href="http://www.monster.com">www.monster.com</a>	N	0
49	NAHJ <a href="https://nahj.ihispano.com/careers/job/options">https://nahj.ihispano.com/careers/job/options</a>	N	0
50	<a href="http://www.MediaRecruiter.com">www.MediaRecruiter.com</a> 22102 E. Canyon Place Aurora, CO 80016 Art Scott of Sue Arno 303-400-5150	N	0
51	602 Communications <a href="http://www.602communications.com">www.602communications.com</a> Email Sandy Lizik, <a href="mailto:slizik602@gamil.com">slizik602@gamil.com</a>	N	0
52	Broadcast Engineering Magazine <a href="http://www.broadcastengineering.com">www.broadcastengineering.com</a> Email: Julie Dahlstrom, <a href="mailto:julie.dahlstrom@penton.com">julie.dahlstrom@penton.com</a>	N	0
53	<a href="http://www.tvtechnology.com">www.tvtechnology.com</a> Email Jessica Striano [ <a href="mailto:jstriano@nbmedia.com">jstriano@nbmedia.com</a> ]	N	0
54	Memphis Jobs <a href="http://www.memphisjobs.com">www.memphisjobs.com</a>	N	0
55	Lost Remote <a href="http://www.lostremote.com">http://www.lostremote.com</a>	N	0

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56	TVNewsCheck <a href="http://www.tvnewscheck.com/">http://www.tvnewscheck.com/</a>	N	0
57	Authentic Jobs <a href="http://www.authenticjobs.com/post/">http://www.authenticjobs.com/post/</a>	N	0
58	Kelley Services	N	1
59	Accountemps	N	1
60	MediaBistro <a href="http://www.mediabistro.com">www.mediabistro.com</a>	N	0
	<b>Total Interviewees over the reporting period</b>		<b>27</b>

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**III. SUPPLEMENTAL OUTREACH INITIATIVES**

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Programs	<p>WPTY/WLMT is committed to developing talent and interest in our industry and provides a wide range of internship opportunities for students interested in a career in broadcasting. WPTY/WLMT internship program offers opportunities in the areas of News, Programming, Production, Marketing, Sales, Business and more. Our internships offer meaningful educational and work experiences designed to meet the academic and career goals of the intern. Eligibility for our internship program is as follows:</p> <ul style="list-style-type: none"> <li>- at least 18 years of age</li> <li>- enrolled in an accredited school, college or university</li> <li>- able to provide a letter from school stating that student will be granted academic credit for internship</li> </ul> <p>During this period, WPTY/WLMT has had 5 interns, with three coming from Christian Brothers University, one from The University of Memphis and one from The University of Kentucky.</p> <p>Any person interested in internship opportunities should contact the station for more details.</p>
2	Upper Level Recruitment	<p>To ensure that we reach out to women &amp; minorities, we have posted ads for open positions with the Mid South Women's Connection, National Association of Black Journalists and the National Association of Hispanic Journalists. Their memberships have substantial female and minority participation.</p>
3	Job Fair	<p>WPTY/WLMT participated in the following Job Fairs during this period:</p> <ol style="list-style-type: none"> <li>1. Southwest Tennessee Community College Spring Career Fair, April 13, 2010. Attended by station General Manager, Assistant Chief Engineer and News Director.</li> <li>2. Employment Guide.com Job Fair, October 20, 2010. Attended by station General Manager and Creative Services Director.</li> <li>3. JobNewsMemphis.com Job Fair, February 22, 2011. Attended by station Creative Services Director and Local Sales Manager.</li> <li>4. Memphis Career Fair, March 9, 2011.</li> </ol>

		<p style="text-align: center;"><b>Attended by station Creative Services Director.</b></p>
4	<p><b>Scholarship</b></p>	<p><b>WPTY/WLMT sponsors an annual \$2,000 broadcast scholarship to Christian Brothers University to be used by the student to defray educational expenses while earning a broadcast related degree at the University. Eligibility requirements are as follows:</b></p> <ul style="list-style-type: none"> <li>- <b>Must have completed 60 credit hours as of October 1</b></li> <li>- <b>Must have an academic record that is above average</b></li> <li>- <b>Must be majoring in broadcasting, journalism, communications or a related field.</b></li> <li>- <b>Previous WPTY/WLMT scholarship winners not eligible</b></li> </ul> <p><b>This scholarship was awarded to a qualifying Christian Brothers University student for the 2010 academic year.</b></p>