

Journal Broadcast Group-Knoxville Operations
WCYQ/WWST/WKHT/WKTI

Annual EEO Public File Report
4/1/09-3/31/10

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Account Executive 1 (Not Posted)

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Other Previous Applicant	1	<input type="checkbox"/>
Other Previous Employee	1	<input type="checkbox"/>
Other Radio Ad	1	<input type="checkbox"/>
Word of mouth	1	<input type="checkbox"/>
Number of Applicants Interviewed	5	

Account Executive 2 (3 hired from this pool)

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Other Knoxville Help Wanted	1	<input type="checkbox"/>
Other Low & Tritt Ad Agency	1	<input type="checkbox"/>
Other Previous Candidate	2	<input type="checkbox"/>
Other Previous Employee	1	<input checked="" type="checkbox"/>
Other Radio Ad	3	<input type="checkbox"/>
Word of mouth	1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed	13	

Account Executive 3 (2 hires from this pool)

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	2	<input checked="" type="checkbox"/>
Employee Referral	1	<input type="checkbox"/>
Other Previous Employee	1	<input type="checkbox"/>
Number of Applicants Interviewed	4	

Recruitment Sources Utilized During Reporting Period

Organization	Address	City, State, Zip	Phone	Fax	Email	Contact Person	Job Positions Sent
ACAP Center XXX Requested to be added 8/29/07	ACAP Center, Bldg. 5700, Rm. 185	Fort Rucker, AL	(334) 255-2558		2/14/08 katrina.surratt1@us.army.mil Eff. 5/26/09: rebecca.chandler@us.army.mil	2/14/08 Katrina Surratt 5/26/09: Rebecca Chandler	Account Executive 2, Account Executive 3
American Broadcasting School XXX-Requested to be added 1/21/2009	712 N. Watson Road, Ste. 200	Arlington, TX 76011	(817) 695-2474	(817) 695-2838	michelle@radioschool.com	Michelle McConnell	Account Executive 2, Account Executive 3
Bates Technical College XXX Requested to be added 5/17/05	2320 South 19th St.	Tacoma, WA 98405	253-680-7240		**new contact 12/12/07 fmonroe@bates.ctc.edu changed 4-8-09 to: skmiller@bates.ctc.edu	Shirley Miller WorkSource Specialist	Account Executive 2, Account Executive 3
Brown College XXX-(Requested to be added on 12/20/04)	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465	651-905-3555	https://my.browncollege.edu/mycampus/employer/ (new website eff. 6/30/05) Website Updated 8/5/2009: https://browncollege.optimalresume.com/employers/index.php	Karon Baumeister	Account Executive 2, Account Executive 3
Carson Newman College	1646 Russell Ave.	Jefferson City, TN 37760	865-471-3430	865-471-4989	dotaylor@cn.edu	Dr. Doug Taylor	Account Executive 2, Account Executive 3
Central Michigan University XXX - requested to be added 5-15-06	340 Moore Hall	Mount Pleasant, Michigan 48859	989-774-3851	989-774-2426	orlik1pb@cmich.edu	Peter B. Orlik, PH.D.	Account Executive 2, Account Executive 3
East TN State University Career Placement & Internships	PO Box 70718	Johnson City, TN 37614	423-439-8505	423-439-8506	blairt@mail.tsbdc.org	Teresa	Account Executive 2, Account Executive 3
Emerson College XXX-requested to be added 5-15-06	113 Gray St.	Arlington, MA 02476	781-646-1077		mdgrtnda@yahoo.com and m_dgiustina@emerson.edu and matthew_cardin@emerson.edu	Dr. Marsha Della-Guistina	Account Executive 2, Account Executive 3
Goodwill Industries	5508 Kingston Pike	Knoxville, TN 37919	865-588-8567	865-588-0075	rgrosenbaum@qwiktn.org	Dr. Rosenbaum	Account Executive 2, Account Executive 3
Journal Broadcast Group	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301	414-967-5315	www.journalbroadcastgroup.com	Shannon Spankowski	Account Executive 2, Account Executive 3
Knoxville CAC Private Industry	PO Box 51650	Knoxville, TN 37950	865-546-3500	865-546-0832	cachr@knoxcac.org	Mr. Lee	Account Executive 2, Account Executive 3
Knoxville College	901 College St.	Knoxville, TN 37921	865-824-6621	865-824-6603	ehallman@knoxvillecollege.edu	Dr. Hallman	Account Executive 2, Account Executive 3
Knoxville Urban League	PO Box 1911	Knoxville, TN 37901	865-524-5511	865-525-5154	info@thecall.org ggarner@thekaul.org (changed 4/04) (old) New email address effective: 12-22-06 robinson@thekaul.org	Jackie Robinson	Account Executive 2, Account Executive 3
Maryville College Career Services	E. Lamar Alexander Parkway	Maryville, TN 37804	865-981-8220	865-273-8852	ccc@maryvillecollege.edu		Account Executive 2, Account Executive 3
Mississippi State University, Department of Communication XXX Requested to be added 5/17/05	PO Box PF/130 McComas Hall	Mississippi State, MS 39761	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	Karyn Brown	Account Executive 2, Account Executive 3
Ohio & Illinois Centers for Broadcasting XXX (Requested to be added 4-03)	9000 Sweet Valley Drive	Valley View, Ohio 44125	216-447-9117	216-642-9232	gary@beonair.com	Gary James (National Placement Director)	Account Executive 2, Account Executive 3
Pellissippi State Placement Office	PO Box 22990	Knoxville, TN 37933	865-694-6554	865-539-7001	ccarson@pstcc.edu	Ms. Rutledge	Account Executive 2, Account Executive 3
Sevier County Vocational Center	1150 Dolly Parton Parkway	Sevierville, TN 37862	865-453-8014	865-429-0448	cmeerule@yahoo.com	Ms. Rule	Account Executive 2, Account Executive 3
South College (added 4-1-04)	720 N. 5th Ave	Knoxville, TN 37917	865-251-1820	865-637-0127	gtaylor@southcollegetn.edu	Mr. Gary Taylor	Account Executive 2, Account Executive 3
TN Dept. of Employment	PO Box 831	Knoxville, TN 37901	865-594-6908	865-594-6266	Ginger.Armstrong@state.tn.us	Ms. Harveston or Ms. Ginger Armstrong	Account Executive 2, Account Executive 3
Tusculum College (New contact information as of 7-31-06)	9041 Executive Park Dr. Suite 226	Knoxville, TN 37923	865-693-1177	865-691-6391	ffox@tusculum.edu ** new contact 5/8/08 rotto@tusculum.edu	Leslie Fox **New contact 5/8/08 Ryan Otto	Account Executive 2, Account Executive 3
University of Colorado at Boulder XXX School of Journalism and Mass Communication (requested to be added on 4-20-04)	1511 University Ave. 478 UCB	Boulder, CO 80309-0478	303-492-0460	303-492-0696	Elizabeth.gaeddert@colorado.edu	Beth Gaeddert, Director of Career Services and External Affairs	Account Executive 2, Account Executive 3
University of Iowa (Career Center) XXX (Added 5-27-03) Only accepts positions requiring a collage degree	24 Phillips Hall	Iowa City, IA 52242	319-355-1023	319-335-1029	https://www.myinterface.com/uiowa/employer/ (New method of contact as of 9/14/04)	Christine Wells, Sherry Hingtgen, Molly Rechkemmer	Account Executive 3
University of North Texas XXX Requested to be added 5/17/05	PO Box 310589	Denton, TX 76203	940-565-2565	940-369-7838	Slocum@unt.edu	Phyllis Slocum, Faculty Advisor Dept. of Radio, Television and Film	Account Executive 2, Account Executive 3
University of Tennessee Career Services	915 Volunteer Blvd. 100 Dunford Hall	Knoxville, TN 37996	865-974-5435	865-974-6497	jieter@utk.edu	Mr. Brown	Account Executive 2, Account Executive 3
University of Wisconsin-Oshkosh Radio, TV & Film(requested to be added 11-30-04)	800 Algoma Blvd.	Oshkosh, WI 54901	920-424-3133		11-18-08: New e-mail contact: stokesi@uwosh.edu folker@uwosh.edu	11-18-08: New contact is Justine Stokes Al Folker	Account Executive 2, Account Executive 3
YMCA of East Tennessee	605 W. Clinch Ave.	Knoxville, TN 37901	865-522-9625	865-521-7418	faxed	Susan	Account Executive 2, Account Executive 3

XXX INDICATES SOURCES THAT HAVE REQUESTED NOTIFICATION OF JOB OPENINGS

Sources utilized in addition for the following job positions during this reporting period.

<u>Organization</u>	<u>Address</u>	<u>City, State,</u>	<u>Phone</u>	<u>Fax</u>	<u>Email</u>	<u>Contact</u>	<u>Job Positions Sent</u>
Radio Ad - Journal Broadcast Group: WKHT-FM	1533 Amherst Rd.	Knoxville, TN 37909	865-824- 1021	n/a	n/a	Dan McKee	Account Executive 2
Knoxville Help Wanted	website				knoxvillehelpwan ted.com		Account Executive 2

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

Type of activity listed under Outreach Initiative worksheet: 5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of station participation: (on date; from date to date) April 1, 2009 - March 31, 2010

Participating employees: Promotions and Sales Department

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: Over the past 12 months the promotions and sales department have had a total of seven interns from the University of Tennessee. Our internships are non-paid internships where the students receive college credit. Each intern receives hands on experience in brainstorming promotional ideas to tie in sales and promotions for the stations. Also development of idea for on-air contesting for promotions. In addition, the interns learn copy writing, drafting of proposals for promotions and sales, as well as an understanding of promotions guidelines and rules we must follow. Throughout the course of the semester we track their improvements by relating back to their early work and comparing it with their most recent work. Other tasks include prize inventory, and prize fulfillment on a daily basis.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) May 12, 2009

Participating employees: Justin Buznedo

Host/Sponsor of activity: Sweetwater Junior High School

Brief description of activity and station participation: On May 12, 2009 Sweetwater Junior High School hosted its annual career fair. All of the students get a 45 minute block to come into the gym where local companies are set up and speak about their career and answer any questions the students may have in their time period. Journal Broadcast Group answered any questions regarding the broadcast industry and different career opportunities in the field.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST,

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) Thursday, May 21st, 2009

Participating employees: Kim Hansard, Morning Show co-host

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: The Young Business Associates Club at Farragut High School Invited me as Key Note Speaker for their annual banquet. I gave history of how I got in the business, told fun stories about things that have happened through the years and explained that you don't have to be behind the mic to get involved in broadcasting.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) October 24, 2009

Participating employees: Frank Murphy and Tyler Ivens

Host/Sponsor of activity: Middle Tennessee State University

Brief description of activity and station participation: On October 24, 2009 Frank Murphy from WWST and Tyler Ivens from WKHT spoke to a room of potential freshman at Middle Tennessee State University at Calhoun's Restaurant in Knoxville. They each spoke to the students about the field of broadcasting and what they would need to do in order to pursue a career in this field. They offered personal experiences and gave advice on how to enter the field of and what their different options are for careers in broadcasting.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST,

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) Thursday, November 12th

Participating employees: Kim Hansard, Morning Show co-host

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: AVID is an incentive class/organization for students of middle school age who go above and beyond in their studies. They are assigned special assignments for extra credit. There are 70 participants at Northwest Middle School. I was invited to speak about radio, how I got started, education, daily activities, favorite activities, least favorite activities, etc. Also held question and answer session for last 15 minutes. Approximate visit 1 hour.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST,

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) March 17, 2010

Participating employees: Marc Anthony

Host/Sponsor of activity: West High School Advertising Class

Brief description of activity and station participation: Moderating discussion with students on the positives and negatives of radio and television advertising. Discussion on professional possibilities and future employment in advertising. I focused on tips for how to properly market yourself for a career. My focus was radio and the behind the scenes careers that are available on an entry level basis. I also spoke about how getting your foot in the door through internships and part-time jobs can lead to professional careers in radio.