

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY	
FCC 397					
BROADCAST MID-TERM REPORT				FOR COMMISSION USE ONLY FILE NO. - 20090325ADW	
Legal Name of the Licensee WMC LICENSEE SUBSIDIARY, LLC					
Mailing Address RSA TOWER, 20TH FLOOR 201 MONROE STREET					
City MONTGOMERY		State or Country (if foreign address) AL		Zip Code 36104 -	
Telephone Number (include area code) 3342061400		E-Mail Address (if available) RBRYAN@RAYCOMMEDIA.COM			
FCC Registration Number 0014585467		Facility ID Number 19184		Call Sign WMC-TV	
TYPE OF BROADCAST STATION:	Commercial Broadcast Station		Noncommercial Broadcast Station		
	<input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		<input type="radio"/> Educational Radio <input type="radio"/> Educational TV		
Application Purpose					
<input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
[Station List]					
Station List					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)	
WMC-TV	19184	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	MEMPHIS, TN	<input type="radio"/> Yes <input checked="" type="radio"/> No	

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name WILLIAM H. FITZ, ESQ.		Street Address 1201 PENNSYLVANIA AVENUE, N.W.	
City WASHINGTON	State DC	Zip Code 20004-2401	Telephone Number 2026625120

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent LEE MEREDITH
Title VICE PRESIDENT	Telephone No. (include area code) 9017260555
Date 3/25/2009	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: LEE MEREDITH

Title: GENERAL MANAGER

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Attachment 1

Description
Exhibit 1

FCC FORM 397
Section III
Exhibit 1

- A. WMC-TV Annual EEO Public File Report (April 1, 2008 - March 31, 2009)

- B. WMC-TV Annual EEO Public File Report (April 1, 2007 - March 31, 2008)

A.

Annual EEO Public File Report (April 1, 2008 - March 31, 2009)

EEO PUBLIC FILE REPORT
WMC-TV (Memphis, TN)
April 1, 2008 through March 31, 2009

Recruitment Sources Used For Full-Time Vacancies

Attachment A includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

<u>Full-Time Positions Filled</u>	<u>(Recruitment Sources Used)</u>	<u>[Hiree's Source]</u>
Photographer	(1-15, 17-26, 28, 31-32, 38, 39, 52)	[44]
Classified Internet AE	(2-15, 17-26, 28, 31-32, 38, 39, 52)	[28]
Technical Director	(1-26, 28, 31, 38, 39, 52)	[41]
Video Journalist	(1-26, 28, 31-32, 38, 39, 52)	[28]
Local Sales Mgr	(1-26, 28, 31-32, 38, 39, 41, 52)	[41]
Reporter	(1-26, 28, 31-32, 38, 39, 52)	[17]
Regional Credit Mgr	(1-28, 31-32, 38, 39, 52)	[27]
Local Acct Exec	(1-26, 31-32, 38, 39, 40, 41, 52)	[41]
Editor	(1-26, 31, 32, 38, 39, 52)	[44]
Producer	(1-15, 17-26, 28, 31-32, 38, 39, 52)	[28]

Total Interviewees for all Full-Time Positions

42 persons

Number of Referrals from Sources Used

#17 (2 persons), #27 (5 persons), #28 (14 persons), #40 (3 persons), #41 (14 persons), #44 (4 persons)

Supplemental Outreach Activities

See Attachment B

Attachment A

(WMC-TV)

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

1. Andrew Israel, (JOBLINE) Benjamin L. Hooks Central Library, 3030 Poplar Ave., Memphis, TN - (901) 415-2842
2. Carlton Carter, Tennessee Technology Center, 550 Alabama, Memphis, TN - (901) 543-6100
3. Placement Officer, Rhodes College Career Services, 2000 N. Parkway, Memphis, TN - (901) 843-3800
4. Denita Hedgeman, LeMoyne-Owen College Career Services, 807 Walker Ave., Memphis, TN - (901) 942-7360
5. Tomeka Hart, Memphis Urban League, 413 North Cleveland, Memphis, TN - (901) 278-3602
6. Jane Venson, Memphis Interfaith Association (MIFA), P.O. Box 3130, Memphis, TN - (901) 527-0208
7. Bill Cavanaugh, Southwest Tennessee Community College, 5983 Macon Cove, Memphis, TN - (901) 333-4181
8. Dale Warf, Department of Veterans Affairs Vocational Rehabilitation and Employment Division, 110 Ninth Avenue South, Nashville, TN 37203
9. Susan Kime, Memphis Works, 4189 Leroy, Memphis, TN - (901) 767-0922
10. Nicole McCoy, Lowenstein House, 821 South Barksdale Street, Memphis, TN - (901) 274-5486
11. Steve Beverly, Department of Communication Arts, 1050 Union University Dr., Jackson, TN
12. John F. Peaches, Director of Placement/Rust College, 150 Rust Avenue, Holly Springs, MS - (662) 252-8000
13. Johnnie Turner, Memphis Branch/NAACP, 588 Vance Avenue, Memphis, TN - (901) 521-1343
14. Lurene Kelley, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN (901) 678-2401
15. Sharon Warren, Arkansas Workforce Center, 260 Shoppingway, Suite #7, West Memphis, AR 72301
16. *Derrick J. Phillips, Probation Works, Inc. 3035 Directors Row, Bldg. A, Suite 1302, Memphis, TN 38131
17. National Association of Black Journalist/University of Maryland, 8701-A Adelphi Rd., Adelphi, MD - (301) 445-7100
18. Kapel Kirkendall, Director of Placement/Lane College, 545 Lane Avenue, Jackson, TN - (731) 421-2788
19. Jill Green, Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN - (615) 399-3791
20. Angela Banks, Southwest Tennessee Community College, 767 Union Avenue, Memphis, TN - (901) 333-4180
21. Betty McWillie, Christian Brothers University Career Center, 650 East Parkway South, Memphis, TN - (901) 321-3330
22. Michelle Vignoli, National Assoc. of Hispanic Journalist, 1000 National Press Bldg., Washington, DC - (202) 662-7483
23. Mark Shilstone, Media Line, P.O. Box 51909, Pacific Grove, CA - (408) 648-5200

WMC-TV
MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

24. Sandy Lizik, 602 Communications, 4349 East Colter Street, Phoenix, AZ 85018, E-Mail Address: <http://www.slizik@602communications.com>
25. Melissa Tarelton, The Leadership Institute, 1101 North Highland Street, Arlington, VA – (703) 247-2000 – E-Mail Address: <http://www.mediajobbank@lmail.us>
26. Jackie Webb, 400 Wilder Tower, The University of Memphis, Memphis, TN 38152 – (901) 678-2239 E-Mail Address: <http://www.jwebb@memphis.edu>
27. The Commercial Appeal Classified Ads – Memphis, Tennessee
28. WMC-TV Website – <http://www.wmctv.com>
29. Hire Diversity – <http://www.hirediversity.com/employers/members/login.asp>
30. National Association for the Advancement of Colored People – <http://www.bestdiversityemployers.com>
31. Career Women – http://www.careerwomen.com/employer_access_resume.jsp
32. Diversity Search.com – http://diversitysearch.com/employer_access_resume.jsp
33. Asian American Journalists Association – <http://www.post@aaia.org>
34. Native American Journalists Association – <http://www.naja.com/cgi-bin/jm/exec/admin.cgi?logoff=1>
35. AdWeek Classified Ads
36. Television Week Classified Ads
37. MonsterTrak – <http://www.monstertrak.com>
38. TV Jobs.com Broadcast Employment Services, P.O. Box 4116, Oceanside, CA 92052 – <http://www.tvjobs.com>
39. Raycom Media – <http://www.careersraycommedia.com>
40. Spots-N-Dots – <http://www.spotsndots.com>
41. Referrals - (Employees/Clients/Friends)
42. National Association of Hispanic Journalists – <http://www.nahj.org>
43. Frank N. Magid & Associates – <http://www.bfrye@magid.com>
44. Former WMC-TV Intern
45. Walk-In
46. Talent Agency
47. Producer Solutions.com – <http://www.producersolutions.com>
48. Brannon Professionals Recruiting Agency – P.O. Box 182, Southaven, MS 38671 (662) 349-9194

49. Dolan Media Management – 3 North Court St. – Frederick, MD 21701 – (301) 668-1511

WMC-TV

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

50. Robert Half Recruitment Agency – 6750 Poplar Avenue, Suite 501, Memphis, TN 38138 - 901.753-7638

51. Broadcast Cable Financial Management Association – 932 Lee St. #204, Des Plaines, IL 60016 – 847-296-0200

52. In-House/Internal Posting/Transfer

53. Telephone Inquiry

54. Local Employment Agencies

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2008 through March 2009 (on-going activity)

Describe Nature of Initiative:

WMC-TV News Department Internship Program

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

WMC-TV offers internships to college students as a way to assess job readiness. These internships are granted to Junior and Senior students majoring in Communications, Mass Communications/Media, Journalism and/or Broadcast Journalism. Qualified applicants must be from an accredited U.S. college or university. Their participation must qualify for college credit and they must have approval to participate from the Dean, Chairman and/or academic advisor of their respective department or college. Students are assigned to work with various members of the News Department and receive hands-on experience in a variety of News Department functions. Upon successful completion of the program, students receive 3-4 college credit hours and a letter grade.

Participation during this reporting period:

Spring 2008: 4 interns (University of Tennessee, Rhodes College, University of Memphis, Texas A&M)

Fall 2008: 3 interns (University of Tennessee, University of Alabama, University of Memphis)

Spring 2009: 4 interns (Rhodes College (2), University of Memphis (2))

Names of Station Personnel involved in Initiative:

Tammy Phillips (Assistant News Director)

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): December 2008/January2009

Describe Nature of Initiative:

Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

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

WMC-TV, through its parent company Raycom Media, provided an on-line training course titled "Discrimination-Free Workplace". This on-line training course was completed by all station Department Heads and hiring supervisors. The course covered what constitutes discrimination and how to prevent it from occurring in the workplace.

Names of Station Personnel involved in Initiative:

Lee Meredith (VP & General Manager); Tracey Rogers (News Director); Chris Conroy (Marketing Director); David Evans (Director of Engineering); Rick Roberts (Affiliate Controller); Quentin Kenney (Asst Affiliate Controller); Robert Richardson (Local Sales Manager); Clint Moore (News Operations Mgr); Derrick McMillian (Chief Engineer); Jason Plank (Internet Content Director)

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2008 through March 2009 (on-going activity)

Describe Nature of Initiative:

Posting of full-time employment opportunities on minority-focused trade group websites.

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

WMC-TV employment opportunities in its Top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

- National Association of Black Journalists (NABJ)
- National Association of Hispanic Journalists (NAHJ)
- Asian American Journalists Association (AAJA)
- Native American Journalists Association (NAJA)
- Career Women
- Diversity Search

Names of Station Personnel involved in Initiative:

Craten Ammer, Sr. (Director of Community Affairs)

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2008 through March 2009 (on-going activity)

Describe Nature of Initiative:

WMC-TV Internet Game of the Week Sports Internship Program

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

WMC-TV produces live, high-resolution webcasts of local High School sporting events on our website, wmctv.com. Games are produced weekly during the football and basketball season. Students from the University of Memphis Communications and Journalism departments receive 3-days of intensive, hands-on training from WMC-TV Engineering and Production personnel. Those who successfully complete this program are directly involved in all aspects of producing these weekly events, including: equipment set-up and break-down, camera operation, direction and production of the program, delivering content to the Internet for broadcast, insertion of commercial advertising plus play-by-play and color commentary during the game.

Students receive a per-game fee plus 3-4 University credit hours upon successful completion of the season's internship. 9 University of Memphis interns participated in this program in the Fall of 2008 and Spring of 2009.

Names of Station Personnel involved in Initiative:

Isaac Singleton (IT Director); Craten Armmer, Sr. (Director of Community Affairs); John Davis (IT Engineer); David Evans (Director of Engineering); Derrick McMillian (Chief Engineer);

**WMC-TV (Memphis, TN)
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): April 2008 through March 2009 (on-going activity)

Describe Nature of Initiative:

Participation in Memphis City Schools Telecommunications Center Advisory Committee

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

WMC-TV personnel participate in monthly/quarterly committee meetings comprised of a diverse group of local media professionals. Participants discuss ways to create internships, mentoring programs and employment opportunities in the local broadcast community for students in Memphis City Schools' Electronic Media/Broadcasting curriculum.

Names of Station Personnel involved in Initiative:

Craten Armmer, Sr. (Director of Community Affairs)
Derrick Mc Millian (Chief Engineer)

B.

Annual EEO Public File Report (April 1, 2007 - March 31, 2008)

**EEO PUBLIC FILE REPORT
WMC-TV- MEMPHIS, TN
(April 1, 2007 – March 31, 2008)**

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person and telephone number of each as appropriate. Sources with an asterisk (*) denote organizations that have requested notification of full-time vacancies.

**FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED (#'s in parenthesis)¹
[With Hiree's Recruitment Source Noted in Brackets]**

Video Journalist (#1-26, 28, 31, 32, 33, 39, 52)	[Hiree: #52]
News Photographer (#1-15, 17-26, 28, 31, 32, 38, 39, 41, 52)	[Hiree: #41]
Executive Producer (#1-15, 17-26, 28, 31, 32, 38, 39, 41, 52)	[Hiree: #41]
Engineer Operator (#1-15, 17-26, 28, 31, 32, 39, 41, 52)	[Hiree: #41]
Operations Manager (#1-15, 17-26, 28, 31, 32, 34, 39, 52)	[Hiree: #28]
Producer (#1-15, 17-26, 28, 31, 32, 38, 39, 41, 42, 52)	[Hiree: #39]
News Photographer (#1-15, 17-26, 28, 31, 32, 38, 39, 41, 52)	[Hiree: #41]
Assignment Editor (#1-15, 17-26, 28, 31-33, 38, 39, 41, 52)	[Hiree: #52]
Business Office Coord. (#1-15, 17-27, 28, 31, 32, 38, 39, 41, 52)	[Hiree: #27]
News Editor (#1-15, 17-26, 28, 31-33, 38, 39, 41, 52)	[Hiree: #41]
Satellite Truck Op. (#1-15, 17-26, 28, 31-33, 38, 39, 41, 52)	[Hiree: #52]
Reporter (#1-15, 17-26, 28, 31, 32, 39, 52)	[Hiree: #28]
Graphic Artist (#1-15, 17-26, 28, 31, 32, 39, 52)	[Hiree: #52]
Web Producer (#1-15, 17-26, 28, 31, 32, 38, 39, 52)	[Hiree: #52]
News Photographer (#1-15, 17-26, 28, 31, 32, 38, 41, 52)	[Hiree: #41]
Master Control Op. (#1-15, 17-26, 28, 31-33, 38, 39, 41, 52)	[Hiree: #41]
Producer (#1-15, 17-26, 28, 31, 32, 39, 41, 52)	[Hiree: #39]
Creative Services Director (#1-15, 17-26, 28, 31, 32, 38, 39, 52)	[Hiree: #52]
IT Assistant (#1-15, 18-26, 27, 28, 31, 32, 38, 39, 52)	[Hiree: #27]
Investigative Reporter (#1-26, 28, 31, 32, 38, 39, 52)	[Hiree: #28]
National Sales Assistant (#1-26, 28, 31, 32, 39, 41, 52)	[Hiree: #28]
Engineer Operator (#1-26, 28, 31, 32, 39, 41, 52)	[Hiree: #52]

Total Interviewees for all Full-Time Positions

(84) Eighty-Four Interviewees

¹ The numbers correspond with the numbers in Attachment A.

(WMC-TV)

Number of Interviewees From Referrals Sources Used:

#27 (12 interviewees), #28 (15 interviewees), #39 (9 interviewees),
#41 (25 interviewees), #45 (1 interviewee), #52 (22 interviewees)

Supplemental Outreach Activities:

See Attachment B

Attachment A

(WMC-TV)

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SOURCES: (including name of contact person, address and phone number)

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6. Jane Venson, Memphis Interfaith Association (MIFA), P.O. Box 3130, Memphis, TN – (901) 527-0208
7. Bill Cavanaugh, Southwest Tennessee Community College, 5983 Macon Cove, Memphis, TN - (901) 333-4181
8. Dale Warf, Department of Veterans Affairs Vocational Rehabilitation and Employment Division, 110 Ninth Avenue South, Nashville, TN 37203
9. Susan Kime, Memphis Works, 4189 Leroy, Memphis, TN – (901) 767-0922
10. Nicole McCoy, Lowenstein House, 821 South Barksdale Street, Memphis, TN – (901) 274-5486
11. Steve Beverly, Department of Communication Arts, 1050 Union University Dr., Jackson, TN
12. John F. Peaches, Director of Placement/Rust College, 150 Rust Avenue, Holly Springs, MS - (662) 252-8000
13. Johnnie Turner, Memphis Branch/NAACP, 588 Vance Avenue, Memphis, TN – (901) 521-1343
14. Lurene Kelley, University of Memphis Journalism Job Placement Officer, 300 Meeman Journalism Bldg., Memphis, TN (901) 678-2401
15. Sharon Warren, Arkansas Workforce Center, 260 Shoppingway, Suite #7, West Memphis, AR 72301
16. *Derrick J. Phillips, Probation Works, Inc. 3035 Directors Row, Bldg. A, Suite 1302, Memphis, TN 38131
17. National Association of Black Journalist/University of Maryland, 8701-A Adelphi Rd., Adelphi, MD – (301) 445-7100
18. Kapel Kirkendall, Director of Placement/Lane College, 545 Lane Avenue, Jackson, TN – (731) 421-2788
19. Jill Green, Tennessee Association of Broadcasters, P.O. Box 101015, Nashville, TN – (615) 399-3791
20. Angela Banks, Southwest Tennessee Community College, 767 Union Avenue, Memphis, TN – (901) 333-4180
21. Betty McWillie, Christian Brothers University Career Center, 650 East Parkway South, Memphis, TN – (901) 321-3330
22. Michelle Vignoli, National Assoc. of Hispanic Journalist, 1000 National Press Bldg., Washington, DC – (202) 662-7483
23. Mark Shilstone, Media Line, P.O. Box 51909, Pacific Grove, CA – (408) 648-5200

WMC-TV
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SOURCES: (including name of contact person, address and phone number)

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25. Melissa Tarelton, The Leadership Institute, 1101 North Highland Street, Arlington, VA – (703) 247-2000 – E-Mail Address: <http://www.mediajobbank@limail.us>
26. Jackie Webb, 400 Wilder Tower, The University of Memphis, Memphis, TN 38152 – (901) 678-2239 E-Mail Address: <http://www.jwebb@memphis.edu>
27. The Commercial Appeal Classified Ads – Memphis, Tennessee
28. WMC-TV Website – <http://www.wmctv.com>
29. Hire Diversity – <http://www.hirediversity.com/employers/members/login.asp>
30. National Association for the Advancement of Colored People – <http://www.bestdiversityemployers.com>
31. Career Women – http://www.careerwomen.com/employer_access_resume.jsp
32. Diversity Search.com – http://diversitysearch.com/employer_access_resume.jsp
33. Asian American Journalists Association – <http://www.post@aja.org>
34. Native American Journalists Association – <http://www.naja.com/cgi-bin/jm/exec/admin.cgi?logoff=1>
35. AdWeek Classified Ads
36. Television Week Classified Ads
37. MonsterTrak – <http://www.monstertrak.com>
38. TV Jobs.com Broadcast Employment Services, P.O. Box 4116, Oceanside, CA 92052 – <http://www.tvjobs.com>
39. Raycom Media – <http://www.careersraycommedia.com>
40. Spots-N-Dots – <http://www.spotsndots.com>
41. Referrals - (Employees/Clients/Friends)
42. National Association of Hispanic Journalists – <http://www.nahj.org>
43. Frank N. Magid & Associates – <http://www.bfrye@magid.com>
44. Former WMC-TV Intern
45. Walk-In
46. Talent Agency
47. Producer Solutions.com – <http://www.producersolutions.com>
48. Brannon Professionals Recruiting Agency – P.O. Box 182, Southaven, MS 38671 (662) 349-9194

49. Dolan Media Management – 3 North Court St. – Frederick, MD 21701 – (301) 668-1511

WMC-TV

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

SOURCES: (including name of contact person, address and phone number)

50. Robert Half Recruitment Agency – 6750 Poplar Avenue, Suite 501, Memphis, TN 38138 - 901.753-7638

51. Broadcast Cable Financial Management Association – 932 Lee St. #204, Des Plaines, IL 60016 – 847-296-0200

52. In-House/Internal Posting/Transfer

53. Telephone Inquiry

54. Local Employment Agencies

WMC-TV/MEMPHIS, TN
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Student Internship Program (News Department)

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

WMC-TV offers internships to college students as a way to assess jobs and job readiness. These internships are granted to junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and universities throughout the U.S. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student receives 3-4 hours credit and a letter grade. Students were assigned to work with specific television news staffers.

Fall: 2007.....5 (Interns assigned to Action News 5 Newsroom)
Spring: 2007.....5 (Interns assigned to Action News 5 Newsroom)
Summer: 2007....5 (Interns assigned to Action News 5 Newsroom)
Spring: 2008.....3 (Interns assigned to Action News 5 Newsroom)

Names of Station Personnel involved in Initiative:

Tammy Phillips, Assistant News Director/News Department Internship Coordinator

**WMC-TV/MEMPHIS, TN
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): _____ (Ongoing) _____

Describe Nature of Initiative:

Full-time job postings on minority websites.

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

All job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

- Diversity Search
- Career Women
- National Association of Hispanic Journalists (NAHJ)
- Asian American Journalists Association (AAJA)
- Native American Journalists Association (NAJA)

Names of Station Personnel involved in Initiative:

Director of Community Affairs, Craten M. Armmer, Sr.

**WMC-TV-MEMPHIS, TN
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): January 2007 – Ongoing

Describe Nature of Initiative:

Memphis City Schools Telecommunications Center Advisory Committee Meetings

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

WMC-TV personnel participates in monthly/quarterly committee meetings comprised of a diverse group of local media professionals to discuss and plans ways to create internships, mentoring and employment opportunities for Memphis City School Electronic Media Broadcasting students in the marketplace and at our respective businesses, if possible.

Names of Station Personnel involved in Initiative:

Craten M. Ammer, Sr. - Director of Community Affairs
Derick McMillian - Chief Engineer,

**WMC-TV-MEMPHIS, TN
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): September 2007 - Ongoing

Describe Nature of Initiative:

wmctv.com Internet Game of the Week Sports Internship Program (SIP)

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

Each week, viewers can watch high resolution webcasts of local High School sporting events LIVE on wmctv.com. Student Interns from the University of Memphis Communications and Journalism departments received 3-days of intensive hands on training from WMC-TV Engineering and Production Department personnel; and PlayOn!Sports/Turner Broadcasting personnel. Following the 3-day of training, U of M interns were responsible for setting up the state-of- the-art internet Field Production Kit (FPK) at each event; whereby they operated all 4 cameras, directed the live webcast, inserted commercial ads, and even did the play-by-play announcing.

Student/interns received a per/game monetary fee in addition to receiving 3-4 University credited hours upon successful completion of the internship.

Fall: 2007.....9 (University of Memphis interns)

Spring: 2008.....9 (University of Memphis interns)

Names of Station Personnel involved in Initiative:

Lee Meredith – Vice President & General Manager
Craten Armmer, Sr. – Director of Community Affairs & (SIP) Coordinator
Isaac Singleton, Sr. – Director of Informational Technology
David Evans – Director of Engineering
Derick McMillian – Chief Engineer
Kenneth Thomas – Assistant Chief Engineer
Keith Dodson – Maintenance Engineer
John Davis – IT Assistant