



EEO PUBLIC FILE REPORT

for

WDEF AM/FM
&
WDOD AM/FM
Chattanooga, TN

This EEO Public File Report
Covers The Period of
April 1, 2010 to March 31, 2011

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Stations WDEF AM/FM & WDOD AM/FM's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on March 31, 2011, the station filled the following full-time vacancies:

**PROMOTIONS DIRECTOR- WDEF FM
VACANCY FILLED- 6/1/10**

**OVERNITE ANNOUNCER-WDOD FM
VACANCY FILLED-7/5/10**

**ACCOUNT EXECUTIVE-WDEF/WDOD FM
VACANCY FILLED-9/7/10**

A total of **32** people were interviewed for all full-time vacancies during the period covered in this report, 4/1/2010 to 3/31/2011.

Attached are the recruitment sources notified during this period. Below are the cumulative numbers of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviews Referred</u>
Tennessee State University	
East Tennessee State University	
JTC Communications Department	
Chatt/Hamilton County N.A.A.C.P.	
Chattanooga Area Urban League	
Good Neighbors	
Senior Employment Service	
TN Dept of Labor/SE Career Ctr.	
Georgia Department of Labor	
Office of Multicultural Affairs	
Chattanooga Publishing Company	10
Tenn Human Rights Commission	
Chattanooga Ad Federation	
Nat'l Assoc. of Hispanic Journalists	
South Region Chapter N.A.H.J.	
National Hispanic Media Coalition	
Native American Journalists Assoc.	
Native American Telecommunications	
Radio & T.V. News Directors Assoc.	
Society of Professional journalists	
N.W.R.T. - Nashville Chapter	
Chatt African American Chamber	
Chatt Human Rights/Relations	
Chatt African American Museum	
100 Black Men of Chattanooga	
Jewish Community Federation	
Natl Assn of Black Fire Fighters	
National Black Police Association	
Zeta Phi Beta Sorority	
Silverdale Baptist Academy	
Scenic City Women's Network	
Referral/Internal/external	13
WDEF AM/FM WEBSITE	
WDOD AM/FM WEBSITE	1
WALL ACCESS	5
COLD CALL/EMAIL	1
INTERNET UNSPECIFIED	1
TAB JOB BANK	1
TV AND RADIO JOBS.COM	
Radio OnLine	
JASBA Career Page	
WFMJobs.com	
America's Job Bank	

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and

The total number of interviewees referred by each recruitment source used in connection with each vacancy.

FULL-TIME VACANCY FEO INFORMATION - FORM DF-03

Job Title of Vacancy: Promotions Director **Recruitment Source That Referred Hire:** Station Website

Date Vacancy Opened: 4/15/10 **Total # of Persons Interviewed:** 16

Date Vacancy Filled: 6/01/10

Recruitment Sources Used to fill the vacancy:

NAME	ADDRESS	STATE	ZIP	CONTACT	PHONE	No of Interview Referred	Notifi require
Tennessee State University	3500 John A. Merritt Blvd.	Nashville, TN	37209	Tonya Fizer	615-963-5981		no
East Tennessee State University	P.O. Box 70718	Johnson City, TN	37614	Tracy Barry	423-439-4441		no
UTC Communications Department	615 McCallie Ave	Chattanooga, TN		Betsy Aldersman	423-425-5278		No
Chatt/Hamilton County N.A.A.C.P.	P.O. Box 16072	Chattanooga, TN	37416	Fannie Holmes	423-899-7029		No
Chattanooga Area Urban League	730 E. M.L. King Blvd.	Chattanooga, TN	37402	Pecola Lee	423-756-1762		No
Good Neighbors	1060 N. Orchard Knob	Chattanooga, TN	37406	Joan Campbell	423-266-1772		No
Senior Employment Service	10th & Newby Street	Chattanooga, TN	37402	Carolyn Bell	423-755-6118		No
TN Dept of Labor/SE Career Ctr.	5600 Brainerd Road, Ste. B18	Chattanooga, TN	37411	Andrea Witt	423-894-5354		No
Georgia Department of Labor	96 Stuart Road	Ft. Oglethorpe, GA	30742	Susan Smith	706-861-1990		No
Office of Multicultural Affairs	100 East 11th St. Ste 301	Chattanooga, TN	37402	Kenardo Curry	423-425-3731		No
Chattanooga Publishing Company	400 E. 11th Street	Chattanooga, TN	37403	Byron Wooten	423-756-6900	3	No
Tenn Human Rights Commission	540 McCallie Ave	Chattanooga, TN	37402	Lorenzo Benson	423-634-6837		No
Chattanooga Ad Federation	P.O. Box 1551	Chattanooga, TN	37401	Tess Ball	423-843-3207		No
Nat'l Assoc. of Hispanic Journalists	529 14th St N.W.	Washington, DC	20045	Alec Andrade	202-662-7250		No
South Region Chapter N.A.H.J.	529 14th St N.W.	Washington, DC	20045	Letitia Salazar	202/662-7145		No
National Hispanic Media Coalition	55 S. Grand Avenue	Pasadena, CA	91105	Alex Nogales	626-792-6462		No
Native American Journalists Assoc.	555 Dakota Street	Vermillion, SD	57069	Ron Walter	605-677-5282		No
Native American Telecommunications	1800 N. 33 rd St	Lincoln, NE	68503	Eric Martin	402-472-3522		No
Radio & T.V. News Directors Assoc.	1600 K. St N.W. Ste 700	Washington, DC	20006	Jane Nassiri	202-659-6510		No
Society of Professional journalists	3909 N. Meridian St.	Indianapolis, IN	46208	Julie Grimes	317-927-8000		No
A.W.R.T. - Nashville Chapter	1620 Bridgecrest Drive	Antioch, TN	37013	Amy Bradford	615-491-3064		No
Chatt African American Chamber	1001 Market Street	Chattanooga, TN	37402	Mavis McKeldin	423-265-0021		No
Chatt Human Rights/Relations	100 E. 11th Street	Chattanooga, TN	37402	Joe Shaw	423-757-5200		No
Chatt African American Museum	200 M.L. King Blvd.	Chattanooga, TN	37402	Vilma Fields	423-266-8658		No
100 Black Men of Chattanooga	P.O. Box 1201	Chattanooga, TN	37401	Larry Buie	423-756-0790		No
Jewish Community Federation	P.O. Box 8947	Chattanooga, TN	37414	Michael Dzik	423-493-0270		No
Intl Assn of Black Fire Fighters	P.O. Box 5615	Chattanooga, TN	37406	Tommie Mauldin	423-899-5203		No
National Black Police Association	3300 Amnicola Highway	Chattanooga, TN	37406	Sgt. Layne	423-698-2525		No
Zeta Phi Beta Sorority	P.O. Box 3164	Chattanooga, TN	37404	Dwana Young	423-622-5308		No
Silverdale Baptist Academy	7236 Bonny Oaks Drive	Chattanooga, TN	37421	Richard Hetzel	423-892-2319		No
Scenic City Women's Network	1815 McCallie Ave	Chattanooga, TN	37404	Patti Harris	423-698-6262		Yes
Employee Referral/Internal	Internal Bulletin Board/Email					7	No
WDEF AM/FM WEBSITE	www.sunny923.com						No
WDOE AM/FM WEBSITE	www.965themountain.com					1	No
ALL ACCESS	www.allaccess.com					3	No
COLD CALL/EMAIL						1	No
INTERNET UNSPECIFIED						1	No
TAB JOB BANK	www.tabtn.org						No
TV AND RADIO JOBS.COM	www.tvandradijobs.com						No
Radio OnLine	www.radio-online.com						No
NASBA Career Page	www.careerpage.com						No
AMFMJobs.com	www.amfmjobs.com						No
America's Job Bank	www.ajb.org						No

FULL-TIME VACANCY EEO INFORMATION - FORM BP-03

Job Title of Vacancy: Overnight Announcer **Recruitment Source That Referred Hiree:** Internal

Date Vacancy Opened: 6/10/10 **Total # of Persons Interviewed:** 5

Date Vacancy Filled: 7/05/10

Recruitment Sources Used to fill the vacancy:

NAME	ADDRESS	STATE	ZIP	CONTACT	PHONE	No of Interview Referred	Notifica request
Tennessee State University	3500 John A. Merritt Blvd.	Nashville, TN	37209	Tonya Fizer	615-963-5981		no
East Tennessee State University	P.O. Box 70718	Johnson City, TN	37614	Tracy Barry	423-439-4441		no
JTC Communications Department	615 McCallie Ave	Chattanooga, TN		Betsy Aldersman	423-425-5278		No
Chatt/Hamilton County N.A.A.C.P.	P.O. Box 16072	Chattanooga, TN	37416	Fannie Holmes	423-899-7029		No
Chattanooga Area Urban League	730 E. M.L. King Blvd.	Chattanooga, TN	37402	Pecola Lee	423-756-1762		No
Good Neighbors	1060 N. Orchard Knob	Chattanooga, TN	37406	Joan Campbell	423-266-1772		No
Senior Employment Service	10th & Newby Street	Chattanooga, TN	37402	Carolyn Bell	423-755-6118		No
TN Dept of Labor/SE Career Ctr.	5600 Brainerd Road, Ste. B18	Chattanooga, TN	37411	Andrea Witt	423-894-5354		No
Georgia Department of Labor	96 Stuart Road	Ft. Oglethorpe, GA	30742	Susan Smith	706-861-1990		No
Office of Multicultural Affairs	100 East 11th St. Ste 301	Chattanooga, TN	37402	Kenardo Curry	423-425-3731		No
Chattanooga Publishing Company	400 E. 11th Street	Chattanooga, TN	37403	Byron Wooten	423-756-6900	1	No
Tenn Human Rights Commission	540 McCallie Ave	Chattanooga, TN	37402	Lorenzo Benson	423-634-6837		No
Chattanooga Ad Federation	P.O. Box 1551	Chattanooga, TN	37401	Tess Ball	423-843-3207		No
Int'l Assoc. of Hispanic Journalists	529 14th St N.W.	Washington, DC	20045	Alec Andrade	202-662-7250		No
South Region Chapter N.A.H.J.	529 14th St N.W.	Washington, DC	20045	Letitia Salazar	202/662-7145		No
National Hispanic Media Coalition	55 S. Grand Avenue	Pasadena, CA	91105	Alex Nogales	626-792-6462		No
Native American Journalists Assoc.	555 Dakota Street	Vermillion, SD	57069	Ron Walter	605-677-5282		No
Native American Telecommunications	1800 N. 33 rd St	Lincoln, NE	68503	Eric Martin	402-472-3522		No
Radio & T.V. News Directors Assoc.	1600 K. St N.W. Ste 700	Washington, DC	20006	Jane Nassiri	202-659-6510		No
Society of Professional Journalists	3909 N. Meridian St.	Indianapolis, IN	46208	Julie Grimes	317-927-8000		No
A.W.R.T. - Nashville Chapter	1620 Bridgecrest Drive	Antioch, TN	37013	Amy Bradford	615-491-3064		No
Chatt African American Chamber	1001 Market Street	Chattanooga, TN	37402	Mavis McKeldin	423-265-0021		No
Chatt Human Rights/Relations	100 E. 11th Street	Chattanooga, TN	37402	Joe Shaw	423-757-5200		No
Chatt African American Museum	200 M.L. King Blvd.	Chattanooga, TN	37402	Vilma Fields	423-266-8658		No
100 Black Men of Chattanooga	P.O. Box 1201	Chattanooga, TN	37401	Larry Buie	423-756-0790		No
Jewish Community Federation	P.O. Box 8947	Chattanooga, TN	37414	Michael Dzik	423-493-0270		No
Intl Assn of Black Fire Fighters	P.O. Box 5615	Chattanooga, TN	37406	Tommie Mauldin	423-899-5203		No
National Black Police Association	3300 Amnicola Highway	Chattanooga, TN	37406	Sgt. Layne	423-698-2525		No
Zeta Phi Beta Sorority	P.O. Box 3164	Chattanooga, TN	37404	Dwana Young	423-622-5308		No
Silverdale Baptist Academy	7236 Bonny Oaks Drive	Chattanooga, TN	37421	Richard Hetzel	423-892-2319		No
Scenic City Women's Network	1815 McCallie Ave	Chattanooga, TN	37404	Patti Harris	423-698-6262		Yes
Employee Referral/Internal	Internal Bulletin Board/Email					1	No
WDEF AM/FM WEBSITE	www.sunny923.com						No
WDOD AM/FM WEBSITE	www.965themountain.com						No
ALL ACCESS	www.allaccess.com					2	No
TAB Job Bank	www.tabtn.org					1	No
TV AND RADIO JOBS.COM	www.tvandradijobs.com						No
Radio OnLine	www.radio-online.com						No
NASBA Career Page	www.careerpage.org						No
FUN JOBS ON AIR	www.funjobsonair.com						No
AMFMJobs.com	www.amfmjobs.com						No
America's Job Bank	www.ajb.org						No

FULL-TIME VACANCY ECO INFORMATION - FORM DF-03

Job Title of Vacancy: Account Executive **Recruitment Source That Referred Hiree:** Internal

Date Vacancy Opened: 7/23/10 **Total # of Persons Interviewed:** 11

Date Vacancy Filled: 9/07/10

Recruitment Sources Used to fill the vacancy:

NAME	ADDRESS	STATE	ZIP	CONTACT	PHONE	No of Interview Referred	Notification request
Tennessee State University	3500 John A. Merritt Blvd.	Nashville, TN	37209	Tonya Fizer	615-963-5981		no
East Tennessee State University	P.O. Box 70718	Johnson City, TN	37614	Tracy Barry	423-439-4441		no
JTC Communications Department	615 McCallie Ave	Chattanooga, TN		Betsy Aldersman	423-425-5278		No
Chatt/Hamilton County N.A.A.C.P.	P.O. Box 16072	Chattanooga, TN	37416	Fannie Holmes	423-899-7029		No
Chattanooga Area Urban League	730 E. M.L. King Blvd.	Chattanooga, TN	37402	Pecola Lee	423-756-1762		No
Good Neighbors	1060 N. Orchard Knob	Chattanooga, TN	37406	Joan Campbell	423-266-1772		No
Senior Employment Service	10th & Newby Street	Chattanooga, TN	37402	Carolyn Bell	423-755-6118		No
TN Dept of Labor/SE Career Ctr.	5600 Brainerd Road, Ste. B18	Chattanooga, TN	37411	Andrea Witt	423-894-5354		No
Georgia Department of Labor	96 Stuart Road	Ft. Oglethorpe, GA	30742	Susan Smith	706-861-1990		No
Office of Multicultural Affairs	100 East 11th St. Ste 301	Chattanooga, TN	37402	Kenardo Curry	423-425-3731		No
Chattanooga Publishing Company	400 E. 11th Street	Chattanooga, TN	37403	Byron Wooten	423-756-6900	6	No
Tenn Human Rights Commission	540 McCallie Ave	Chattanooga, TN	37402	Lorenzo Benson	423-634-6837		No
Chattanooga Ad Federation	P.O. Box 1551	Chattanooga, TN	37401	Tess Ball	423-843-3207		No
Int'l Assoc. of Hispanic Journalists	529 14th St N.W.	Washington, DC	20045	Alec Andrade	202-662-7250		No
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Native American Journalists Assoc.	555 Dakota Street	Vermillion, SD	57069	Ron Walter	605-677-5282		No
Native American Telecommunications	1800 N. 33 rd St	Lincoln, NE	68503	Eric Martin	402-472-3522		No
Radio & T.V. News Directors Assoc.	1600 K. St N.W. Ste 700	Washington, DC	20006	Jane Nassiri	202-659-6510		No
Society of Professional Journalists	3909 N. Meridian St.	Indianapolis, IN	46208	Julie Grimes	317-927-8000		No
A.W.R.T. - Nashville Chapter	1620 Bridgecrest Drive	Antioch, TN	37013	Amy Bradford	615-491-3064		No
Chatt African American Chamber	1001 Market Street	Chattanooga, TN	37402	Mavis McKeldin	423-265-0021		No
Chatt Human Rights/Relations	100 E. 11th Street	Chattanooga, TN	37402	Joe Shaw	423-757-5200		No
Chatt African American Museum	200 M.L. King Blvd.	Chattanooga, TN	37402	Vilma Fields	423-266-8658		No
100 Black Men of Chattanooga	P.O. Box 1201	Chattanooga, TN	37401	Larry Buie	423-756-0790		No
Jewish Community Federation	P.O. Box 8947	Chattanooga, TN	37414	Michael Dzik	423-493-0270		No
Intl Assn of Black Fire Fighters	P.O. Box 5615	Chattanooga, TN	37406	Tommie Mauldin	423-899-5203		No
National Black Police Association	3300 Amnicola Highway	Chattanooga, TN	37406	Sgt. Layne	423-698-2525		No
Zeta Phi Beta Sorority	P.O. Box 3164	Chattanooga, TN	37404	Dwana Young	423-622-5308		No
Silverdale Baptist Academy	7236 Bonny Oaks Drive	Chattanooga, TN	37421	Richard Hetzel	423-892-2319		No
Scenic City Women's Network	1815 McCallie Ave	Chattanooga, TN	37404	Patti Harris	423-698-6262		Yes
Referral-/Internal/external	Internal Bulletin Board/Email					5	No
WDEF AM/FM WEBSITE	www.sunny923.com						No
WDOD AM/FM WEBSITE	www.965themountain.com						No
ALL ACCESS	www.allaccess.com						No
TAB Job Bank	www.tabtn.org						No
TV AND RADIO JOBS.COM	www.tvandradijobs.com						No
Radio OnLine	www.radio-online.com						No
NASBA Career Page	www.careerpage.org						No
FUN JOBS ON AIR	www.funjobsonair.com						No
AMFMJobs.com	www.amfmjobs.com						No
America's Job Bank	www.ajb.org						No

MENU OPTION ACTIVITIES

Stations WDEF AM/FM and WDOD AM/FM have engaged in the following outreach activities during the period of April 1, 2010 to March 31, 2011 covered by this report:

<i>Classification</i>	<i>Type of Activity</i>	<i>Brief Description</i>
10	Educational Institute Programs	Hamilton Place Mall. March 2, 2011. Read Across America Sponsored by United Way. Patti Ludlow, WDEF Assistant Program Director promoted the event by reading to the community. An overview of Radio Broadcasting and the career opportunities were also discussed.
5	Internship Program	WDEF/WDOD has established an on-going Internship program providing training and “real world” experience to area college students from UTC, Chattanooga State, Southern Adventist University and other interested colleges or universities. Interns must receive school credit for participating in this program and must be pursuing a degree in broadcasting, journalism or communication. All internships are unpaid and the number of work hours required varies by educational institution. The goal of the internship program is to assist students in acquiring important skills needed for employment in radio broadcasting. Therefore interns are actively involved in day-to-day operations and receive in-depth exposure to commercial radio procedures. WDEF/WDOD had one Summer 2010 Intern, from UTC who completed a 12 week Communications Practicum.
10	Educational Institute Programs	East Brainerd Elementary School. Jan 11, 2011. James Howard, WDEF News Director attended Career Day and gave an overview of radio broadcasting.
10	Educational Institute Programs	Hamilton Place Mall. March 2, 2011. Read Across America Sponsored by United Way. James Howard, WDEF News Director promoted the event by reading to the community. An overview of Radio Broadcasting and the career opportunities were also discussed.
1	Job Fair	UTC Career Day. February 9, 2011 at University of Tennessee at Chattanooga Campus. Program designed to acquaint the undergraduate and graduate students with the various careers available. Staffed by Danny Howard, Station/Operations Manager.
10	Educational Institute Programs	Silverdale Academy. March 3, 2011. Read Across America James Howard, WDEF News Director promoted the event by reading to the school. An overview of Radio Broadcasting and the career opportunities were also discussed.
10	Educational Institute Programs	WoodStation Elementary. March 4, 2011. Read Across America James Howard, WDEF News Director promoted the event by reading to the school He gave an overview of radio operations and jobs, and answered questions about his duties in radio.
10	Educational Institute Programs	East Brainerd Elementary School. March 4, 2011. Read Across America James Howard, WDEF News Director promoted the event by reading to the school. He gave an overview of radio operations and jobs, and answered questions about his duties in radio.

<i>Classification</i>	<i>Type of Activity</i>	<i>Brief Description</i>
10	Educational Institute Programs	Job Shadow Program, Northwest Whitfield High School. February 3, 2011. Two Students shadowed Jason Walker, (Announcer) as a requirement for their interest in Communications. Each Programming Job Shadow begins their day in our broadcast studios, observing live on-air programming while receiving cursory review and instruction regarding the equipment, staff positions and format requirements that guide commercial radio. The Job Shadow is also allowed to explore the remainder of the business operation, including meeting staff and learning about the core responsibilities of each department within the broadcast facility of WDEF/WDOD.
1	Job Fair	Chattanooga State Technical College ; March 16, 2011 Career Fair; Held at Chattanooga State Technical College Campus. Staffed by Danny Howard, Station/Operations Manager.
6	Job bank/Internet General Outreach	Tennessee Association of Broadcasters, National Alliance of State Broadcasters Job Banks. All full-time openings at WDEF/WDOD are posted on the TAB, and NASBA websites. In addition to publicizing specific job openings, these trade organizations/websites promote the broadcast industry in general and seek to educate and inform the public about opportunities in broadcasting by providing descriptions of jobs in both radio and television and by offering information about entry into the field.
12	Upper level job postings	WDEF/WDOD posts all upper level job openings through, National Association of Hispanic Publications, South Region Chapter N.A.H.J., National Hispanic Media Coalition, Native American Journalists Association, Native American Telecommunications, Radio & T.V. News Directors Association, Scenic City Women's Network and American Women in Radio & Television - Nashville Chapter. Each of these organizations has substantial participation by women and minorities and offers a job bank, newsletter or other means of publishing information about job openings in the broadcast industry.
5	Internship Program	WDEF/WDOD Participated in an internship with Chattanooga Christian School. The program provided training and "real world" experience to the student. The goal of the internship program is to assist students in acquiring important skills needed for employment in radio broadcasting. Therefore interns are actively involved in day-to-day operations and receive in-depth exposure to commercial radio procedures. All internships are unpaid and the number of work hours required varies by educational institution. WDEF/WDOD had one Intern that participated during the reporting period..

For "Activity Classification" use numbers "1" through "16" in accordance with the following. Must complete 4 initiatives in totality in a 2 year period which starts April 1, 2010 and ends March 31, 2011. Initiatives selected by Broadcast Unit WDEF/WDOD are highlighted below:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.