Broadcast Equal Employment Opportunity Program Report

Application Submitted

Your application has been submitted for processing.
- Please pay any fees associated with this application.
- Use the assigned File Number when referencing this application in the future.
- The progress of this application can be tracked on the Applications page.

Application Summary

- File Number: 0000078166
- Application Purpose: EEO Report
- Status: Submitted
- Date Submitted: 07/17/2019

Applicant Information

- Name: EAST TENNESSEE PUBLIC COMMUNICATIONS CORP.
- Title: 
- Address: 1611 E. MAGNOLIA AVENUE
  KNOXVILLE, TN 37917
  United States
- Phone: +1 (865) 595-0235
- Email: vlawson@easttennesseepbs.org

View Submitted Applications

Technical problems or trouble accessing the system? Submit Help Request (https://esupport.fcc.gov/request.htm) or Contact (877) 480-3201 TTY: (717) 338-2824

Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Phone: 1-888-225-5322
TTY: 1-888-435-5322
Fax: 1-866-418-0232
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Plain Writing Act (http://www.fcc.gov/encyclopedia/plain-writing-fcc)
# Broadcast Equal Employment Opportunity Program Report

**FRN:** 0001773852  |  **File Number:** 0000078166  |  **Submit Date:** 07/17/2019  |  **Call Sign:** WETP-TV  |  **Facility ID:** 18252

**City:** SNEEDVILLE  |  **State:** TN  |  **Purpose:** EEO Report  |  **Status:** Submitted  |  **Status Date:** 07/17/2019

**Service:** Full Service Television  |  **Filing Status:**

## General Information

<table>
<thead>
<tr>
<th>Section</th>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachments</td>
<td>Are attachments (other than associated schedules) being filed with this application?</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## Licensee Information

### Applicant Information

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Applicant Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAST TENNESSEE PUBLIC COMMUNICATIONS CORP.</td>
<td>1611 E. MAGNOLIA AVENUE</td>
<td>+1 (665) 595-0235</td>
<td><a href="mailto:vlawson@easttennesseepbs.org">vlawson@easttennesseepbs.org</a></td>
<td>Company</td>
</tr>
<tr>
<td>Applicant</td>
<td>37917</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doing Business As: EAST TENNESSEE PUBLIC COMMUNICATIONS CORP.</td>
<td>KNOXVILLE, TN</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Contact Representatives

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Contact Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARON P SHAINIS</td>
<td>AARON P. SHAINIS</td>
<td>+1 (202) 293-0011</td>
<td><a href="mailto:AARON@S-PLAW.COM">AARON@S-PLAW.COM</a></td>
<td>Legal Representative</td>
</tr>
<tr>
<td>FCC COUNSEL</td>
<td>1850 M STREET, NW SUITE 240</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHAINIS &amp; PELTZMAN, CHARTERED</td>
<td>WASHINGTON, DC 20036</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Common Stations

<table>
<thead>
<tr>
<th>Facility Identifier</th>
<th>Call Sign</th>
<th>City</th>
<th>State</th>
<th>Time Brokerage Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>18267</td>
<td>WKOP-TV</td>
<td>KNOXVILLE</td>
<td>TN</td>
<td>No</td>
</tr>
<tr>
<td>18252</td>
<td>WETP-TV</td>
<td>SNEEDVILLE</td>
<td>TN</td>
<td>No</td>
</tr>
</tbody>
</table>

## Program Report Questions

<table>
<thead>
<tr>
<th>Section</th>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrimination Complaints</td>
<td>Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?</td>
<td>No</td>
</tr>
</tbody>
</table>

| Full-time Employees   | Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week? | No       |

## Additional Program Report

### 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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vickie Lawson</td>
<td>President</td>
</tr>
</tbody>
</table>

The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document, that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.

<table>
<thead>
<tr>
<th>Certified Date</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/17 2019</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certified Title</th>
<th>Authorized Party Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Vickie Lawson</td>
</tr>
</tbody>
</table>

### Attachments

<table>
<thead>
<tr>
<th>File Name</th>
<th>Uploaded By</th>
<th>Attachment Type</th>
<th>Description</th>
<th>Upload Status</th>
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<tbody>
<tr>
<td>2013 EEO (B396-20130401ARJ).pdf</td>
<td>Applicant</td>
<td>EEO Public File Report</td>
<td>Description</td>
<td>Done with Virus Scan and/or Conversion</td>
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<td>2015 EEO (B396-20150401AEQ).pdf</td>
<td>Applicant</td>
<td>EEO Public File Report</td>
<td>Description</td>
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</tr>
<tr>
<td>Narrative Statement.pdf</td>
<td>Applicant</td>
<td>Narrative Statement</td>
<td>Description</td>
<td>Done with Virus Scan and/or Conversion</td>
</tr>
</tbody>
</table>
FCC 396
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT
(To be filed with broadcast license renewal application)
Read INSTRUCTIONS Before Filling Out Form

Section I
Legal Name of the Licensee
EAST TENNESSEE PUBLIC COMMUNICATIONS CORPORATION
Mailing Address
1611 EAST MAGNOLIA AVENUE
City
KNOXVILLE
ZIP Code
37917 - 7825
Telephone Number (include area code)
8655950220
E-Mail Address (if available)

Facility ID Number
18252
Call Sign
WETP-TV

TYPE OF BROADCAST STATION:
- Commercial Broadcast Station
  - Radio
  - TV
  - Low Power TV
  - International
- Noncommercial Broadcast Station
  - Educational Radio
  - Educational TV

Application Purpose
☐ New Program Report
☐ Amendment to Program Report

List call sign and location of all stations included on this statement. 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 II 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.

[Stations Locations]

Station List

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>Facility ID Number</th>
<th>Type (check applicable box)</th>
<th>Location (City/State)</th>
<th>Time Brokerage Agreement (check applicable box)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WETP-TV</td>
<td>18252</td>
<td>☐ AM ☐ FM ☑ TV</td>
<td>SNEEDVILLE, TN</td>
<td>☐ Yes ☑ No</td>
</tr>
<tr>
<td>WKOP-TV</td>
<td>18267</td>
<td>☐ AM ☐ FM ☑ TV</td>
<td>KNOXVILLE, TN</td>
<td>☐ Yes ☑ No</td>
</tr>
</tbody>
</table>
**CONTACT PERSON IF OTHER THAN LICENSEE**

<table>
<thead>
<tr>
<th>Name</th>
<th>Street Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARON P. SHAINIS</td>
<td>1850 M STREET, NW SUITE 240</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WASHINGTON</td>
<td>DC</td>
<td>20036-</td>
<td>2022930011</td>
</tr>
</tbody>
</table>

**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 license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

**DISCRIMINATION COMPLAINTS.** Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

- Yes
- No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?

- Yes
- No

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

If your station employment unit employs fewer than five full-time employees, 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, 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.

<table>
<thead>
<tr>
<th>Signed</th>
<th>Name of Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VICKIE LAWSON</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Telephone No. (include area code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESIDENT</td>
<td>8655950235</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/01/2015</td>
</tr>
</tbody>
</table>

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the
station is meeting equal employment opportunity requirements.

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.

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: VICKIE LAWSON | Title: PRESIDENT |

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.

I. EEO PUBLIC FILE REPORT
Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

II. NARRATIVE STATEMENT
Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.

[Exhibit 2]

[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT
The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. 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-PRM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@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 3060-0113.


Exhibits

<table>
<thead>
<tr>
<th>Exhibit 2 Description: PUBLIC FILE REPORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLEASE SEE ATTACHED.</td>
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</table>

Attachment 2

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>2013-2014 EEO PUBLIC FILE REPORT</td>
</tr>
<tr>
<td>2014-2015 EEO PUBLIC FILE REPORT</td>
</tr>
</tbody>
</table>

| Exhibit 3 Description: NARRATIVE STATEMENT |
PLEASE SEE ATTACHED.

<table>
<thead>
<tr>
<th>Attachment 3</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NARRATIVE STATEMENT</td>
<td></td>
</tr>
</tbody>
</table>
FULL-TIME VACANCIES FILLED: 0 No positions were needed or filled.

1. Job title: (e.g., announcer, sales rep; engineer)
   Number of persons interviewed: ____
   Date vacancy filled: ____________

2. Job title: ______________________
   Number of persons interviewed: ____
   Date vacancy filled: ____________

3. Job title: ______________________
   Number of persons interviewed: ____
   Date vacancy filled: ____________

4. Job title: ______________________
   Number of persons interviewed: ____
   Date vacancy filled: ____________

5. Job title: ______________________
   Number of persons interviewed: ____
   Date vacancy filled: ____________

6. RECRUITMENT SOURCES

RECRUITMENT SOURCE

UTILIZED to FILL VACANCY NO.:

1. Name: ________________________(e.g., newspaper, area college, high school; etc.)
   Address: ________________________
   Contact Person ______________ Phone Number: ____________
   Number of referrals from this source interviewed for vacancy: ______

2. 
   Name: ________________________(e.g., newspaper, area college, high school; etc.)
   Address: ________________________
   Contact Person ______________ Phone Number: ____________
   Number of referrals from this source interviewed for vacancy: ______

   ________________________
A. FULL-TIME VACANCIES FILLED: One

B. NEW POSITIONS ADDED: ONE

1. Job title created: Full Time (Media Sales) New Position (Assistant General Manager)

C. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. A and B:

1. Name: WKOP-TV/WETP-TV Website Address: easttennesseepbs.org
   Contact person: Vickie Lawson
   Phone Number: 865-595-0235
   Number of referrals from this source interviewed for vacancy: A: 2* B: 4

2. Name: In-house Bulletin
   Address: East Tennessee Public Communications Corp. 1611 E. Magnolia Avenue, Knoxville TN 37917
   Contact person: Vickie Lawson
   Phone Number: 865-595-0235
   Number of referrals from this source interviewed for vacancy: A: 1 B: 0

3. Name: PBS Website
   Address: secure.connect.pbs.org
   Systemwide Management/Job Board Contact person: Administrator Connect PBS Phone Number: NA is website only
   Number of referrals from this source interviewed for vacancy: A: 0 B: 1

4. Name: Current
   Address: Current.org
   Create an account/ Post to Classifieds for specific areas Contact person: Web Administrator
   Phone Number: NA/Web based
   Number of referrals from this source interviewed for vacancy: A: 2 B: 1

5. Name: Monster .org/Knoxville News Sentinel
   Address: knoxnews.com
   Create an account/ Post to Classifieds for specific areas. This site had ability to dual post both locally and nationally>Contact person: Web Administrator
   Phone Number: NA/Web based
   Number of referrals from this source interviewed for vacancy: A: 3 B: 11*
6. Name: Knoxville College
   Address: 901 Knoxville College Dr, Knoxville, TN 37932
   Contact person: Vernell Gray
   Phone Number: 865-524-6525
   Number of referrals from this source interviewed for vacancy: A: 0 B: 0

7. Name: Knoxville Area Urban League
   Address: 1514 E. 5th Avenue, Knoxville, TN 37917
   Contact person: Jackie Robinson
   Phone Number: 865-524-5511
   Number of referrals from this source interviewed for vacancy: A: 0 B: 1

8. Name: Pellissippi State Community College
   Address: 10915 Hardin Valley Rd, Knoxville, TN 37931
   Contact person: Dori Rutledge
   Phone Number: 865-694-6400
   Number of referrals from this source interviewed for vacancy: A: 1 B: 0

*Indicates which recruitment source that referred hiree.

D. RECRUITMENT INITIATIVES DURING PAST TWELVE MONTHS

1. Internship program for community members to acquire job skills
   WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting
   experience. The internships are unpaid; however, students are encouraged to obtain college
   credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based
   membership including substantial participation of women and minorities. Upper-level openings are
   advertised in the media newsletter Current, as well as on the Public Broadcasting Service (PBS)
   on-line service, MY PBS.

3. Participation in job banks, internet recruitment programs or other programs designed to promote
   outreach generally.
   In addition to all job openings being sent to various community organizations, they are also posted
   on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment
   opportunity and to prevent discrimination.
   In-house training component developed for management-level personnel to ensure equal
   employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College beginning with the Fall 2012 semester to teach
   classes in broadcasting continues. Two different teachers conduct classes at the Magnolia Avenue
   campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on
   activities in the studios of our stations.
   In-house component allows community access to lower income and more diversity in students for
   future potential qualified candidates for a strong Knoxville media community.
East Tennessee Public Communications Corporation
FCC Form 396
EEO Narrative Statement

East Tennessee Public Communications Corporation ("East Tennessee PBS"), licensee of noncommercial educational television stations WETP-TV, Sneedville, Tennessee and WKOP-TV Knoxville, Tennessee, has achieved broad and inclusive outreach in the past two years with respect to its recruitment for vacancies and its completion of supplemental employment activities. As detailed, East Tennessee PBS has taken the necessary steps to achieve widespread outreach and recruitment of open positions, has conducted a variety of non-vacancy-specific employment outreach initiatives in its communities, and has complied with its other related FCC equal employment opportunities requirements, including record-keeping and self-analysis efforts.

During the past two years, East Tennessee PBS has complied with FCC requirements regarding equal employment opportunities for all hiring situations. With regard to specific vacancies and/or newly created positions, East Tennessee PBS has widely distributed information on openings through Internet, state institutions, its own web page, and public broadcasting industry bulletin boards. It has maintained contact with area colleges and the Knox Area Urban League in order to widely disseminate job openings. East Tennessee PBS is fully compliant with the Diversity Eligibility Criteria of the Corporation for Public Broadcasting Community Service Grant Program.

In addition, during this period, East Tennessee PBS has engaged in several longer-term, non-vacancy-specific recruitment initiatives. These include:

1. Internship program for community members to acquire job skills.

   WETP/WKOP TV's internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership including substantial participation of women and minorities.

   Upper-level openings are advertised in the media newsletter Current, as well as on the Public Broadcasting Service (PBS) on-line service, PBS Connect.

3. Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally.

   In addition to all job openings being sent to various community organizations, they are also posted on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.

   In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.
5. Partnership with Pellissippi State Community College.

Beginning with the Fall 2012 semester, East Tennessee PBS and Pellissippi State Community College joined forces to collectively teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.

The measures outlined above have been successful in providing a full array of available and qualified employee candidates from around the state and from outside Tennessee. No change in these initiatives is being considered at this time as they are deemed more than sufficient.

East Tennessee PBS does not discriminate against current or prospective employees or volunteers on the basis of race, creed, sex, age, national origin, disability, sexual orientation or any other legally protected characteristic. The Affirmative Action goals dictate that all citizens have equal access and opportunity for employment at WETP-TV and WKOP-TV.

East Tennessee PBS is committed to a policy of equal opportunity in all aspects of employee relations, including employment, salary administration, employee development, promotion and transfer.

In addition, East Tennessee PBS’s Human Resources staff monitors all recruitment activities to ensure that every applicant is treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed and the appropriate state procedures are followed to reclassify positions to accurately reflect jobs.
FCC 396

BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT
(To be filed with broadcast license renewal application)

Read INSTRUCTIONS Before Filling Out Form

Section I

Legal Name of the Licensee
EAST TENNESSEE PUBLIC COMMUNICATIONS CORPORATION

Mailing Address
1611 EAST MAGNOLIA AVENUE

City
KNOXVILLE

State or Country (if foreign address)
TN

Zip Code
37917 - 7825

Telephone Number (include area code)
865590220

E-Mail Address (if available)

Facility ID Number
18252

Call Sign
WETP-TV

TYPE OF BROADCAST STATION:

Commercial Broadcast Station
- radio
- TV
- Low Power TV
- International

Noncommercial Broadcast Station
- Educational Radio
- Educational TV

Application Purpose
- New Program Report
- Amendment to Program Report

List call sign and location of all stations included on this statement. 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 II 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.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. 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 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.

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>Facility ID Number</th>
<th>Type (check applicable box)</th>
<th>Location (City/State)</th>
<th>Time Brokerage Agreement (check applicable box)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WETP-TV</td>
<td>18252</td>
<td>AM FM TV</td>
<td>SNEEDVILLE, TN</td>
<td>Yes No</td>
</tr>
<tr>
<td>WKOP-TV</td>
<td>18267</td>
<td>AM FM TV</td>
<td>KNOXVILLE, TN</td>
<td>Yes No</td>
</tr>
</tbody>
</table>
### CONTACT PERSON IF OTHER THAN LICENSEE

<table>
<thead>
<tr>
<th>Name</th>
<th>Street Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROBERT S. STONE, ESQ.</td>
<td>5616 KINGSTON PIKE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOXVILLE</td>
<td>TN</td>
<td>37919-6301</td>
<td>8656734960</td>
</tr>
</tbody>
</table>

### 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 license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station’s renewal application.

A copy of this report must be kept in the station’s public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

**DISCRIMINATION COMPLAINTS.** Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

- [ ] Yes  [ ] No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?

- [ ] Yes  [ ] No

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

If your station employment unit employs fewer than five full-time employees, 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, 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.

<table>
<thead>
<tr>
<th>Signed</th>
<th>Name of Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VICKIE LAWSON</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Telephone No. (include area code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESIDENT</td>
<td>8655950235</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/01/2013</td>
</tr>
</tbody>
</table>

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.
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.

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: VICKIE LAWSON | Title: PRESIDENT |

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.

I. EEO PUBLIC FILE REPORT
Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

II. NARRATIVE STATEMENT
Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT
The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. 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 (3006-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@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 3060-0113.


Exhibits

Exhibit 2
Description: ANNUAL EEO PUBLIC FILE REPORTS
SEE ATTACHED.

Attachment 2

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 ANNUAL EEO PUBLIC FILE REPORT</td>
</tr>
<tr>
<td>2013 ANNUAL EEO PUBLIC FILE REPORT</td>
</tr>
</tbody>
</table>

Exhibit 3
Description: ACHIEVEMENT OF BROAD AND INCLUSIVE OUTREACH
SEE ATTACHED.
<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATEMENT OF OUTREACH ACHIEVEMENT</td>
</tr>
</tbody>
</table>
ANNUAL EEO PUBLIC FILE REPORT
MARCH 20, 2011 – MARCH 20, 2012

A. FULL-TIME VACANCIES FILLED: 0

1. Job title: __________________________ (e.g., announcer, sales rep, engineer)
   Number of persons interviewed: __
   Date vacancy filled: _____________

2. Job title: __________________________
   Number of persons interviewed: __
   Date vacancy filled: _____________

3. Job title: __________________________
   Number of persons interviewed: __
   Date vacancy filled: _____________

4. Job title: __________________________
   Number of persons interviewed: __
   Date vacancy filled: _____________

5. Job title: __________________________
   Number of persons interviewed: __
   Date vacancy filled: _____________

B. RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: ____________________________ (e.g., newspaper, area college, high school, etc.)
   Address: __________________________
             __________________________
   Contact person: ____________________
   Phone Number: _____________________
   Number of referrals from this source interviewed for vacancy: __

2. Name: ____________________________
   Address: __________________________
             __________________________
   Contact person: ____________________
   Phone Number: _____________________
   Number of referrals from this source interviewed for vacancy: __
FULL-TIME VACANCIES FILLED: NONE

NEW POSITIONS ADDED: ONE

1. Job title created: Community Engagements and Grants Writer  
   Number of persons interviewed: 5  
   Date vacancy filled: August 20, 2012

RECRUITMENT SOURCES

RECRUITMENT SOURCES UTILIZED TO FILL VACANCY NO. 1:

1. Name: WKOP-TV/WETP-TV Website  
   Address: easttennesseepbs.org  
   Contact person: Vickie Lawson  
   Phone Number: 865-595-0235  
   Number of referrals from this source interviewed for vacancy: 2

2. Name: In-house Bulletin  
   Address: East Tennessee Public Communications Corp.  
   1611 E. Magnolia Avenue, Knoxville TN 37917  
   Contact person: Vickie Lawson  
   Phone Number: 865-595-0235  
   Number of referrals from this source interviewed for vacancy: 1

3. Name: PBS Website  
   Address: secure.connect.pbs.org/Systemwide Management/Job Board  
   Contact person: Administrator Connect PBS  
   Phone Number: NA is website only  
   Number of referrals from this source interviewed for vacancy: 0

4. Name: Craigslist *  
   Address: Craiglist.org  
   Create an account/ Post to Classifieds for specific areas  
   Contact person: Web Administrator  
   Phone Number: NA/Web based  
   Number of referrals from this source interviewed for vacancy: 2

5. Name: Pellissippi State Community College  
   Address: 10915 Hardin Valley Rd  
   Knoxville, TN 37931  
   Contact person: Doris Rutledge  
   Phone Number: 865-694-6400  
   Number of referrals from this source interviewed for vacancy: 0
6. Name: Knoxville College  
Address: 901 Knoxville College Dr  
Knoxville, TN 379321  
Contact person: Vernell Gray  
Phone Number: 865-524-6525  
Number of referrals from this source interviewed for vacancy: 0

7. Name: Knoxville Area Urban League  
Address: 1514 E. 5th Avenue  
Knoxville TN 37917  
Contact person: Jackie Robinson  
Phone Number: 865-524-5511  
Number of referrals from this source interviewed for vacancy: 0

8. Name: Tennessee Career Center  
Address: 60 Ridley Street # 103  
Crossville TN 38855  
Contact person: Ginger Armstrong  
Phone Number: 931-484-7456

*Indicates which recruitment source that referred hiree.

D. RECRUITMENT INITIATIVES DURING PAST TWELVE MONTHS

1. Internship program for community members to acquire job skills  
WETP/WKOP TV’s internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

2. Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership including substantial participation of women and minorities.  
Upper-level openings are advertised in the media newsletter Current, as well as on the Public Broadcasting Service (PBS) on-line service, PBS Connect.

3. Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally.  
In addition to all job openings being sent to various community organizations, they are also posted on the East Tennessee PBS website.

4. Providing training to management-level personnel as to methods of ensuring equal employment opportunity and to prevent discrimination.  
In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.

5. Partnership with Pellissippi State Community College beginning with the Fall 2012 semester to teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.  
In-house component allows community access to lower income and more diversity in students for future potential qualified candidates for a strong Knoxville media community.
East Tennessee Public Communications Corporation
FCC Form 396
EEO Narrative Statement

East Tennessee Public Communications Corporation ("East Tennessee PBS"), licensee of noncommercial educational television stations WETP-TV, Sneedville, Tennessee and WKOP-TV Knoxville, Tennessee, has achieved broad and inclusive outreach in the past two years with respect to its recruitment for vacancies and its completion of supplemental employment activities. As detailed, East Tennessee PBS has taken the necessary steps to achieve widespread outreach and recruitment of open positions, has conducted a variety of non-vacancy-specific employment outreach initiatives in its communities, and has complied with its other related FCC equal employment opportunities requirements, including record-keeping and self-analysis efforts.

During the past two years, East Tennessee PBS has complied with FCC requirements regarding equal employment opportunities for all hiring situations. With regard to specific vacancies and/or newly created positions, East Tennessee PBS has widely distributed information on openings through Internet, state institutions, its own web page, and public broadcasting industry bulletin boards. It has maintained contact with area colleges and the Knox Area Urban League in order to widely disseminate job openings. East Tennessee PBS is fully compliant with the Diversity Eligibility Criteria of the Corporation for Public Broadcasting Community Service Grant Program.

In addition, during this period, East Tennessee PBS has engaged in several longer-term, non-vacancy-specific recruitment initiatives. These include:

1. Internship program for community members to acquire job skills.

WETP/WKOP TV’s internship program allows individuals to gain hands-on broadcasting experience. The internships are unpaid; however, students are encouraged to obtain college credits through their colleges and universities.

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In-house training component developed for management-level personnel to ensure equal employment opportunities and to prevent discrimination.
5. Partnership with Pellissippi State Community College.

Beginning with the Fall 2012 semester, East Tennessee PBS and Pellissippi State Community College joined forces to collectively teach classes in broadcasting. Two different teachers conduct classes at the Magnolia Avenue campus next door to the studios of WKOP-TV/WETP-TV. These classes incorporate hands-on activities in the studios of our stations.

The measures outlined above have been successful in providing a full array of available and qualified employee candidates from around the state and from outside Tennessee. No change in these initiatives is being considered at this time as they are deemed more than sufficient.

East Tennessee PBS does not discriminate against current or prospective employees or volunteers on the basis of race, creed, sex, age, national origin, disability, sexual orientation or any other legally protected characteristic. The Affirmative Action goals dictate that all citizens have equal access and opportunity for employment at WETP-TV and WKOP-TV.

East Tennessee PBS is committed to a policy of equal opportunity in all aspects of employee relations, including employment, salary administration, employee development, promotion and transfer.

In addition, East Tennessee PBS’s Human Resources staff monitors all recruitment activities to ensure that every applicant is treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed and the appropriate state procedures are followed to reclassify positions to accurately reflect jobs.
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