

## 2020 EEO PUBLIC FILE REPORT

### Cumberland Communities Communications Corporation

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Station:	WDVX, Clinton, TN
Reporting Period:	March 21, 2019 - March 20, 2020
No. of Full-time Employees:	Between 5 – 10
Small Market Exemption:	No

During the Reporting Period, a total of two full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

The WDVX General Manager, Development Director and Program Director continued to develop internship programs with local colleges, universities, and high schools. During the reporting period,  
Two interns (February 2019 - May 2019, June 2019 - August 2019) helped with social media - Responsibilities include making Facebook posts and events for the Blue Plate Special, Six O'Clock Swerve, and other WDVX live shows, making Instagram posts promoting live shows, assisting with live remote broadcasts at Rhythm N Blooms festival, helping with music library organizational tasks, researches booking opportunities for live shows  
One intern (June- July 2019) worked to create marketing materials as well as inputting enter to win data. The intern created a demographic profile that was used in the marketing materials for the rest of 2019. They worked under the direction of the Development Director.  
One intern (September 2019 - December 2019)

produced segments and tracks from live recordings made at our live events, festivals, archives, etc. as directed by Program Director and the sound engineer.

Two UT FUTURE students gave WDVX a semester each worth of job training time. Students with intellectual disabilities were welcomed and given data entry and sorting tasks as they became more job ready. (September - December 2019 and February - May 2020)

*Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.*

The WDVX Marketing Assistant attended the annual Communication & Information Job & Internship Fair, sponsored by the College of Communication and Information: University of Tennessee Center for Career Development. This event took place in the Student Union Ballroom on the University of Tennessee Campus, Wednesday, October 9th, 2:00-5:00pm

Our goal was to promote station outreach among students, answer questions about career opportunities in broadcasting, and enlist students of electronic media who may be interested in internships with our organization.

*Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.*

WDVX provides yearly training on Title VI of the 1964 Civil Rights Act to all staff members.

The Corporation for Public Broadcasting now requires that participating stations have all full and part time staff as well as the members of the Board of Director take a harassment prevention training. All the staff and board members completed the training.

The Development Director went to the Americana Music Association conference, September 10-14, 2019. They interacted with other music industry individuals and saw what is happening in this section of the music industry.

The Development Director took Introduction Knoxville through Leadership Knoxville August 2019 - October 2019. They also took a major donors course through Alliance for Better Non-Profits as well as orientation courses for both Blount and Knoxville Chamber of Commerce.

*Participated in other activities designed by the station employment unit 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.*

WDVX runs regular on-air EEO announcements encouraging the application of females and minorities for open job positions, as well as promote the opportunity for other organizations to receive notices of current job vacancies.

Through WDVX's broadcast of KidStuff Live each month, WDVX introduces kids to broadcasting by having them participate in a live on-air performance. After the Goodall Family present an hour of the Americana Mix. Youth family members not only read the on-air messages, but demonstrate to listeners that all ages are welcome to broadcast.

#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
3/1/2020	Audio/Video Engineer	WDVX.com

#### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
indeed.com	1
WDVX.Com	2
The Courier News	0
Blount Partnership Job listing	0
Knoxville Chamber of Commerce Job Listing	0

CPB Jobline Listing	0
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### RECRUITING SOURCES USED

Job Title of Position: Audio Video Engineer Date of Hire: 3/1/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WDVX.com	N	301 S. Gay Street, Knoxville, TN 37902	Office Manager/ Search Committee	(865) 544-1029, gm@wdvx.com
Indeed.com	N	n/a	Staff	n/a
The Courier News	N	233 N Hicks St, Clinton, TN 37716	Staff	<penny@hometownclin ton.com>

Blount Partnership	N	201 S Washington St, Maryville, TN 37804	Amy Lawson	alawson@blountpartn ership.com
CPB Jobline	N	n/a	Staff	n/a
Knoxville Chamber of Commerce	N	17 Market Sq Ste 201, Knoxville, TN 37902	Staff	memberservices@kn oxvillechamber.org

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.