

WHBQ EEO Public File Report
Imagicom Communications LLC
Reporting Cycle: 4/01/2023 - 3/31/24
Full-Time Positions Filled

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
Local Sales Assistant	1/27/2023	11/27/2023	Company Website	6	
			Linked In	1	1
Production Assistant	8/1/2023	10/16/2023	Company Website	10	1
Reporter/MMJ	9/28/2023	12/4/2023	You Tube	2	
			Company Website	1	1
Photographer	9/13/2023	10/16/2023	Linked In	1	1
			Former Applicant/Station contacted	1	
			Station Contacted	1	
Associate Producer	8/16/2023	10/9/2023	Linked In	5	
			Internal Candidate	1	1
			Candidate reached out	1	
Production Assistant	8/7/2023	8/21/2023	Company Website	5	1
Director of Sales	3/27/2023	5/11/2023	Non Employee Referral	1	
			Internal Candidate	2	1
			Company Website	1	
Master Control Operator	8/23/2023	10/16/2023	Imagicom Website	1	1
Creative Services Director	7/14/2023	8/28/2023	Internal Candidate	1	1
			Company Website	2	
Executive Producer	11/8/2023	1/22/2024	Non Employee Referral	2	
			Internal Candidate	2	
			Indeed	2	

			Employee Referrall	1	1
			Company Website	1	
Production Assistant	12/7/2023	1/29/2024	Imagicom Website	12	1
News Producer	9/25/2023	1/8/2024	Linked In	6	
			Non Employee Referral	1	1
			Employee Referral	1	
			NABJ	1	
News Producer	5/25/2023	12/4/2023	Linked In	6	1
			NABJ	1	
Local/Digital Sales Manager	5/16/2023	1/15/2024	Linked In	3	
			Internal Candidate	1	
			Station Contacted	1	
			Candidate reached out	1	
			Company Website	1	1
Content Center Producer	2/6/2024	2/26/2024	Linked In	1	1
			Non Employee Referral	1	
			Company Website	2	
Photographer	12/18/2023	2/26/2024	Linked In	4	
			Internal Candidate	1	
			Company Website	2	1
Photographer	12/18/2023	3/18/2024	Company website	2	1
			Linked In	1	
			Indeed	1	

WHBQ Recruitment Sources				
Imagicomm Communications, LLC				
April 1, 2023 - March 31, 2024				
Recruitment Sources Used for All Openings				
No.	Recruitment Source	Contact	Entitled to Notification	# Interviews
1	www.linkedin.com	Internet Posting Linked In 1000 W Maude Ave Sunnyvale, Ca. 94085	N	28
2	www.indeed.com	Internet Posting Austin Indeed Tower 200 West 6th St #36 Austin, Tx. 78701	N	3
3	Contacted by the Station	Randy Wardell Sophie Duffel WHBQ Television 485 S. Highland Memphis, Tn. 38111 (901) 320-1313	N N	1 1
4	Company website: www.fox13memphis.com (links to Imagicomm)	Randy Wardell WHBQ Television 485 S. Highland Memphis, Tn. 38111 (901) 320-1313	N	46
5	You Tube (www.youtube.com)	Internet Posting Google LLC, D/B/A You Tube 901 Cherry Ave San Bruno, Ca 94066	N	2
6	Internal Candidate	Kyle Krebs Randy Wardell Sophie Duffel Emily Strickland WHBQ Television 485 S. Highland Memphis, Tn. 38111 (901) 320-1313	N N N N	3 2 1 2
7	Former Applicant Contacted by Station	Soni Halmon WHBQ Television 485 S. Highland Memphis, Tn. 38111 (901) 320-1313	N	1
8	NABJ (www.nabjonline.org)	Career Fair (Birmingham, Al) NABJ 1100 Knight Hall Ste. 3101 College Park, Md, 20742 (301) 405-0248	N	2
9	Non Employee Referral	Randy Wardell Sophie Duffel Emily Strickland	N N N	2 1 2

		WHBQ Television		
		485 S. Highland		
		Memphis, Tn. 38111		
		(901) 320-1313		
10	Employee Referral	Randy Wardell	N	1
		Emily Strickland	N	1
		WHBQ Television		
		485 S. Highland		
		Memphis, Tn. 38111		
		(901) 320-1313		
11	Candidate Contacted Station	Soni Halmon	N	1
		Sophie Duffel	N	1
		WHBQ Television		
		485 S. Highland		
		Memphis, Tn. 38111		
		(901) 320-1313		
Total Number of Persons Interviewed for Full-Time Vacancies = 101				

Longer - Term Recruiting Initiatives					
Implemented During Previous Year					
Imagiconm - WHBQ-TV					
April 1, 2023 - March 31, 2024					
No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	April 12, 2023	Speaker	Participated in University of Memphis Pro Day. They met with graduating media and journalism students, providing feedback on their projects, review of their resumes and talked to them about careers in their field.	Participation in events or programs sponsored by educational institutions	News Producer and Art Director
2	April 14, 2023	Station Tour	Students from Little Sprouts toured the station to learn about weather	Participation in events or programs sponsored by educational institutions	Station Staff Members
3	April 14, 2023	Speaker	Jackson Wonder Elementary career day	Participation in events or programs sponsored by educational institutions	Reporter
4	April 27, 2023	Station Tour	Manassas High School students toured the station and were able to ask questions about broadcast careers	Participation in events or programs sponsored by educational institutions	Station staff members
5	May 4, 2023	Speaker	Spoke to students about media careers at Robert R Church Elementary	Participation in events or programs sponsored by educational institutions	Reporter
6	May 5, 2023	Speakers	Staff members spoke at Tara Oaks Elementary School for their career day program.	Participation in events or programs sponsored by educational institutions	News manager and Operations manager
7	May 12, 2023	Speaker	East Side Elementary career day program	Participation in events or programs sponsored by educational institutions	Meteorologist
8	May 18, 2023	Speaker	EE Jeter Elementary school career day program	Participation in events or programs sponsored by educational institutions	Reporter
9	May 20, 2023	Speaker	Spoke to students in journalism department at Arkansas State University	Participation in events or programs sponsored by educational institutions	Anchor
10	May 23, 2023	Speaker	South Park Elementary School career day program	Participation in events or programs sponsored by educational institutions	Meteorologist
11	June 16, 2023	Station Tour	High school student interns from Street Ministries toured the station to learn about broadcasting	Participation in events or programs sponsored by educational institutions	Station Staff Members
12	July 12, 2023	Station Tour	Summer camp students at Neighborhood Christian Center were at the station for a tour. Career paths in broadcasting were discussed	Participate in additional activities designed to further the goal of disseminating information about employment opportunities	Station Staff Members
13	July 13, 2023	Guest Speaker	Spoke to STEM students at Porter-Leath about weather	Participation in events or programs sponsored by educational institutions	Chief Meteorologist
14	July 17, 2023	Guest Speaker	Spoke to students at Frayser-Corning Elementary about weather during their summer camp	Participation in events or programs sponsored by educational institutions	Chief Meteorologist
15	Aug 2-6, 2023	Convention & Career Fair	NABJ and NAHJ event included training, sessions, workshops, industry innovation, and networking events for those in attendance. This was also a career fair event.	Participation in job fair by station personnel who have substantial responsibility in making hiring decisions. Also training to qualify employees for higher level position	News room staff (producers, anchors, reporters, mets)
16	August 21, 2023	TAB Conference	Annual conference for the Tennessee Association of Broadcasters. The TAB provides knowledge and resources to help stations satisfy FCC rules and policies to help protect the station's license	Training to qualify employees for higher level positions	General Manager
17	August 29, 2023	Guest Speaker	Spoke to students at Springdale Elementary about weather patterns.	Participation in events or programs sponsored by educational institutions	Chief Meteorologist
18	September 8, 2023	Career Fair	Participated the Southern Heritage Classic College & Career Fair, speaking to high school student about careers in broadcasting	Participation in job fair by station personnel who have substantial responsibility in making hiring decisions.	Production Manager
19	September 12, 2023	Station Tour	Mid South Gifted school students were at the station for a tour. They were studying weather.	Participation in events or programs sponsored by educational institutions	Station Staff Members
20	September 15, 2023	Job Shadowing	Job shadowing a Graphics staff member by an adult from Include Me Advocacy. The group helps special needs adults identify interests and strengths to help them enter the workforce.	Initiative with community group interested in broadcast employment issues.	Graphic staff member
21	September 21, 2023	Training	Virtual sales conference designed to help develop the sales team and managers	Training to qualify employees for higher level positions	Sales Managers and account executives
22	September 29, 2023	Station Tour	AV Students from Douglas High School took a tour of the station.	Participation in events or programs sponsored by educational institutions	Station Staff Members
23	October 2, 2023	Training	Completion of "Strategic Content Marketing: Attract, Engage, and Retain" on Linked In. Training designed to increase skills of content marketing and customer engagement	Training to qualify employees for higher level positions	Promotions Director
24	October 24, 2023	Station Tour	Sheffield High School students toured the station. Career paths were discussed	Participation in events or programs sponsored by educational institutions	Station Staff Members
25	November 7, 2023	Training	Attended training webinar presented by Imagiconm for required annual Anitrust Compliance	Training to qualify employees for higher level positions	Administrative Assistant
26	November 9, 2023	Station Tour	AV/Production students from Memphis Business Academy were at the station for a tour.	Participation in events or programs sponsored by educational institutions	Station Staff Members
27	December 12, 2023	Station Tour	High school students from Booker T Washington were at the station. Broadcast careers were discussed.	Participation in events or programs sponsored by educational institutions	Station Staff Members
28	December 15, 2023	Station Tour	AV Media students from Middle College were at the station for a tour.	Participation in events or programs sponsored by educational institutions	Station Staff Members
29	January 29 - Feb 1, 2024	Conference	The American Meteorological Society 104th Annual Meeting offers many opportunities for journalists to learn the state of scientific advancement in weather, climate, and water-related disciplines. It is also a chance to locate sources and speak with experts across disciplines about newsworthy issues.	Training to qualify employees for higher level positions	Meteorologist
30	January 30, 2024	Webinar	A media comparisons study that highlights how Americans use both traditional and digital media platforms.	Training to qualify employees for higher level positions	Sales staff and managers and GM
31	February 5, 2024	Speaker	Meteorologist spoke to students at Campus School about weather and being a meteorologist.	Participation in events or programs sponsored by educational institutions	Meteorologist
32	February 8, 2024	Station Tour	Students from East High School's STEM class visited the station.	Participation in events or programs sponsored by educational institutions	Station staff members
33	February 21, 2024	Training	News managers discuss and train on tactics for teases based on research by 602 Communications.	Training to qualify employees for higher level positions	News Producers
34	February 28-29, 2024	Training	Station staff attended sessions on the company's core values. The goal is personal development and the employee's role the success of the company.	Training to qualify employees for higher level positions	Corporate Organizational Development team leaders
35	March 1, 2024	Speaker	Chief meteorologist conducted a weather presentation to students at Bruce Elementary school.	Participation in events or programs sponsored by educational institutions	Meteorologist
36	March 1, 2024	Station Tour	News students from Elmwood Park Middle toured the station	Participation in events or programs sponsored by educational institutions	Station Staff Members
37	March 8, 2024	Station Tour	TV station students from Keystone Elementary School participated in a station tour.	Participation in events or programs sponsored by educational institutions	Station Staff Members