

EEO PROGRAM REPORT  
STATEMENT OF OUTREACH ACHIEVEMENT  
WETP-TV/WKOP-TV KNOXVILLE, TN  
MARCH 22, 2008

WETP/WKOP TV has generally succeeded in achieving broad and inclusive outreach during the two-year period prior to filing its Broadcast Equal Employment Opportunity Program Report. We have utilized both broadcast and print mass media serving all elements of our community and surrounding recruitment areas. In addition, we have utilized the internet and direct contact with area high school and college students and members of the public who are invited to attend annual job fairs. Our initiatives have provided positive results for the few job vacancies we have filled during this time frame. We will regularly monitor and analyze our recruitment program to ensure its ongoing effectiveness.