

TO: Bryce Williams
FROM: Dan Dennison
RE: Behavioral Improvement and Expectations
DATE: July 30, 2012
CC: Dave Seidel, Personnel File

Bryce,

There is no doubt in my mind that you want to do well at WDBJ7 and have an overarching desire to please. However your behaviors continue to cause a great deal of friction with your co-workers, particularly your photographer teammates. You must make improvements immediately or you will face termination of employment.

I met with you, Rob Chewning, Trevor Fair, Lynn Eller, Dave Seidel and Greg Baldwin on July 26, 2012, to determine the circumstances of recent conflicts you've had. On July 23rd, Rob Chewning indicates you got very angry as he tried to push the microphone into proper position during an interview. On July 21st you had a conflict with Trevor Fair regarding the completion of editing of your package for the 6 p.m. news. Management is not taking sides, but as I said to you in this meeting, you have been the common denominator in these and other incidents outlined previously. Based on earlier conflicts noted in a previous write-up on May 31, 2012, and on the recent incidents we discussed, it seems that you are taking the actions of many of the photographers quite personally and misinterpreting their actions or words.

We enjoy a very talented staff of photographers and on a story they are equal members of the team and have the responsibility for producing excellent quality video and audio. Sometimes technical issues, changing light conditions, the need to reset an interview subject, and audio problems cause a photographer to stop an interview or shoot and readjust. Photographers are responsible for both video and audio and unless you are shooting a story on your own you should let them do their work unfettered. This does not mean you cannot or should not suggest settings or techniques which will add to the overall story telling. Under no circumstances should you engage in harsh language, demonstrate aggressive body language, or lash out at a photographer in front of members of the public. If interpersonal relationship difficulties arise you should bring this to the attention of your direct supervisor or a member of the news management team in private.

Clearly much damage has been done already in your working relationships with several members of the photography staff. It is your responsibility, going forward, to work at repairing these relationships, as the station cannot be put in the position of making assignments based on the inability of team members to get along. In this regard, you are required to contact Health Advocate, the employee assistance program (EAP) at [1-877-919-9355](tel:1-877-919-9355), option #2, by Friday, August 3, 2012. This is a mandatory referral requiring your compliance. Failure to comply will result in termination of employment.

WDBJ-7 000015

While WDBJ7 has a zero-tolerance policy toward the use of discriminatory language and actions, this policy also extends to belittling fellow employees by calling into question their upbringing and other personal characteristics. If you hear discriminatory language or observe any actions in this regard, bring it to my attention immediately.

Bryce, our desire is for you and all of our employees to achieve great success. You have stated that you've received more coaching and performance feedback in 90 days here than you received in the entirety of your employment at other television stations. We will continue assisting you with your professional growth and development, but we can no longer afford to have you engage in behaviors that constitute creation of a hostile work environment. Your total focus should be on becoming the best reporter and multi-media journalist you can be. We will meet again on August 23, 2012 at 10 a.m. to talk about your progress.