

WTOC-TV
EEO PUBLIC FILE REPORT
December 1, 2019– November 30, 2020

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
MMJ/REPORTER	1-33,36-39, 47, 51,53-54,56, 57	#57
MEDIA SALES CONSULTANT*2 HIRES	1-33, 36, 38-39,45, 47 51, 53-54, 56	#38, #30
PRODUCER	1-33-34, 36, 38-39,45, 47, 51,53-54,56	#38
TECHNICAL MEDIA PRODUCER	1-33, 36, 39, 45, 47, 51, 53-54,56	#30
PRODUCER *2 HIRES	1-33, 38-39,47,51, 53-54,56	#38, #38
TECHNICAL MEDIA PRODUCER	1-33, 36, 39, 45, 47,51, 53-54.56	#30
DIGITAL SALES ASSISTANT	1-33, 36-39, 45,47,51, 53-54.56	#45
ANCHOR/REPORTER	1-33, 36, 39, 41, 45, 47,51, 53-54.56	#41(talent)
SALES ASSISTANT	2-33, 36-37, 39, 45,47,51, 53-54.56	#37

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	INTERDENOMINATIONAL MINISTERIAL ALLIANCE C/O ROYAL CHURCH OF CHRIST Contact: James Nelson P.O. BOX 2083 SAVANNAH, GA 31402 email: holyspirit622@comcast.net 912-659-9573 Fax: 1-912-233-9694	NO	
2	NAACP CAROL HUNT P.O. BOX 951 SAVANNAH GA 31402 Email: Savnaacp1204@yahoo.com Phone 912-233-4161 FAX: 1-912-233-3088	NO	
3	GEORGIA SOUTHERN UNIVERSITY REED SMITH PAM GOODMAN DEPT. OF COMM ARTS STATESBORO, GA 30460 PurpleBriefcase.com ended 5/5/20 PHONE (912) 478-5702 FAX: 1-912-478-0822 pgoodman@georgiasouthern.edu rsmith@georgiasouthern.edu Handshake started 5/5/20	NO	
4	SOUTH CAROLINA EMPLOYMENT SECURITY COMMISSION www.jobs.scworks.org	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
5	BEAUFORT WORKFORCE CENTER MICHELLE ADAMS 164 CASTLE ROCK ROAD P.O. DRAWER 1067 BEAUFORT, SC 29906 Madams@dew.sc.gov PHONE: 843-524-3351, 843-473-6315 FAX: 843-524-0904 TELCLAIM: 866-831-1724	NO	
6	Hampton Workforce Center Charles Myers 12 WALNUT STREET EAST HAMPTON, SC 29924 EMAIL: Cmyers@dew.sc.gov PHONE: 803-943-3291 FAX: 1-803-943-5997	NO	
7	GEORGIA DEPARTMENT OF LABOR Employgeorgia.com/employers	NO	
8	SAVANNAH STATE UNIVERSITY SHAUNCE RILEY DIRECTOR OF CAREER SERVICES P.O. BOX 20254 SAVANNAH GA 31404 RILEYS@SAVSTATE.EDU PHONE: 356-2285, 912-356-2202 FAX: 912-356-2464 App.joinhandshake.com	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	UGA DR. CECIL BENTLEY COLLEGE OF JOURNALISM ATHENS GA 30602-3018 PHONE: (706) 542-4993 https://app.joinhandshake.com/	NO	4
10	USC DR. SONYA DUHE JOURNALISM COLLEGE COLUMBIA, SC 29208 PHONE:803-777-3321 https://app.joinhandshake.com/	NO	1
11	SCAD OFFICE OF CAREER PLANNING AND PLACEMENT P.O. BOX 3146 SAVANNAH, GA 31402 https://scad-csm.symplicity.com/employers/index.php?s=home	YES	
12	SSU MASS COMMUNICATIONS TECHNOLOGY COORDINATOR DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS manningt@savannahstate.edu . https://app.joinhandshake.com	NO	
13	ARMY CAREER ALUMNI PROGRAM (SOLDIER FOR LIFE-TRANSITION ASSISTANCE PROGRAM) INSTALLATION LIASON OFFICER MICHELLE GAINES ROOM 315 3RD INFANTRY DIVISION FT. STEWART, GA 31314 michelle.y.gaines.ctr@mail.mil PHONE:767-2611, 767-8677 FAX: 912:767-8689	NO	
14	PROJECT WELCOME HOME GALE SKY EDEAWO 12511 LARGO DRIVE SAVANNAH, GA 31419 MAMASKY07@AOL.COM 912-920-9411	YES	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	FIRST BRYAN BAPTIST CHURCH REVEREND CHRISTOPHER PITTMAN 575 W. BRYAN ST. SAVANNAH, GA 31401 FirstyBryanbaptistchurch@GMAIL.com (912) 232-5526	YES	
16	100 BLACK MEN OF SAVANNAH THOMAS COLEMAN-CO CHAIR OF MENTORING P.O. BOX 14606 SAVANNAH, GA 31416 MENTORING@100BLACKMENS AV.ORG PRESIDENT@100BLACKMENS AV.ORG PHONE: 866-560-8865	NO	
17	EOA OF SAVANNAH ARTHUR BEST, EMPLOYMENT SPECIALIST 618 W. ANDERSON STREET, SAVANNAH, GEORGIA 31415 'ARTB@EOASGA.ORG' WWW.EOASGA.ORG PHONE: (912) 238-2960 FAX: (921) 238-2977	NO	
18	ATLANTA BROADCAST INSTITUTE JEFF BATTEN Jeff@Completegame.tv	YES	
19	ALABAMA STATE UNIVERSITY DEPARTMENT OF COMMUNICATIONS 915 SOUTH JACKSON STREET LEVI WATKINS LEARNING CENTER/5TH FLOOR/#531 MONTGOMERY, AL 36101-0271 DOKEOWO@ALASU.EDU PHONE: (334) 229-4493 - OFFICE (334) 229-4976 - FAX	YES	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	UNIVERSITY OF MISSOURI CAREER SERVICES 76 GANNETT HALL UNIVERSITY OF MISSOURI COLUMBIA, MISSOURI 65211 Email Change: mujourcareerservices@missouri.edu https://app.joinhandshake.com PHONE: 573-882-0373	NO	
21	SOUTH UNIVERSITY CAREER SERVICES ADVISOR MOLLY KEATING mkeating@southuniversity.edu	YES	
22	CLARK UNIVERSITY ANDRE MCKINNEY, DIRECTOR 223 JAMES P. BRAWLEY DRIVE ATLANTA, GA 30314 EMAIL: cppc@cau.edu PHONE: 404-880-6701 APP.HANDSHAKE.COM	NO	
23	FLORIDA STATE UNIVERSITY HEATHER SCARBORO DIRECTOR OF CAREER SERVICES 4100 CAREER CENTER TALLHASSEE, FL 32306 Hscarboro@fsu.edu https://app.joinhandshake.com STOPPED 5/14/20 Career.fsu.edu/nolenetwork on 5/14/20 PHONE: (850) 644-6493 FAX: 850-644-2468	NO	
24	FORT VALLEY STATE UNIVERSITY ROMELDA SIMMONS, DIR. OF CAREER DEVELOPMENT CTR. 1005 STATE UNIVERSITY DR. FORT VALLEY, GA 30130 simmonsr@fvsu.edu Phone: 478-825-6350 Fax: 478-825-6471	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	<p>MOREHOUSE UNIVERSITY BRIDGET BAGGETT ASSOCIATE DIRECTOR OF CAREER DEVELOPMENT & ENGAGEMENT 830 WESTVIEW DRIVE, S.W. ATLANTA, GA 30314 912-470-639-0723 bridget.baggett@morehouse.edu https://app.joinhandshake.com</p>	NO	
26	<p>NATIONAL ASSOCIATION OF BLACK COLLEGE BROADCASTERS LO JELKS, ADMIN. P.O. BOX 3191 ATLANTA, GA bcrmail@aol.com</p> <p>PHONE: (404) 523-6136 FAX: 404-523-5467</p>	NO	
27	<p>PAINE COLLEGE ANTHONY HOLLAND, DIR. OF CAREER SERVICES 1235 15TH STREET AUGUSTA, GEORGIA 30901 aewing@mail.paine.edu PHONE: 706.821.8307 FAX: 706-432-0708</p>	NO	
28	<p>UNIVERSITY OF FLORIDA COLLEGE OF JOURNALISM AND COMMUNICATIONS KATRICE GRAHAM KNIGHT CENTER DIRECTOR P.O. BOX 118400 GAINESVILLE, FLORIDA 32611 kgraham@jou.ufl.edu PHONE: 352-392-0466 FAX-352-846-2484</p>	NO	
29	<p>OPERATION OPEN DOORS GOODWILL INDUSTRY Meredith Champagne Director, Workforce Development Mchampagne@goodwillsega.org 7220 SALLIE MOOD DRIVE SAVANNAH, GA 31405</p>	YES	

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30	WTOC-TV/Raycommedia/GRAY www.wtoc.com linked to https://careers-raycommedia.icims.com/jobs/search?ss=1&searchLocation=-12794-Savannah AND to https://gray.tv/careers#currentopenings	NO	12
31.	TVjobs.com MARK HOLLOWAY, ADMINISTRATOR P.O. BOX 4116 OCEANSIDE, CALIFORNA, 92052 PHONE: 1-800-374-0119 TVJOBS.COM	NO	
32	MEDIALINE P.O. Box 51909 Pacific Grove California-93950 medialine@medialine.com PHONE: 800-237-8073	YES	
33	MEDIAMATCH http://www.media-match.com/postjob.php	NO	
34	SOCIETY BROADCAST ENGINEERS 9102 NORTH MERIDIAN ST. SUITE 150, INDIANAPOLIS IN 46260. kjones@sbe.org SBE.ORG PHONE: (317) 846-9000 FAX: (317) 846-9120	NO	
35	602 COMMUNICATIONS SANDY LIZIK 4349 E. COLTER STREET PHOENIX, AZ 85018 PHONE: (602) 945-8373 slizik@602communications.com	NO	
36	TELEVISION/ELECTRONIC ADS CHRISTINE EDWARDS EEO COORDINATOR CEDWARDS@WTOC.COM	NO	
37	INTERNAL POSTING	NO	1
38	EMPLOYEE REFERRAL	NO	9
39	GEORGIA ASSOCIATION OF BROADCASTING MACKENZIE LEWIS mlewis@gab.org	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	JOB FAIR	NO	5
41	WORD OF MOUTH(INCLUDES TALENT AGENCIES, CAREER PLACEMENT)	NO	2
42	CALL IN/WALK IN	NO	
43	NATIONAL ASSOC. OF PRESS PHOTOGRAPHERS ASSOCIATION WWW.NPPA.ORG	NO	
44	CAREERBUILDER www.careerbuilder.com	NO	
45	LINKEDIN	NO	3
46	SPOTS N DOTS www.spotsndots.com	NO	
47	TVB.ORG WWW.TVB.ORG	NO	
48	SAVANNAHJOBS.COM SAVANNAHJOBS.COM	NO	
49	TV NEWS CHECK www.tvnewscheck.com	NO	
50	broadcastingcable.com	NO	
51	INDEED www.indeed.com	NO	5
52	FACEBOOK/TWITTER	NO	
53	PENN STATE GINGER KOWALCHUK COLLEGE RECRUITER DEPT. OF METEOROLOGY 503 WALKER BUILDING UNIVERSITY PARK PENNSYLVANIA-16802-5013 METEOJOBS@METEO.PSU.EDU 814-865-0478	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
54	MISS STATE ALLEN SNOW COLLEGE RECRUITER MAIL:CAREER@CAREER.MSSTATE.EDU DEPARTMENT OF COMMUNICATIONS MISSISSIPPI STATE MISSISSIPPI-39761 PHONE:(662) 325-7952	NO	
55	RICK GEVERS RICK GEVERS & ASSOCIATES RICKGEVERS.COM	NO	
56	MEDIAGIGNOW.COM AUTO POSTED THROUGH BROADCAST1SOURCE.COM	NO	
57	UNPOSTED WEBSITES INCLUDES MONSTER, GLASS DOOR, LINKEDIN, CAREERPAGE, 602, INDEED	NO	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			43

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	<p>Internship Program Under the guidance of WTOC News Room and News Production interns helped with the studio production of newscast, helped to produce a newscast, posted to wtoc.com.</p>	<p>FALL 2019</p> <p>Training and orientation of Broadcast and Journalism students from Savannah State University, in which they helped in the news, news production, digital and marketing departments and posting on wtoc.com and making online graphics. During this semester, WTOC hosted 1 intern.</p> <p>Participants: News Operation Content Manager Assistant News Director</p>
2	<p>Internship Program Under the guidance of WTOC News Room and News Production interns helped with the studio production of newscast, helped to produce a newscast, posted to wtoc.com.</p>	<p>Winter and Spring 2020</p> <p>Training and orientation of Communication students from Georgia Southern University, and Savannah State in which they helped in the news, news production, digital and production departments and posting on wtoc.com and making online graphics.. During this semester, WTOC hosted 5 interns.</p> <p>Participants: News Operation Content Manager Assistant News Director</p>

3	<p>Training-Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions</p>	<p>December 1 2019 to September 30 2020</p> <p>WTOC partnered with the US Army's Training With Industry Program which is a cooperative arrangement between the Army and related civilian industries in order to train US Army officers in the management level. The Army Captains we had during this period were in the information outreach (special operations, stationed at Fort Bragg, NC). They observed and participated in station management meetings, sales presentations, marketing hands-on, news, effectively all aspects of a commercial TV station's operations.</p> <p>The Army's Training With Industry (TWI) Program was initiated in response to the Army's critical need for officers with state-of-the-art skills in industrial practices and procedures not available through military or civil education programs. The TWI Program includes training programs which support marketing, public affairs, artificial intelligence, physical security and finance.</p> <p>Once the TWI student is integrated back into an Army organization, they can use this information to improve the Army's ability to interact and conduct business with the relative industry. Participants are also exposed to innovative industrial techniques, procedures, etc., which have applicability to, and benefit for, the Army.</p> <p>As a Psychological Operations Officer working within the television broadcast industry, the officer prepares for broadcast operations and marketing for any number of projects and missions that support forward deployed PSYOP operators conducting Military Information Support Operations. The main purpose of a PSYOP operator is to disseminate</p>

		<p>information to change behavior in an effort to produce the most conducive environment for either military or diplomatic operations. This can vary from promoting community outreach programs in a foreign nation to informing the host nation civilians where to go for humanitarian assistance. Working with WTOC gives the officer an insight on producing audio video products as well as marketing ideas and information.</p> <p>Military Liaisons at WTOC have become an essential part of the WTOC working environment editing promos and shooting show segments.</p> <p>Marketing Department including Marketing Director, Digital Marketing Manager and Marketing Producers News Department including Reporters,</p>
4	WTOC Participated in Establishment of training programs for station personnel	<p>December 1 2019-November 30 2020</p> <p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. The News Content Specialists learn all of the studio/control equipment and write for the internet, plus post. They have also learned how to direct different shows. This also includes Producer Workshops for anyone interested, Investigative/Reporting workshops and one on one time with staff and managers.</p> <p>News Staff</p>
5	WTOC Tours to Elementary, Middle and High School Students	<p>December 1 2019-January 29th, 2020</p> <p>In-depth tours of the station were given to various school groups during the year.</p>

<p>6</p>		<p>These included meteorology and science classes, broadcasting and journalism classes. Some tours included a weather lessons from the meteorologists on hurricanes and other weather-related issues. Other tours included a brief history of the station, a walkthrough of the station showing students the step by step process of how a newscast is put together. Steps shown included the newsroom where pre-production takes place. They were told what the reporters, producers, photographers and Assignment Editor do each day. The students were also shown where special news reports and teases are shot. Also, where the photographers and reporters edit their packages. To make it interactive, the tour guide asked the students different things about the news business. One question included how WTOC receives their news each day. The students were also asked about how the station makes their money. The Tour guide showed the students where commercials were edited, the Master Control Room. Studio Control and the studio. Another interaction included the students reading from the teleprompter and doing pretend weather forecasts on the Chroma Key Wall. Some of the students actually did a newscast for their own broadcasting student news. Each tour ended with the students watching a live newscast that included all the components discussed. The students did ask about careers in broadcasting and what they need to be a broadcaster.</p> <p>Tour Dates: Hesse K-8th-December 12th Hancock Day School-January 29th</p> <p>Marketing Producer/Programming</p>
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		<p>Coordinator Anchor Meteorologists Engineer/Director</p>
7	<p>Participation in Community Events sponsored by schools and community.</p>	<p>January 11th, 2020 WTOC's Dawn Baker held her annual Dawn's Daughter Leadership academy Quarterly session where young women participated in yearlong workshops and matched with a mentor to help them with their career path.</p> <p>Anchor</p>
8	<p>WTOC was represented at a GAB Career Fair at UGA</p>	<p>February 13th, 2020 WTOC participated in the GAB job fair at UGA for mass communication students. WTOC News staff talked to Journalism and Broadcasting student about possible internships and positions at the station.</p> <p>VP/GM News Director Marketing Director</p>
9	<p>Participation in career events sponsored by educational institutions relating to career broadcast opportunities.</p>	<p>February 13th 2020 WTOC's Chief Meteorologist participated in a Careers and Wheels event at Gould Elementary talking about how the Storm chaser is used in forecasting weather.</p> <p>Chief Meteorologist</p>
10	<p>Participation in career events sponsored by educational institutions relating to career broadcast opportunities.</p>	<p>February 19th 2020 WTOC'S Chief Meteorologist participated in a weather lecture for students at</p>

		<p>Richmond Hill High School</p> <p>Chief Meteorologist</p>
11	<p>Participation in career events sponsored by educational institutions relating to career broadcast opportunities.</p>	<p>March 9th 2020</p> <p>WTOC Executive Producer participated in an Effingham Career Technical and Agricultural Academy committee meeting to talk about her job in broadcasting to teachers and students.</p> <p>Executive Producer</p>
12	<p>Participation in Community Events sponsored by schools and community.</p>	<p>June 9th-12th, 2020</p> <p>WTOC's Dawn Baker held her Dawn's Daughter Leadership Academy where current 9th-12th graders participated in workshops via Zoom. The academy empowers young women to explore their leadership potential and build character and confidence.</p> <p>Anchor</p>
13	<p>Participation in Diversity Inclusive discussion</p>	<p>July 14th 2020</p> <p>Employees at WTOC had a ZOOM Conversation with Dr. Bertice Berry who has a PHD in Sociology. On the call, she talked to the team on how they can be more diverse in their thinking and reporting.</p> <p>WTOC STAFF</p>
14	<p>Participation in Diversity Workshops</p>	<p>July 9 - August 4, 2020</p> <p>WTOC General Manager and News Director participated in a training series "Foundations in Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making</p>

		<p>and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p> <p>WTOC VP/GM and News Director</p>
15	Participation in Diversity Equity and Inclusion Committee	<p>September 1st 2020-November 30th 2020</p> <p>Led by the WTOC News Director, a committee has been formed to explore steps the station can take internally and externally to make sure news coverage, sales efforts and station initiatives are inclusive and fully representative of the community.</p> <p>WTOC Staff</p>
16	Participation in Diversity, Equity and Inclusion Survey.	<p>October 2020</p> <p>WTOC staff were asked to fill out survey regarding workplace experiences and to help the Diversity Equity and Inclusion Committee better understand current and desired attitudes and practices.</p> <p>WTOC Staff</p>
17	Participation in Diversity, Equity and Inclusion Roundtable Discussion.	<p>November 9th and 12th 2020</p> <p>As a follow up to the Diversity, Equity and Inclusion Survey, Employees were asked if they would like to participate in a roundtable discussion to explore feedback and brainstorm the next steps the station should take to enhance the work environment at the station.</p> <p>WTOC Staff led by a local HR consultant engaged to support WTOC and the Diversity, Equity and Inclusion committee.</p>

<p>18</p>	<p>Participation in EEO Training</p>	<p>November 19th 2020 On November 19th, 2020, EEO Coordinator/Marketing Producer participated in a training on the FCC's EEO Rules and Regulations provided by Joan Stewart of Wiley Rein, LLP. Christine Edwards-EEO Coordinator/Marketing Producer</p>
<p>19</p>	<p>WTOC ran EEO Applicant PSA's on monthly basis</p>	<p>December 1, 2019-November 30, 2020</p> <p>WTOC on a monthly basis ran PSA's alerting qualified groups/agencies that they can ask to be added to the station's master list of recruitment sources, and there are traffic logs to document the running of the PSA's.</p> <p>WTOC-TV, AN EQUAL OPPORTUNITY EMPLOYER IS DEDICATED TO PROVIDING BROAD OUTREACH REGARDING JOB VACANCIES AT THE STATION. WE SEEK THE HELP OF LOCAL ORGANIZATIONS IN REFERRING QUALIFIED APPLICANTS TO OUR STATION. FOR ORGANIZATIONS THAT WISH TO RECEIVE OUR VACANCY INFORMATION, SHOULD CONTACT TODD MCNULTY AT WTOC-TV BY CALLING 912-234-1111.</p> <p>EEO Coordinator/Marketing Producer/Programming Coordinator WTOC Traffic Department</p>