

WTOC-TV Savannah
EEO PUBLIC FILE REPORT¹
(November 15, 2012 thru November 30, 2013)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources, indicating name, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of fulltime job vacancies.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED
[With Hiree's Recruitment Source Noted in Brackets]

Photojournalist (2-35, 35-48, 51-54) (2 Positions) [#53 Internal] [#41 wtoc.com]

Director (1-35, 37-48, 51-54) (2 Positions) [#53 Internal] [#53 Internal]

Morning Executive Producer (2-35, 37-48, 51-54) [#41 wtoc.com]

Account Executive (1-34, 37-48, 51-54) [#54 Employee Referral]

Assignment Editor (2-35, 37-48, 51-54) [#53 Internal]

Digital Account Executive (1-20, 22-35, 37-48, 51-54)[#14 GSU Eaglenet]

National Sales Coordinator (3-47, 51-54)[#17 UGA Dawglink]

**Multi-Media Journalist (3-47, 51-54) (3 Positions) [#41 wtoc.com] [#54 Employee Referral],
[#54 www.raycommedia.com]**

Multi-Media Journalist (2-35, 37-48, 51-54) [#53 Internal]

Reporter/Anchor (3-47, 51-54) [#53 Internal]

**News Content Specialist (1-48, 51-54) (5 Positions) [#55 Word of Mouth]
[#41wtoc.com] [#54 Employee Referral] [#41 wtoc.com] [#42 TVJobs.com]**

Multi-Media Journalist (2-35, 37-48, 51-54)[#42 TVJobs.com]

Digital Content Producer (2-5, 7-22, 24-31, 34-46, 48, 51-54)[# 55 Word of Mouth]

DC: 1094917-1

¹ This Report was amended on May 8, 2014 to address clerical errors. The original Report was placed in the Station's online public file on December 2, 2013.

Marketing Producer (2-46, 48, 50-54, 58, 59)[#41 wtoc.com]

Account Executive (2-32, 34-48,51-54) [#41 wtoc.com]

Director(2-22, 24-32, 34, 35, 37-48, 51, 53, 54)[# 41 wtoc.com]

Photographer (2-5, 7-22, 24-32, 34, 35, 37-46, 48, 51-54) [#53 Internal]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS: 118 Persons

NUMBER OF REFERRALS FROM SOURCES USED:

#14-Georgia Southern/Eaglenet____3____people

#17 Dawglink/UGA____3____people

#18-USC____1____people

#19-SCAD____1____people

#29 Mizzou Mafia____1____people

#40 Savannah Tribune____1____people

#41-WTOC.com_30_ people

#42-TVJobs.com_12_ people

#46 MediaMatch____1____people

#47-CreativeCoast.org/Savannahjobs.com__5____people #52 Electronic Classified____2____people

#53-In House Posting/Referral_17_ people

#54-Employee Referral/Raycom/Job Fair_30_ people [_18_ were from Raycommedia/job fair]

#55 Word of Mouth____6____ people

#56 Call in/Walk In____2____ people

#61 Other Website____3____ people

SUPPLEMENTAL OUTREACH ACTIVITIES

Appendix B contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

Appendix A

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. ELDER WILLIE FERREL INTERDENOMINATIONAL MINISTERIAL ALLIANCE

C/O ROYAL CHURCH OF CHRIST

PO BOX 2083

SAVANNAH, GA 31402

Phone 912-233-1224

Fax:-1-912-443-9870

hslcsavbusiness@peoplepc.com

2. NAACP-CAROL HUNT

PO BOX 951

SAVANNAH GA 31402

Phone 233-4161

FAX: 1-912-233-3088

3. AASU CAREER PLANNING

11935 ABERCORN ST.

SAVANNAH GA 31419

Phone 927-5267

1-912-921-2335

careers@armstrong.edu

<http://sa.armstrong.edu/careerservices/emprequest.html>

4. SOUTH CAROLINA EMPLOYMENT SECURITY COMMISSION

<https://www.sconestop.org/>

5. BEAUFORT WORKFORCE CENTER

MARJORIE THOMAS, AREA DIRECTOR
164 CASTLE ROCK ROAD
P.O. DRAWER 1067
BEAUFORT, SC 29906
PHONE: 843-524-3351
FAX: 843-524-0904
TELCLAIM: 866-831-1724
E-MAIL: BEAUFORT@SCES.ORG
BPHILLIPS@SCES.ORG
MTHOMAS@SCES.ORG

6. RIDGELAND WORKFORCE CENTER

MARGO ARAGON -PROGRAM COORDINATOR
7774 WEST MAIN STREET
RIDGELAND, SC 29936
PHONE: 843-726-3750
FAX: 843-726-3399
TELCLAIM: 866-831-1724
ABROTHERS@SCES.ORG
MARAGON@SCES.ORG

7. HAMPTON WORKFORCE CENTER

LYNETTE HARLEY
12 WALNUT STREET EAST HAMPTON, SC 29924
PHONE: 803-943-3291
FAX: 803-943-5997
TELCLAIM: 803-943-5712
LHARLEY@SCES.ORG

8 GA DEPT. OF LABOR BRUNSWICK

TAMELA SHIRAH,
2517 TARA LANE
BRUNSWICK, GA 31520-2758
912-264-7244
FAX: (912) 262-3334

9. GA DEPT. OF LABOR HINESVILLE

Mr. Gary Varner, MANAGER
740 GENERAL STEWART WAY - SUITE 202
HINESVILLE, GA 31313-3217
912-370-2595
912-370-2598 FAX

10. GEORGIA DEPARTMENT OF LABOR JESUP

TED BUFORD
263 NORTH BRUNSWICK STREET

JESUP, GA 31546-4373
(912) 427-5842
(912) 427-5881 FAX
(912) 588-2523 TTY

11. GEORGIA DEPARTMENT OF LABOR-SAVANNAH

LARRY YAGHN
5520 WHITE BLUFF ROAD
SAVANNAH, GA 31405-6908
(912) 356-2773
(912) 351-3800 FAX
(912) 303-1634 TTY

12. GEORGIA DEPARTMENT OF LABOR-STATESBORO

BRIAN DAVIS
62 PACKINGHOUSE ROAD
STATESBORO, GA 30458-4116
(912) 681-5156
(912) 681-5228 FAX
(912) 486-2436 TTY

13. GEORGIA DEPARTMENT OF LABOR-VIDALIA

MONTY CRAFT, ACTING MANAGER
16 CARTER CENTER, QUEEN STREET
VIDALIA, GA 30474-4232
(912) 538-3231
(912) 538-3238 FAX
(912) 538-3241 TTY

14. GEORGIA SOUTHERN UNIVERSITY

KENT MURRAY/REID SMITH
DEPT. OF COMM. ARTS
STATESBORO, GA 30460
(912) 478-5702
FAX: 1-912-478-0822
KMURRAY@GEORGIASOUTHERN.EDU
RSMITH@GEORGIASOUTHERN.EDU
WWW.EAGLENET.COM

15. 2ND AFRICAN BAPTIST CHURCH

REV. JAMES CANTRELL
123 HOUSTON ST.
SAVANNAH, GA 31404
P:233-6163
F:1-912-233-2949
E:JHOLMES3166@HOTMAIL.COM

16. SSU

SHAUNCE RILEY [RILEYS@SAVSTATE.EDU]
DIRECTOR OF CAREER SERVICES
PO BOX 20254

SAVANNAH GA 31404
PHONE: 356-2285, 912-356-2202
FAX: 912-356-2464
[HTTPS://SAVANNAHSTATE-CSM.SYMPPLICITY.COM/](https://savannahstate-csm.symplicity.com/)

17. UGA

CECIL BENTLEY
JOB PLACEMENT
COLLEGE OF JOURNALISM
ATHENS GA 30602-3018
(706) 542-4993
USE [HTTP://WWW.CAREER.UGA.EDU/EMPLOYERS/RECRUITINGREQUESTS.HTML](http://www.career.uga.edu/employers/recruitingrequests.html)

18. USC

DR. SONYA DUHE
BROADCASTING DEPT.
JOURNALISM COLLEGE
COLUMBIA, SC 29208
803-777-3321
JOB MATE-[HTTPS://WWW.MYINTERFASE.COM/SC/EMPLOYER/](https://www.myinterfase.com/sc/employer/)

19. SCAD

*OFFICE OF CAREER PLANNING AND PLACEMENT
P.O. BOX 3146
SAVANNAH, GA 31402
912-525-4653
[HTTP://WWW.COLLEGECENTRAL.COM/SCAD/EMPLOYER.CFM](http://www.collegecentral.com/scad/employer.cfm)

20. SSU

DR. CARMEN MANNING-MILLER, DEPT. CHAIR
DEPT. OF MASS COMM.
P.O. BOX 20236
SAVANNAH, GA 31404
P: (912) 358.3376
F: 1-912-351-6588
E: MANNINGC@SAVANNAHSTATE.EDU
CONNERK@SAVANNAHSTATE.EDU- KAREN CONNER, ADMINISTRATIVE ASSISTANT

21. ARMY CAREER ALUMNI PROGRAM

TRANSITION SERVICES MGR.
BUILDING 622
ROOM 315
3RD INFANTRY DIVISION
FT. STEWART, GA 31314
767-2611, 767-8677 FAX: 912:767-8689

22. PROJECT WELCOME HOME

MAMASKY07@AOL.COM* 7/27/05
GALE SKY EDEAWO
12511 LARGO DRIVE

SAVANNAH, GA 31419
912-920-9411

23. CHARLES W. GIBBES*AS OF 5/13/08, STOPPED 6/11/13
ROSE HILL EQUESTRIAN CLUB
20 PLANTER'S ROW
HILTON HEAD, S.C. 29928
PHONE: 843-681-4147
FAX#-843-689-9306

- 24.**FIRST BRYAN BAPTIST CHURCH**
575 W. BRYAN ST.
SAVANNAH, GA 31401
912-232-5526
FAX NUMBER: 232-1564
CONTACT RONALD ELCOCK
**8/2009

25. **100 BLACK MEN OF SAVANNAH**
THOMAS COLEMAN-CO CHAIR OF MENTORING
P.O. BOX 14606
SAVANNAH, GA 31416
PHONE: 866-560-8865
MENTORING@100BLACKMENS AV.ORG 1/25/11
PRESIDENT@100BLACKMENS AV.ORG

26. **EOA OF SAVANNAH**
ARTHUR BEST, EMPLOYMENT SPECIALIST
'ARTB@EOASGA.ORG'
618 W. ANDERSON STREET,
SAVANNAH, GEORGIA 31415
PHONE: (912) 238-2960 - FAX: (921) 238-2977
WWW.EOASGA.ORG 1/26/11

27. **ATLANTA BROADCAST INSTITUTE-**
THEA MARCACCI
[MAILTO: THEA@COMPLETEGAME.TV] *12/13/04

- 28.**ALABAMA STATE UNIVERSITY *09-10-07**
DEPARTMENT OF COMMUNICATIONS
915 SOUTH JACKSON STREET
LEVI WATKINS LEARNING CENTER/5TH FLOOR/#531
MONTGOMERY, AL 36101-0271
(334) 229-4493 - OFFICE
(334) 229-4976 - FAX
E-MAIL: DOKEOWO@ALASU.EDU

29. **MIZZOU MAFIA**
BARBARA G. WILLIS, PH.D.
MISSOURI SCHOOL OF JOURNALISM
ASSISTANT DIRECTOR, CAREER SERVICES
76 GANNETT HALL

UNIVERSITY OF MISSOURI
COLUMBIA, MISSOURI 65211
573-882-0373
WILLISB@MISSOURI.EDU

30. SOUTH UNIVERSITY

GUS R. THOMPSON AS OF 12/13/2011-PRONG 2 *-
SAVANNAH | DIRECTOR, CAREER SERVICES
709 MALL BOULEVARD, SAVANNAH, GA 31406
Phone: (912) 790-4135 Cell: (912) 429-6794

31. Clark University

Andre McKinney, Director
223 James P. Brawley Drive
Atlanta, GA 30314
Phone: 404-880-6701
cppc@cau.edu

32. Florida State University

Jamie Flora, Director of Career Services
University Center 4100, Career Center
Tallahassee, FL 32306
Phone (850) 644-6431
Fax: 850-644-3273
jflora@fsu.edu

33. Fort Valley State University

Romelda Simmons, Director of Career Development Center
1005 State University Drive
Fort Valley, GA 30130 Phone: 478-825-6350 Fax: 478-825-6471
simmonsrr@fvsu.edu

34. Morehouse College

Kellye B. Eccles, Coordinator for Career Placement of Non-Business Majors
830 Westview Drive SW
Atlanta, Ga
Phone: 404-215-2703
vwytatt@morehouse.edu

35. National Association of Black College Broadcasters -as of 3/12

Lo Jelks, Administrator
P.O. Box 3191
Atlanta, GA
Phone: (404) 523-6136
Fax: 404-523-5467
bcrmail@aol.com

36. Paine College as of 3/12

Anthony Holland, Director of Career Services
1235 15th Street
Augusta, Georgia 30901
Phone: 706.821.8307

Fax: 706-432-0708
allenw@mail.paine.edu

37. University of Florida College of Journalism and Communications

Charles Harris
PO Box 118400
Gainesville, Florida
Phone: 352-392-0466
Fax-352-846-2484
charris@jou.ufl.edu

38. Operation Open Doors Goodwill Industry-*Prong 2-2/7/12

7220 Sallie Mood Drive
Savannah, GA 31405
Contact Aileura Crawford
912-663-1242
Fax: 912-354-3787

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

39. Ms. CHRISTIE ADAMS (Stopped 9/24/13)

SAVANNAH HERALD

232-4505
231-0018 FAX

40. SHARON SMILEY-Tanya Milton (Stopped 9/24/13)

SAVANNAH TRIBUNE

233-6128
233-6140 FAX
Email:Sharon@savannahtribune.com

Web Sites and Job Banks

41. WWW.WTOCTV.COM

42. www.TVJobs.com

43. <http://nahj.org/career/jobbank.html>..

44. http://aaja.org/html/programs_html/programs_jobs.html

45. Medialine. *6-16-06
Medialine@medialine.com and mark@medialine.com

46. Mediamatch.com
<http://www.media-match.com/postjob.php>

47. Creative Coast.org/Savannahjobs.com-started 10/21/08-Not Prong 2

48. **Employer Partnership of the Armed Forces (Hero2Hired)-**

Not Prong 2-1-26-12
www.h2h.jobs
Allen Froman, recruiter
208 West General Stewart Way
Hinesville, GA 31313
910-728-2518
allen.froman@usar.army.mil

49. SBE.org

Society Broadcast Engineers
kjones@sbe.org
Society of Broadcast Engineers, Inc.
9102 North Meridian Street, Suite 150
Indianapolis, IN 46260
Phone: (317) 846-9000
Fax: (317) 846-9120

50. 602 Communications

Sandy Lizik
4349 E. Colter Street
Phoenix, AZ 85018
(602) 945-8373
slizik@602communications.com

51. www.naja.com

Email:Rebecca Landsberry (rebeccalandsberry@naja.com)

OTHER

- 52. Television Ad/Electronic Classifieds
- 53. Internal Posting
- 54. Employee Referral (including raycommmedia.com and Job Fair)
- 55. Word of Mouth
- 56. Call in/Walk in
- 57. NPPA Association
- 58. CareerBuilder
- 59. LinkedIn
- 60. Spots N Dots
- 61. Unposted websites

APPENDIX B

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 3/12/13

Describe Nature of Initiative:

WTOC Sponsored a Job Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC participated in the Georgia Association of Broadcasters Job Fair at Georgia Southern University in Statesboro, Georgia. Christine Edwards, our Programming Coordinator talked to Journalism and Broadcasting student about possible internships and positions at the station.

Names of Station Personnel involved in Initiative:

Christine Edwards

Date(s) of Initiative Event(s): November 2012-November 2013

Describe Nature of Initiative:

Internship Program

Under the guidance of WTOC News Room, News Production and Marketing staff, interns helped with the studio production of newscast, helped to produce a newscast, posted to wtoc.com, and worked in the Graphics department and helped to archive video.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Training and orientation of Broadcast and Journalism students from Savannah State,

UGA, Armstrong Atlantic State University, Savannah Arts Academy and Georgia Southern University

Names of Station Personnel involved in Initiative:

Sharon Burson
Craig Harney
Laura Phelps
Jan Smith
Donald Graham
Alicia Briscoe

Date(s) of Initiative Event(s): November 15th 2012– November 2013

Describe Nature of Initiative:

Listed every upper-level opening in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities, including:

National Association of Native American Journalist Association- www.naja.org

National Association of Hispanic Journalists (NAHJ) - <http://nahj.org/career/jobbank.html>

Asian American Journalists Association (AAJA) -
http://jobs.aaaja.org/employer/signin_emp.php.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Listed every job posting to these Diversity websites.

Names of Station Personnel involved in Initiative:

Christine Edwards

Date(s) of Initiative Event(s): 2/12/13

Describe Nature of Initiative:

Participation in Community Events sponsored by Educational Institutions-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC BUREAU CHIEF DAL CANADY PARTICIPATED IN THE 16 TH ANNUAL TATNALL COUNTY HIGH SCHOOL CAREER DAY. HUNDREDS OF STUDENTS AT TATTNALL COUNTY HIGH SCHOOL GOT A JUMP START AT THEIR ANNUAL CAREER DAY. PROFESSIONALS FROM A WIDE VARIETY OF FIELDS CAME OUT TO HELP. STUDENTS GOT TO MEET WITH FIVE PRESENTERS TO HEAR THE REWARDS AND THE DRAWBACKS OF THEIR PROFESSIONS. COUNSELORS SAY STUDENTS ARE ALREADY REQUIRED TO MAKE SOME CAREER CHOICES - IN HIGH SCHOOL.

Names of Station Personnel involved in Initiative:

DAL CANNADY

Date(s) of Initiative Event(s): 3/27/13

Describe Nature of Initiative:

Participation in Community Events sponsored by Educational Institutions-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC ANCHOR DAWN BAKER TALKED TO MORE THAN 120 STUDENTS ... EDUCATORS AND SOME AT METROPOLITAN BAPTIST CHURCH FOR ASHE TREE LEARNING ACADEMY CAREER DAY. MANY OF THE STUDENTS DRESSED UP AND TALKED ABOUT WHAT THEY WANT TO BECOME WHEN THEY GROW UP. DOCTORS ... LAWYERS ... ENGINEERS ... RACE CAR DRIVERS ... POLICE OFFICERS WERE SPEAKERS. DAWN BAKER TALKED ABOUT HER CAREER AS A NEWS REPORTER/ANCHOR AND OFFERED A LITTLE MOTIVATION TO THE STUDENTS.

Names of Station Personnel involved in Initiative:

DAWN BAKER

Date(s) of Initiative Event(s): February 16th 2013

Describe Nature of Initiative:

Participation in Community Events sponsored by Educational Institutions-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC News Anchors and WTOC News Director participated in the 62nd annual Southern Press Institute at Savannah State University. Professional Journalists shared their work, and secrets to their success to crowds of high school and college students who'd like to work in the business.

Names of Station Personnel involved in Initiative:

BRANDI CUMMINGS

Dawn Baker

Sonny Dixon

Jan Smith

Date(s) of Initiative Event(s): November-December 2013

Describe Nature of Initiative:

Participation in Community Events sponsored by Educational Institutions and Community Groups-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Members of WTOC staff participated in the Explorer Program and Learning for Life group in which Johnson High School and Savannah Arts Academy marketing class students took part. These students learned marketing techniques from employees that included Social Media Strategies and promoting the on-air product. At the end of the program, groups of the students made a marketing presentation about their experience in the program.

Names of Station Personnel involved in Initiative:

Alicia Briscoe
Christine Edwards
Sonny Dixon

Date(s) of Initiative Event(s): 4/17/13

Describe Nature of Initiative:

Participation in Community Events sponsored by Community Organizations-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC staff represented WTOC at the Technology Association of Georgia Veteran's Job Fair at Armstrong Atlantic State University. Open to all veteran job seekers, active duty military members, guard and reserve members, and military spouses.

Names of Station Personnel involved in Initiative:

Christine Edwards

Date(s) of Initiative Event(s): 4/17/13 and 11/13/13

Describe Nature of Initiative:

Participation in events sponsored by Community Organizations-

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC participated in Junior Achievement Job Shadow Day in which area high school students shadowed different sections of the station including news, marketing and engineering.

Names of Station Personnel involved in Initiative:

Christine Edwards, Sonny Dixon and Timothy Williams

Date(s) of Initiative Event(s): 11/15/13-11/30/13

Describe Nature of Initiative:

WTOC Tours to Elementary, Middle and High School Students

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

In-depth tours of the station were given to various school groups during the year. These included meteorology and science classes, 4-H and Boys and Girls Clubs and broadcasting and journalism classes. Some tours included a weather lesson from Meteorologist Dave Turley on hurricanes and other weather related issues. Other tours included a brief history of the station, a walk through 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.

A List of School-aged Tour Groups.

1. **1/15/13-Cub Scouts** toured the station and learned about the different functions of the newscast. Plus, they learned about the weather through WTOC Meteorologist Big John Wetherbee.
2. **2/13/13-West Chatham Elementary-** toured the station and learned about the different functions of the newscast.
3. **5/03/13-StarBase Students-**students visited the station to get a real life feel of television. They also stayed for the Noon News.
4. **5/08/13-Trinity Christian School in Statesboro-**Students visited to learn about weather from Meteorologist Dave Turley.
5. **5/14/13-Students from Trinity Presbyterian in Liberty County** visited the station to get a real life feel of television. They also stayed for the Noon News and taped a segment for their own school newscast.
6. **5/23/13 and 5/30/13-Students from the Educational Talent Search program** at Whale Branch and Hardeeville Elementary toured the station an
7. **6/17/13-Campers from Youth Career Camp 2012 in Statesboro** toured the station and learned about Communications and Broadcasting.
8. **6/21/13-30 Upward Bound students from The Technical College of the Lowcountry** toured the station to learn about what happens in a news station.
9. **7/1/13-4-H's from Darien, GA** toured to the station to learn about the news business. To close out the tour, the campers stayed for the live broadcast of

the Noon News.

10. 7/2/13-Campers from the FUSION Summer Camp in Hardeeville toured the station and learned about the different areas at WTOC. They then stayed for the Noon News.
11. 7/17/13-Campers from Wesley Community Center toured the station and learned about the different areas at WTOC. They then stayed for the Noon News.
12. 7/19/13- Campers from Cultural Arts Learning Summer Camp toured the station and learned about the different areas at WTOC. They then stayed for the Noon News.
13. 8/7/13-SCAD Sound Design college students toured the station to learn about different careers in broadcasting that would use sound. Students looked at the audio booths and shadowed during the Noon News. They also had a chance to see the live truck.
14. 10/17/13-SCCPSS science teachers visited WTOC to learn how the weather is forecasted on television.
15. 11/19/13-Marines from the Marine Corps station in Beaufort, South Carolina stopped by for a tour to help them better themselves in Public Affairs while serving overseas and at the base.
16. 11/25/13-Cub Scout Tour- Cub Scout Pack 691 toured the station and learned about the different functions of the newscast. Plus, they learned about the weather through WTOC Meteorologist Big John Wetherbee.
17. 11/26/13- Richmond Hill Middle School-Students visited to learn about weather from Meteorologist Dave Turley and watched the Noon News.

Names of Station Personnel involved in Initiative:

Christine Edwards
Dave Turley
Sonny Dixon
Patrick Means
Mike Johns

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

WTOC Community Outreach

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC PSA running throughout the year alerting public organizations that they can be put on the station list of master recruitment sources to be notified of future openings.

Names of Station Personnel involved in Initiative:

Christine Edwards
Craig Harney
Bill Cathcart
Frances Chalmers

Date(s) of Initiative Event(s): 3/29/13 and 10/11/13

Describe Nature of Initiative:

Participation in Georgia Southern University Broadcasting Advisory Board

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Programming Coordinator Christine Edwards served on the Georgia Southern Broadcasting Advisory Board with other local area broadcasters. This board advises the Broadcasting department on ideas of making the Broadcasting program at Georgia Southern better and preparing students for the real world. Participants also spoke to Intro to Communications class about getting into the business.

Names of Station Personnel involved in Initiative:

Christine Edwards

Date(s) of Initiative Event(s): 9/25-9/26/13

Describe Nature of Initiative:

Training-Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOC Department Heads/managers completed the Employment Law Webinar "Labor & Employment Law – From a Different Angle." Sessions lasted around 45 minutes, and were conducted by attorneys from the employment law firm of Ogletree Deakins. The training covered the most recent legal developments/trends in employment law (such as unlawful retaliation, non-sexual harassment, etc.).

Names of Station Personnel involved in Initiative:

Bill Cathcart
Laura Phelps
Craig Harney
Frances Chalmers
Alicia Briscoe
Scott Dempsey
Lorne Earle

Date(s) of Initiative Event(s): 11/14/13-11/30/13

Describe Nature of Initiative:

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

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

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.

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.

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.

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 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.

Names of Station Personnel involved in Initiative:

WTOC station staff

Date(s) of Initiative Event(s): 11/15/12-11/30/13

Describe Nature of Initiative:

WTOC Participated in Establishment of training programs for station personnel

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

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 sequence is the next step after the observational mentoring program outlined below.

Names of Station Personnel involved in Initiative:

Joel Kepple
Jan Smith

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

WTOC Participated in Establishment of a mentoring program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Internal mentoring program enables station personnel to acquire skills that could qualify them for higher positions. This includes shadowing different employees from different areas in the station. This is the first step in identifying entry-level employees who have interest and aptitude for advancement within the station. Those identified would then move to the previously described internal training with actual hands-on skills training.

Names of Station Personnel involved in Initiative:

Laura Phelps
Sharon Burson
Joel Kepple
Jan Smith
Patrick Means

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.