

# EEO Public File Report

Station: **WKRГ-TV**

Period covered by report: **12/1/13 - 11/30/14**

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title.

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	Number Hired	Recruitment Source for Hire
1	Account Executive	05/21/13	12/09/13	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
2	On-line Producer	06/11/13	02/24/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
3	Photojournalist	09/17/13	12/09/13	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
4	Photojournalist	09/19/13	04/22/13	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
5	Account Executive	10/17/13	01/06/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
6	Account Executive	10/16/13	01/06/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
7	Local Sales Manager	10/17/13	01/06/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Formal Employee Referral/Word of Mouth
8	Producer	01/24/14	02/24/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	WKRГ.com/mediageneral.com

Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*							
Full-Time Position	Position Title	Date Open	Date Filled		Total # Interviewed	Number Hired	Recruitment Source for Hire
9	Digital Sales Manager	02/14/14	06/02/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Former Employee Referral/Word of Mouth
10	Inventory Control Supervisor	06/02/14	09/18/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	WKRG.com/mediageneral.com
11	Account Executive	08/18/14	10/13/14	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Former Employee Referral/Word of Mouth
				TOTAL Interviewed:	37	11	

	Recruitment Source Analysis					
			Total number of persons interviewed for full-time vacancies			
	Station:	WKRG-TV				
	Period Covered by Report:	12/1/13 to 11/30/14				
	Recruitment Sources Contacted for Each Full-Time Vacancy					
Source No.	Recruitment Source	Address	Contact	Telephone No.	Total Interviewed by Source	Entitled to Notification
1	Florida Association of Broadcasters, Inc.	201 South Monroe Street, Suite 201, Tallahassee, FL 32301	Job Listings	850-681-6444		N
2	National Association of Black Journalists	8701 A Adelphi Rd., Adelphi, MD 20783-1716	nabj.org	301-445-7100		N
3	National Association of Hispanic Journalists	529 14th Street NW, Washington, DC 20045	www.nahj.org	202-662-7145		N
4	Mobile Branch NAACP	419 Lexington Avenue, Mobile, AL 36603	Jimmie Gardner, President	251-433-1145		N
5	WKRG.com/mediageneral.com	www.wkrg.com/www.mediageneral.com	Susan Ellenburg	601-969-4561	12	N
6	Alabama Broadcasters Association	1316 Alford Avenue, Suite 201, Birmingham, AL 35226	Job Bank	205-979-1690		N
7	Alabama State Employment Service	515 Springhill Plaza Court, Mobile, AL 36608	Job Postings	251-461-4146		N
8	Escarosa Career Center (aka FL Jobs & Benefits Ctr)	3670 A North L Street, Pensacola, FL 32523-8790	Job Postings	850-595-5200		N
9	University of South Alabama	Career Services Center, Meisler Hall, Suite 2100, 307 University Boulevard, N., Mobile, AL 36688-0002	Co-op & Placement Svcs.	251-431-6445		N
10	Bishop State Community College	351 N. Broad Street, Mobile, AL 36603	Job Placement	251-690-6801		N
11	Springhill College	4000 Dauphin Street, Mobile, AL 36608	Career Services	251-660-7410		N
12	University of Mobile	P. O. Box 13220, Mobile, AL 36613	Placement Office	251-442-2273		N
13	Faulkner State Community College	1900 U.S. Hwy. 31 S., Bay Minette, AL 36507	Mass Comm. Dept.	800-231-3752		N
14	Alabama State University	915 S. Jackson St., Montgomery, AL 36101-0271	Placement Programs	334-229-4100		N
15	University of West Florida	11000 University Parkway, Pensacola, FL 32514	Career Center	850-484-6471		N
16	Pensacola Junior College	1000 College Blvd., Pensacola, FL 32504	Student Job Services	850-484-1575		N
17	University of North Carolina, School of Journalism & Mass Communications	Campus Box 3365, Chapel Hill, NC 27599-3365	Career Services	919-962-4518		N
18	University of Georgia, Grady College	UG Journalism Building, Rm 211-C, Athens, GA 30602	Placement Office	706-542-1704		N
19	Florida State University	University Center A4100, Tallahassee, FL 32306-2490	Credentials Coordinator	850-644-6431		N
20	University of Alabama	P. O. Box 870293, Tuscaloosa, AL 35487-0293	Career Center	205-348-5848		N
21	Louisiana State University	1502 CEBA Building, Baton Rouge, LA 70803-6403	Career Services	225-578-2162		N
22	Troy State Univ., Hall School of Journalism	101 Wallace Hall, Troy, AL 36082	Brenda McDuffie	334-670-3289		N
23	Auburn University, Dept. of Communication	217 Tichenor Hall, Auburn University, AL 36849	Ric Smith	334-844-2727		N
24	Auburn University, Career Services	303 Martin Hall, Auburn University, AL 36849	Karen Allen	334-844-4747		N
25	Poarch Band of Creek Indians	5811 Jack Springs Road, Atmore, AL 36502	JTPA Coordinator	334-368-9136		N
26	TVJobs.com	P.O. Box 4116, Oceanside, CA 92052	www.tvjobs.com	800-374-0119		N
27	Internal Applicant					N
28	Other source/Walk-in/phone inquiry/Self Initiated/Employee Referral/Former Employee Referral/Word of Mouth				25	N
					37	

**Supplemental Outreach Initiatives**

This form is to be placed in the Public File Annually

**Station:****WKRG-TV****Period Covered by Report****12/1/13 to 11/30/14**

Date	Initiative	Description	Personnel Involved by Title	Explanation
On-going	Intern Program	Expose eligible college students to a broadcasting environment	John Nodar, Meteorologist, Emily Forrester, EP; Mike Rausch, Director of Digital Journalism	Host interns from area colleges and universities who are majoring in broadcasting for credit hours.
On-going	Training Programs & Employee Development	Training employees to be able to perform jobs other than the position for which they were hired.	Mark Bunting, VP/GM; Mike Rausch, Director of Digital Journalism; Tina Coffman, GSM; Dave Mooney, Digital Content Support Director;	Department heads are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets and cross-training so they may be able to perform other job responsibilities.
On-going	Periodic events sponsored by educational institutions relating to careers in broadcasting.	Expose eligible high school and college students to a broadcasting environment	Alan Sealls, Chief Meteorologist, John Nodar, Meteorologist, Mark Bunting, VP/GM; Tina Coffman; GSM	Station representatives inform students of job opportunities at WKRG, and explain types of skills needed to pursue broadcast career paths. Students are also encouraged to sign up for site tours to see how a television station operates.
8/15/14	ABA Career Fair	Discussed with the participants the careers available in broadcast - both in front of the camera and behind the scenes.	Susan Ellenburg, HR Business Partner; Mark Bunting, VP/GM.	During the annual conference of the ABA a special career fair was held for National Guard soldiers and recruits from all over the state. Local colleges - UAB and Alabama - also send their soon to be graduates to this event held at the Hyatt Regency in Hoover.