

Exhibit B7

Director of Digital Strategy and
Operations

(April 20, 2015)

ABC JOB VACANCY RECRUITMENT SUMMARY SHEET¹

(NOTE: FCC REQUIRES RECRUITMENT FOR ALL FULL-TIME, NON-TEMPORARY STATION JOBS NOT FILLED THROUGH INTERNAL PROMOTIONS, WITH RARE EXCEPTIONS THAT MUST BE REVIEWED WITH YOUR FCC LAWYER: USE THIS FORM & FOLLOW INSTRUCTIONS IN FOOTNOTE 1 TO COLLECT MANDATED FCC INFORMATION FOR ALL SUCH JOBS)

JOB TITLE: Director of Digital Strategy & Operations STATION(S): WTVN-TV
DATE OPEN: 11/3/14 DATE FILLED: 4/20/2015 Circle one: TEMPORARY/PERMANENT²
Circle one: FULL-TIME/PART-TIME³ Circle one: INTERNAL PROMOTION/OUTSIDE HIRE⁴
PERSON HIRED: John Kurza IV
REFERRAL SOURCE OF PERSON HIRED: disneycareers.com

OUTREACH EFFORTS (attach dated copies of all ads, letters, faxes, emails, internet postings, etc.)

- Notice sent to Disneycareers.com Job Posting (indicate yes or no & give posting dates): Yes, 11/3/14
- Date and method of transmission to organizations on station mailing list: Mail, Fax, email - 11/5/14
(attach mailing list or indicate "as of" date of mailing list used)⁴
- Notice posted on station web site (indicate yes or no & give posting dates): Yes, 11/3/14
- Notice sent to state broadcaster association (indicate yes or no & give date): no
- Ads placed in the following publications (indicate yes or no, list publications & give dates): Yes, See "Job Posting Sources" - 11/3/14, 11/10/14, 11/17/14, 11/20/14
- Notice placed on station web site (indicate yes or no & give date): Yes, 11/3/14
- Notices placed on the following non-ABC web sites: Yes, See "Job Posting Sources" sheet
- Opening promoted at following job fairs (indicate yes or no, include name & date of job fair): no
- Universities (which, when): no Yes, See "Job Posting Sources" sheet
- Employment agencies/talent agents/ad agencies (which, when): no
- Internship programs (which): no
- Other (which, when): no

¹ For each job filled at the station, prepare a manila folder labeled with the station name, job title, open date and fill date. The folder should include this ABC Job Vacancy Recruitment Summary Sheet, fully completed, all interviewee resumes and cover letters, and all back-up documentation regarding recruitment methods and sources (copies of ads, emails, etc.). The form and folder should be complete and must be sent to the keeper of the internal station EEO files before the new employee is put on the company payroll. **NOTE:** This form and the related back-up do **NOT** go in the station's public inspection file. They should be kept in a separate location where they can be immediately available, at any time during normal business hours, in the event of an FCC audit. You will also need to refer to these records when preparing your station's Annual EEO Public File Report. These records should be retained, in either paper or electronic format, until the grant of the license renewal application covering the license term during which the hire or activity occurs.

² The FCC defines a temporary position is one that lasts six months or less. Positions that end up lasting more than six months are considered by the FCC to be permanent. The FCC does not require recruitment for temporary positions. However, recruitment for temporary positions that become permanent must be done either at the time that the temporary position is being filled or later but before the position has lasted a total of six months.

³ The FCC defines a full-time position is one that involves 30 hours or more per week. A job that involves fewer than 30 hours per week is considered part time. The FCC does not require recruitment for part-time positions.

⁴ All versions of this list must be dated with "as of" date & retained for duration of license term. List must include names, addresses, contact persons & phone numbers. List must also distinguish between organizations that asked to be on station mailing list and those that did not.

JOB POSTING SOURCES EEO – revised 11/06/2014

WTVD post all job openings on the following internal websites:

<u>PUBLICATION:</u>	<u>FAX #:</u>	<u>PHONE #:</u>	<u>CONTACT:</u>
Disneycareers.com Job Listings		919-683-1111	Michelle Gaddy

WEBSITE:

WTVD ABC 11/www.abc11.com		919-683-1111	Andrea Epps
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WTVD sends a current job listing to all of the following organizations:

COLLEGE/UNIVERSITIES

<u>PUBLICATION:</u>	<u>FAX #:</u>	<u>PHONE #:</u>	<u>CONTACT:</u>
North Carolina Central University P.O. Box 19585 Alex Dunn Bldg. Durham, NC 27707 (Historically Black College)	EMAIL	919-530-6803	Felecia Casey-Hicks
University of North Carolina- Chapel Hill 211 Hanes Hall CB # 5140	919-962-2197	919-962-6507 (Part-time) 800-999-8725 (Full-time)	Jeff Sackaroff
UNC Career Services		919-843-0844	Emily Strader
North Carolina State University University Career Center Campus Box 7303 Raleigh, NC 27695	919-515-4210	919-515-2396	Woody Catoe
St. Augustine's College 118 E. South Street Raleigh, NC 27601 (Historically Black College)		919-516-4092	Debra Fields careerservices@st-aug.edu
Fayetteville State University Career Services Suite 230/ SBE Building 1200 Murchison Road Fayetteville, NC 28301	910-672-1684	910-672-1205	Marquita Smith
Duke University Career Services Box 90950 Durham, NC 27708	919-660-1071	919-660-1053	Sara London career-employer@studentaffairs.duke.edu

COLLEGE/UNIVERSITIES**PUBLICATION:****FAX #:****PHONE #:****CONTACT:****Shaw University**

Office of Career Services
 118 E. South Street
 Raleigh, NC 27601
 (Historically Black College)

919-278-2672

Nikeshia Rollack
 Career Development or

Cassandra Mithcell, Chair
 Mass Communications

Durham Technical Community College

1637 Lawson Street
 Durham, NC 27703

919-686-3396

919-686-3610

Tom Russo, Coordinator
 jobboard@durhamtech.edu

Campbell University

Department of Mass Communications
 POB 130
 Buies Creek, North Carolina 27506

910-893-1520

Cheryl Cruickshank

LOCAL AGENCIES**FAX#****PHONE#****CONTACT:****NAACP**

POB 3312
 Durham, NC 27702

919-682-4930

Fred Foster

Durham Literacy Council

1410 Duke Univ. Rd.
 Durham, NC 27701

919-489-7637

919-489-1456

Reginald Hodges

Women's Center

PO Box 1057
 Chapel Hill, NC 27514

919-932-3125

919-968-4610

Shuly Caywood
 www.womenspace.org

Disability Awareness Council

503 W. Franklin Street, #114
 Chapel Hill, NC 27516

919-969-3032
ext. 528

Melinda Marsh

Durham Rescue Mission

PO Box 118 58
 Durham, NC 27703

919-688-3117

919-688-9641

Kristi Z

Salvation Army

919-688-3437

919-688-7306

Debbie Avolin

Life Sufficiency Program

P.O. Box 1330
 Durham, NC 27702

Durham Crisis Response Center

Coalition for Battered Women
 PO Box 688 Durham, NC 27702

919-490-9726

919-403-9425

Ada Gregory

LOCAL AGENCIES**FAX#****PHONE#****CONTACT:**

Employment Security
Commission
1105 S. Briggs Rd
Durham, NC 27703

919-560-3387

919-560-6880
ext. 236/235

Linzie B. Atkins, III

Urban Ministries of Durham (UMD)
410 Liberty St.
Durham, NC 27701

919-682-0538

Alexander Herring

Delta Sigma Theta, Inc
Raleigh Chapter
PO Box 27414
Raleigh, NC 27611-7414

Jane Foxlong

St. Andrews Church
Apex, NC

919-387-0144

Paul Dean

Mt. Calvary Lighthouse of Faith
500 N. Drier Street
Durham, NC 27703

919-688-7670

Kenya Meyers

NATIONAL**MINORITY PUBLICATIONS****FAX#:****PHONE#:****CONTACT:**

NABJ (Triangle Chapter)
PO Box 311
Durham, NC 27701

919-539-8235

Gayle D. Hurd
and
Ken Smith

Alliance for Women
in Media
1595 Spring Hill Rd. Ste. 330
Vienna, VA 22182

703-506-3266

703-506-3290

Michelle Spencer
www.allwomeninmedia.org
(post listings under careerline)

National Association of Hispanic Journalists (NAHJ)
(editorial postings only)

202-662-7145

Kevin Olivas

WTVD sends job postings to the following websites per the hiring manager's request:

ON-LINE SOURCES/EMAIL

American Asian Journalist Association
Accepts postings through e-mail only
Post@aja.org

415-346-2051

Albert Lee

Journalismjobs.com is the website
Send email to: ads@journalismjobs.com

510-524-2007

Dan Rohn

Monster.com**Mediabistro.com****Indeed.com**

ON-LINE SOURCES/EMAIL

Spots 'n' Dots
167 Oakdake Road
Johnson City, NY 13790

800-978-7635

Emily McKay
sales@spotsndots.com

Graeme Newell's Marketing Ideanet
(Promotions only)

704-543-1426

Graeme Newell
www.602communications.com

TVJOBS.COM

TRIANGLEHELPWANTED.COM

BROADCAST CABLE FINANCIAL MANAGEMENT ASSOCIATION
BCFM.com

NCACPA.org

POYNTER
Careers.poynter.org

POYNTER
Careers.poynter.org

IRE website (Investigative Reporters and Editors)
www.ire.org/jobs/post-job / jobposting@nicar.org 573-882-2042

WTVD sends job postings to the following newspapers per the hiring manager's request:

<u>PUBLICATION:</u>	<u>FAX #:</u>	<u>PHONE #:</u>	<u>CONTACT:</u>
Durham Herald Sun 2828 Pickett Road PO Box 2092 Durham, NC 27702	919-419-6773	919-419-6997	Theresa Ellis
News & Observer 215 S. McDowell Street Raleigh, NC 27601	919-829-4489	919-829-8970	Brookie Holloway
Fayetteville Observer PO Box 849 Fayetteville, NC 28302	910-323-1451	910-609- 0668	Iris Mitchell www.fayettevillenc.com/classifieds
The Chapel Hill News PO Box 870 Chapel Hill, NC 27514	919-968-4953	919-932-2000	Martha Collins
The Chapel Hill Herald 2828Pickett Road PO Box 2092 Durham, NC 27702	919-419-6773	919-967-6581	Classified Denise Ellis
Richmond Times Dispatch 300 E. Franklin Street Richmond, Va 23219	804-819-5556	804-643-4414	Judith Harris

PUBLICATION:	FAX #:	PHONE #:	CONTACT:
Roanoke Times PO Box 2491 Roanoke, Va 24010	540-981-3403	540-981-3311	Carol Allen
Wilmington Star News PO Box 840 Wilmington, NC 28402	910-343-2229	910-343-2353	Mary Lockfaw www.wilmington.classified@wilmingtonstar.com
Greenville Daily Reflector PO Box 1967 Greenville, NC 27835	252-752-9583	252-931-4200	Jessie Stanley GDRclassrep1@coxnews.com
Charlotte Observer PO Box 32188 Charlotte, NC 28232	704-358-5340	704-358-5324	Robin Collins
Asheville Citizens Times 14 O' Henry Avenue Ashville, NC 28801	828-258-8019	800-800-4204 ext.5980	Classified
Greensboro News & Record PO Box 20848 Greensboro, NC 27420	336-373-7043	336-373-7127	Shaquana Richardson
Herald Journal (Spartansburg, SC) PO Box 1657 Spartansburg, SC 29304	864-594-6394	864-582-4511	Sylvia classified.lineads@shj.com
Greenville News (Greenville SC) PO Box 1688 Greenville, SC 29602	864-298-4019	864-298-4100	Emma tviers@greenvillenews.com
The State (Columbia SC) PO Box 1333 Columbia, SC 29202	803-771-8363	803-771-8380	Camille
Burlington Times News (Graham / Mebane) PO Box 481 Burlington, NC 27216	336-228-1889	336-227-0131	Lindsay Frazier
Mebane Enterprise 106 N. Fourth Street Mebane, NC 27302 (weekly)	919-563-9242	919-563-3555	Lacey Bennett mebenter@mebtel.net
The Alamance News (Graham) PO. Box 431 (weekly) Graham, NC 27523	336-229-9602	336-228-7851	Chris alamancenews@mail.com
The Courier Times (Roxboro) (weekly)	336-597-2773	336-599-0162	Gail Foushee classified@roxboro-courier.com

Director of Digital Strategy & Operations (Posted - 11/3/14)

ABC11/WTVD, the abc owned station in the fast growing Raleigh-Durham market, is looking for a Director of Digital Strategy and Operations. Working closely with news, marketing and sales, this person will devise and execute digital content strategies that promote growth and engagement, evaluate metrics and set benchmarks to help refine the strategy, assess external trends and determine their potential relevance and impact internally, develop best practices for each platform based on analytical data, and lead new content and other initiatives across all digital platforms, including the web, mobile and social media. And did we mention, jump in to create content and put out daily fires? This is a high energy, hands-on position in a fast paced and competitive environment where the landscape can change very quickly. The candidate must have serious digital knowledge, be nimble and flexible as necessary, exhibit a passion for the field and have strong interpersonal skills, along with the ability to lead, influence and effectively work and communicate with diverse individuals in multiple departments. Candidate must also have a proven ability to plan, develop and implement digital strategies that produce results, have a solid knowledge of optimization, and understand social media metrics. Experience working in a news environment is a plus.

Please apply for the position online, by logging on to www.disneycareers.com and search for the job title Director of Digital Strategy & Operations, ReqID# 222323BR, create a candidate profile and **UPLOAD YOUR RESUME PROFILE**. - Equal Opportunity Employer - Female/Minority/Veteran/Disability.

Gaddy, Michelle

From: Gaddy, Michelle
Sent: Wednesday, November 05, 2014 3:50 PM
To: 'fcaseyhicks@nccu.edu'; 'SMITH, MARQUITA'; 'careerdevelopment@shawu.edu'; 'jobboard@durhamtech.edu'; 'aherring@umdurham.org'; 'dean3384@bellsouth.net'; 'gayle@pivotpoint-media.com'; 'tvgyrle@aol.com'; 'ksmith@wral.com'; 'ksbmyers@aol.com'
Subject: WTVD Job Opening (2)

Please place the following job openings in any of your organization's publications or other venues you deem appropriate.

Director of Digital Strategy and Operations:

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Part-time Web Producer:

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NOTE: This position requires working night, weekend and holiday shifts. Please do not apply if you're not able or willing to fulfill this requirement.

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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Felecia Casey-Hicks
Company:	NCCU
Phone:	919 530 6803
Email:	fcaseyhicks@ncu.edu
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.

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 Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

Facsimile Cover Sheet

To:	Marquita Smith
Company:	FSU
Phone:	910 672 1205
Email:	mtsmith@uncfsu.edu
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

Facsimile Cover Sheet

To:	Nikeshia Rollack, Career Development
Company:	Shaw University
Phone:	919 278-2672
Email:	careerdevelopment@shawu.edu
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Tom Russo
Company:	Durham Tech
Phone:	919 686 3652
Email:	<u>jobboard@durhamtech.edu</u> or russot@durhamtech.edu
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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 Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

To:	Alexander Herring
Company:	Urban Ministries of Durham (UMD)
Phone:	919 682 0538
Email:	aherring@umdurham.org
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.



411 Liberty St STREET
DURHAM, NC 27701

To:	Paul Dean
Company:	St. Andrews Church
Phone:	919 387 0144
Email:	dean3384@bellsouth.net
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
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411 Liberty St STREET
DURHAM, NC 27701

Facsimile Cover Sheet

To:	Gayle D. Hurd
Company:	NABJ
Phone:	919-539-8235
Email:	<u>gayle@pivotpoint-media.com</u> or <u>tvgyrle@aol.com</u> <u>/ksmith@wral.com</u>
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.

 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1452
 DESTINATION ADDRESS 919199622197
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:23
 USAGE T 01' 24
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Jeff Sackaroff
Company:	UNC-CH
Phone:	919 962 6507
Fax:	919 962 2197
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.

Director of Digital Strategy and Operations:

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 Equal Opportunity Employer - Female/Minority/Veteran/Disability

Part-Time Web Producer



411 Liberty St STREET
DURHAM, NC 27701

Facsimile Cover Sheet

To:	Jeff Sackaroff
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Phone:	919 962 6507
Fax:	919 962 2197
From:	Monica Barnes
Company:	WTVD ABC 11
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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
 DURHAM, NC 27701

To:	Cheryl Cruickshank
Company:	Campbell University
Phone:	910 893 1520
Mailed:	POB 130
	Buies Creek, NC 27506
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
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November 6, 2014



Cheryl Cruickshank
Campbell University
PO Box 130
Buies Creek, NC 27506

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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

To:	Fred Foster
Company:	NAACP
Phone:	919 682 4930
Mailed:	POB 3312, Durham, NC 27702
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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November 6, 2014



Fred Foster
NAACP
PO Box 3312
Durham, NC 27702

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 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1453
 DESTINATION ADDRESS 99194897637
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:25
 USAGE T 01' 31
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Reginald Hodges
Company:	Durham Literacy Council
Phone:	919 489 8383
Fax:	919 489 7637
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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Part-time Web Producer:



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DURHAM, NC 27701

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To:	Reginald Hodges
Company:	Durham Literacy Council
Phone:	919 489 8383
Fax:	919 489 7637
From:	Monica Barnes
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 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1454
 DESTINATION ADDRESS 99199323125
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:27
 USAGE T 01'15
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Shuly Caywood
Company:	Women's Center
Phone:	919 968 4610
Fax:	919 932 3125
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Shuly Caywood
Company:	Women's Center
Phone:	919 968 4610
Fax:	919 932 3125
From:	Monica Barnes
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411 Liberty St STREET
DURHAM, NC 27701

To:	Melinda Marsh
Company:	Disability Awareness Council
Phone:	919 969 3032 x528
Mailed:	503 W. Franklin Street, #114
	Chapel Hill, NC 27516
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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November 6, 2014



Melinda Marsh
Disability Awareness Council
503 W. Franklin Street, #114
Chapel Hill, NC 27516

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 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1455
 DESTINATION ADDRESS 99196883117
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:35
 USAGE T 01'02
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Kristie Z
Company:	Durham Rescue Mission
Phone:	919 688 9641
Fax:	919 688 3117
Email:	kristiz@durhamrescuemission.com
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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 Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

Facsimile Cover Sheet

To:	Kristie Z
Company:	Durham Rescue Mission
Phone:	919 688 9641
Fax:	919 688 3117
Email:	kristiz@durhamrescuemission.com
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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Equal Opportunity Employer - Female/Minority/Veteran/Disability

 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1456
 DESTINATION ADDRESS 99196883437
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:30
 USAGE T 01'16
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Debbie Avolin
Company:	Salvation Army
Phone:	919 688 7306
Fax:	919 688 3437
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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Part Time Web Producer



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 DURHAM, NC 27701

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 Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

To:	
Company:	Life Sufficiency Program
Mailed:	POB 1330, Durham, NC 27702
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.

November 6, 2014



Life Sufficiency Program
PO Box 1330
Durham, NC 27702

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Equal Opportunity Employer - Female/Minority/Veteran/Disability

 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1457
 DESTINATION ADDRESS 99194909726
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:32
 USAGE T 01' 07
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

Facsimile Cover Sheet

To:	Ada Gregory
Company:	Durham Crisis Response Center
Phone:	919 403 9425
Fax:	919 490 9726
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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411 Liberty St STREET
 DURHAM, NC 27701

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To:	Ada Gregory
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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

To:	Jane Foxlong
Company:	Delta Sigma Theta, Inc / Raleigh Chapter
Phone:	
Mailed:	POB 27414 Raleigh, NC 27611-7414
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

Please place the following job openings in your organization's publications or other venues you deem appropriate.

November 6, 2014



Jane Foxlong
Delta Sigma Theta, Inc
Raleigh Chapter
PO Box 27414
Raleigh, NC 27611-7414

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Equal Opportunity Employer - Female/Minority/Veteran/Disability



411 Liberty St STREET
DURHAM, NC 27701

To:	Kenya Meyers
Company:	Mt. Calvary Lighthouse of Faith
Phone:	919 688 7670
Mailed:	500 N. Drier Street, Durham, NC 27703
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
Pages including this cover page:	1

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November 6, 2014



Kenya Meyers
Mt. Calvary Lighthouse of Faith
500 N. Drier Street
Durham, NC 27703

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Equal Opportunity Employer - Female/Minority/Veteran/Disability

 *** FAX TX REPORT ***

TRANSMISSION OK

JOB NO. 1458
 DESTINATION ADDRESS 917035063266
 PSWD/SUBADDRESS
 DESTINATION ID
 ST. TIME 11/05 17:38
 USAGE T 01' 56
 PGS. 1
 RESULT OK



411 Liberty St STREET
 DURHAM, NC 27701

To:	Michelle Spencer
Company:	Alliance for Women in Media
Phone:	703 506 3290
Fax:	703 506 3266
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
Date:	November 6, 2014
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 Equal Opportunity Employer - Female/Minority/Veteran/Disability

Part-time Web Producer:



411 Liberty St STREET
 DURHAM, NC 27701

To:	Michelle Spencer
Company:	Alliance for Women in Media
Phone:	703 506 3290
Fax:	703 506 3266
From:	Monica Barnes
Company:	WTVD ABC 11
Phone:	919-687-2255
Fax:	919-682-7225
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monster

Job Summary

Company

WTVD ABC 11

Location

Durham, NC

Job Type

Employee

Full Time

Director of Digital Strategy and Operations

About the Job

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Job Title Director of Digital Strategy and Operations
Publication or Company WTVD / ABC11
Industry Internet/Online/New Media
Salary
Benefits
Job Duration Full Time
Job Location Durham, NC
Job Requirements ABC11/WTVD, the abc owned station in the fast growing Raleigh-Durham market, is looking for a Director of Digital Strategy and Operations. Working closely with news, marketing and sales, this person will devise and execute digital content strategies that promote growth and engagement, evaluate metrics and set benchmarks to help refine the strategy, assess external trends and determine their potential relevance and impact internally, develop best practices for each platform based on analytical data, and lead new content and other initiatives across all digital platforms, including the web, mobile and social media. And did we mention, jump in to create content and put out daily fires? This is a high energy, hands-on position in a fast paced and competitive environment where the landscape can change very quickly. The candidate must have serious digital knowledge, be nimble and flexible as necessary, exhibit a passion for the field and have strong interpersonal skills, along with the ability to lead, influence and effectively work and communicate with diverse individuals in multiple departments. Candidate must also have a proven ability to plan, develop and implement digital strategies that produce results, have a solid knowledge of optimization, and understand social media metrics. Experience working in a news environment is a plus.

Please apply for the position online, by logging on to <https://disneycareers.com> and search for the job title Director of Digital Strategy & Operations, ReqID# 222323BR, create a candidate profile and UPLOAD YOUR RESUME PROFILE.

Equal Opportunity Employer - Female/Minority/Veteran/Disability

Back

Gaddy, Michelle

From: Holloway, Brookie <brookie.holloway@newsobserver.com>
Sent: Thursday, November 20, 2014 12:04 PM
To: Gaddy, Michelle
Subject: Re: Posting for Director of Digital Strategy and Operations

Great! I have your ad released and set to go for this Sunday. Let me know if I can be of further assistance, thanks!

Brookie Holloway
Account Executive
News & Observer Publishing Company | newsobserver.com | triangle.com
Raleigh, North Carolina
www.trianglejobs.com powered by Career Builders
919-829-8970 (office) 919-829-4589 (fax)
brookie.holloway@newsobserver.com

On Thu, Nov 20, 2014 at 11:53 AM, Gaddy, Michelle <Michelle.Gaddy@abc.com> wrote:

Brookie,

Yes, this look good. Please proceed.

From: Holloway, Brookie [mailto:brookie.holloway@newsobserver.com]
Sent: Thursday, November 20, 2014 11:19 AM
To: Gaddy, Michelle
Subject: Re: Posting for Director of Digital Strategy and Operations

HI Michelle,

Attached is a copy of your ad as it will appear in our paper. Cost for one Sunday - \$715.85. Your ad is on HOLD until I receive authorization to release. Take a look and please advise, thanks!

Brookie Holloway
Account Executive

News & Observer Publishing Company | newsobserver.com | triangle.com
Raleigh, North Carolina
www.trianglejobs.com powered by Career Builders
919-829-8970 (office) 919-829-4589 (fax)
brookie.holloway@newsobserver.com

On Thu, Nov 20, 2014 at 10:26 AM, Gaddy, Michelle <Michelle.Gaddy@abc.com> wrote:

Hi,

I would like to post this opening in the N&O. What are the steps to get this posted? Please advise.

Director of Digital Strategy and Operations:

ABC11/WTVD, the abc owned station in the fast growing Raleigh-Durham market, is looking for a Director of Digital Strategy and Operations. Working closely with news, marketing and sales, this person will devise and execute digital content strategies that promote growth and engagement, evaluate metrics and set benchmarks to help refine the strategy, assess external trends and determine their potential relevance and impact internally, develop best practices for each platform based on analytical data, and lead new content and other initiatives across all digital platforms, including the web, mobile and social media. And did we mention, jump in to create content and put out daily fires? This is a high energy, hands-on position in a fast paced and competitive environment where the landscape can change very quickly. The candidate must have serious digital knowledge, be nimble and flexible as necessary, exhibit a passion for the field and have strong interpersonal skills, along with the ability to lead, influence and effectively work and communicate with diverse individuals in multiple departments. Candidate must also have a proven ability to plan, develop and implement digital strategies that produce results, have a solid knowledge of optimization, and understand social media metrics. Experience working in a news environment is a plus.

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Michelle N. Gaddy, MBA HR Mgmt
Accts Receivable/HR Admin/Payroll Coord.

office: 919.687.2245
fax: 919.682.7225

Gaddy, Michelle

From: Patty Hersh <phersh@newscheckmedia.com>
Sent: Monday, November 03, 2014 4:24 PM
To: Gaddy, Michelle
Subject: Re: TVNewsCheck Contact Information

Thanks Michelle!
I will get this up for you this evening.
I'm away from my desk at the moment.

Sent from my iPhone

On Nov 3, 2014, at 3:44 PM, "Gaddy, Michelle" <Michelle.Gaddy@abc.com> wrote:

Patty,

It was a pleasure speaking with you as well. It just so happens we do have a posting I would like to list on your site. Posting below. I believe we were billed in the past. Let me know if anything else is needed.

Thanks,

Director of Digital Strategy and Operations

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From: phersh@newscheckmedia.com [mailto:phersh@newscheckmedia.com]

Sent: Friday, October 31, 2014 1:29 PM

To: Gaddy, Michelle

Subject: TVNewsCheck Contact Information

Hi Michelle,

Pleasure speaking with you.

Below is my contact information and our current rates.

If you are not completely satisfied after a two-week run, I will extend run no charge.

I look forward to working with you!

Best,

Patty

<image001.jpg>

Patty Hersh

Sales Director, Classified Advertising

NewsCheckMedia LLC

610-420-6003 (mobile)

24 W. Lancaster Avenue

Suite 205

Ardmore, PA 19003

<image002.jpg>



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Director of Digital Strategy and Operations

WTVD

ABC11/WTVD, the abc owned station in the fast growing Raleigh-Durham market, is looking for a Director of Digital Strategy and Operations. Working closely with news, marketing and sales, this person will devise and execute digital content strategies that promote growth and engagement, evaluate metrics and set benchmarks to help refine the strategy, assess external trends and determine their potential relevance and impact internally, develop best practices for each platform based on analytical data, and lead new content and other initiatives across all digital platforms, including the web, mobile and social media. And did we mention, jump in to create content and put out daily fires? This is a high energy, hands-on position in a fast paced and competitive environment where the landscape can change very quickly.

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Posted:
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Location:
North Carolina

Salary:
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Type:
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Categories:
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Web Production

WTVD

Formed in 1954, ABC11 WTVD celebrates a long and storied history of serving broadcast viewers and online audiences with the highest quality news, community service and entertainment programming in what is now the nation's 25th largest television market.

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