

**WTAP-TV**  
**EEO PUBLIC FILE REPORT**  
**June 01, 2012-May 31, 2013<sup>1</sup>**

**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
Accounting Assistant	1-11, 14-19	18
Reporter	1-11, 14-19	8
News Producer	1-11, 14-19	20
Reporter	1-11, 14-19	8
Reporter-Marietta Bureau	1-11, 14-19	8
Anchor	1-11, 14-19	8
Sales-Account Executive	1-11, 14-20	20
Sales-Account Executive	1-11, 14-20	20
Sales-Digital Sales Rep.	1-11, 14-20	20

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<sup>1</sup> The report reflects data collected from June 01, 2012 to May 31, 2013. *[The 12-month period covered by the Report is based on anniversary of license renewal filing deadline. The FCC also allows stations a “10-day grace period” at the end of a reporting period to stop collecting data and concentrate on filing out the Report. If you have used any of the 10-day grace period, disclose it in this footnote. For example, if the official end of the reporting period is July 31, 2010 and you used all of the 10-day grace period at the end of each reporting period, the dates noted here would be July 22, 2009 through July 21, 2010.]*

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\_\_June\_\_ 01\_\_, 2012\_\_May\_\_ 31\_\_, 2013

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<i>Kelly Services, Andrea Rexroad 520 Grand Central Ave. Vienna, WV 304-295-0205</i>	Y	
2	Hocking College Charlotte Lambert, Career Services 3301 Hocking Parkway Nelsonville, OH 45762 740-753-3591	Y	
3	Marietta College Career Center, Natalie Wood 215 Fifth St Marietta, OH 740-376-4645	Y	
4	Media Line Mark Shilstone Box 51909 Pacific Grove, CA 93950 800-237-8073	Y	
5	Mountain State College Gary D. Dailey 1508 Spring St Parkersburg, WV 26101 304-485-5487	Y	
6	National Assn of Hispanic Journalists Michelle Vignoli 1000 National Press Building Washington, DC 20045-2100 202-662-7483	Y	

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
7	Ohio University Office of Career Services Bettie Johnson 185 Lindley Hall Athens, OH 45701 740-593-2909	Y	
8	TVJOBS.COM Mark C. Holloway P.O. Box 4116 Oceanside, CA 92052 760-754-8177	Y	4
9	WV Broadcasters Assn Michelle Crist 140 Seventh Ave South Charleston, WV 25303 304-744-2143	Y	
10	West Virginia University at Parkersburg Les Bennett 300 Campus Drive Parkersburg, WV 26101 304-424-8208	Y	
11	Other Gray TV stations Jane Ploeger WSAW-WAUSAW 1114 Grand Avenue Wausau, WI 54403 715-845-4211	N	
12	Parkersburg News & Sentinel Joelle Stevens 519 Juliana St Parkersburg, WV 26101 304-485-1891	N	
13	Marietta Times 700 Channel Lane Marietta, OH 45750 740-373-2121	N	
14	Ohio Valley College Kathy Muller 1 Campus View Drive Vienna, WV 26105 304-865-6082	Y	

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
15	American Women in Radio and Television Kimberly McCoy 1594 Springhill Rd, Suite 330 Vienna, VA 22182 703-506-3290		
16	Eastern Kentucky University Maureen Everett 108 Alumni Coliseum 521 Lancaster Avenue Richmond, KY 40475 859-622-1821	Y	
17	West Virginia University Trina Cole P. O. Box 6008 Morgantown, WV 26505 304-293-2222	Y	
18	<a href="http://www.wtap.com">www.wtap.com</a> WTAP-TV Dirk Kreiss One Television Plaza Parkersburg, WV 26101 304-485-4588	N	5
19	WV Job Service Joe Baldwin Parkersburg, WV 304-420-4525	Y	
20	Other (On-air announcements/Employee Referral) Dirk Kreiss WTAP-TV One Television Plaza Parkersburg, WV	N	6
(etc.)			
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>15</b>

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**III. RECRUITMENT INITIATIVES**

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
<b>1</b>	<i>(Internship Program]</i>	WTAP has established an internship program with Marietta College, West Virginia University at Parkersburg, Hocking College and Ohio University. Internships during this time period included: one student from Hocking College. He interned in the production department during the 2011 summer, 6/2011-8/2011. Also, a Marietta College student who earned her 3 credits for interning in the news department from May 11, 2011 through June 09, 2011.
<b>2</b>	Employee Training Programs	WTAP for years has a mentoring program that trains entry-level employees to advance into other positions. Although this program is primarily utilized in Production Control and News, it is flexible enough to be used in any department of the station.
<b>3</b>	Job Banks, Internet Programs and Other Outreach Programs	<p>WTAP on-air staff as well as members of management respond to requests from secondary schools and colleges to lecture or speak on broadcasting, stressing the educational requirements necessary to work in the field. We also touch on other aspects of the station, i.e., accounting, traffic, sales, etc. Events included the following:</p> <p>Weekend News Anchor Shannon Houser spoke at Women &amp; Leadership Seminar on September 26<sup>th</sup>, 2012</p> <p>General Manager Roger Sheppard spoke at the</p>

	<p>Parkersburg Rotary Club on Oct. 8, 2012.</p> <p>Sports Anchor Jim Wharton spoke at the Parkersburg South High School Football Banquet on Dec. 9, 2012 and presented the Corbitt Cup Trophy which WTAP-TV sponsors.</p> <p>WTAP-TV Digital Media Specialist Les Patterson who developed and implemented this program for us last year oversaw this year's "Fan Club" during May to get viewers to donate new fans which the Salvation Army then gives through an application process to needy families.</p> <p>In addition, we routinely offer tours to groups from ages 8-9 on up including:</p> <p>Program Director Dirk Kreiss conducted a tour for Cub Scouts on January 15, 2013. Also, a group of Boy Scouts toured on February 18<sup>th</sup> and observed the Noon News.</p> <p>Weekend Anchor Shannon Houser and Weekend Reporter/Weather personality Mollie Lair participated in the Parkersburg Art Center's Dancing with the MOV Stars fundraiser on March 9, 2013.</p> <p>On April 11, 2013, Station Manager Roger Sheppard was Master of Ceremonies for the Mid-Ohio Valley Habitat for Humanity Banquet Fundraiser.</p> <p>On Sunday, May 19<sup>th</sup>, Sports Director Jim Wharton and Station Manager Roger Sheppard hosted the Mid-Ohio Valley High School Basketball All-Stars Banquet. WTAP-TV sponsors this event to recognize outstanding high school basketball players, both male and female.</p> <p>Program Director Dirk Kreiss on May 21st,</p>
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		<p>provided a tour, including a Q &amp; A with News Director John Fortney, observing a Noon Newscast from the control room and studio and a post-newscast Q&amp;A with our Noon News team, to 20 students from Eastern School District who are enrolled in their Mass Media Class,</p> <p>WTAP awards an annual scholarship, the Glenn Wilson Broadcast Memorial Scholarship to one area high school student. Funds for this scholarship are raised through our annual golf tournament. The program is administered through the Parkersburg Area Community Foundation.</p>
4	EEO Initiative	<p>WTAP Management, including General Manager Roger Sheppard, routinely attends EEO Initiative Seminars sponsored by the WV Broadcasters Assn, including a seminar on February 23, 2013. The seminar focuses on training management level personnel in the methods of ensuring equal employment opportunity and preventing discrimination.</p>