

**WXTX(TV), COLUMBUS, GA**  
**EEO PUBLIC FILE REPORT**  
(December 1, 2004 thru November 30, 2005)

**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 full-time job vacancies.

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

Marketing Assistant (##1, 3-15, 17-18, 20, 22-23, 25-28, 30-31, 37,39,41) [#28]

Account Executive (##1,3-13, 15,17-18, 20, 22-28, 30, 31, 34, 38, 41) [#34]

Account Executive (##,3-13, 15,17-18, 20, 22-28, 30, 31, 34, 38, 41)[#34]

Account Executive (##,3-13, 15,17-18, 20, 22-28, 30, 31, 34, 38, 41)[#34]

Local Sales Manager (##,3-13, 15,17-18, 20, 22-28, 30, 31, 34, 38, 41)[#34]

**TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS**

44 persons

**NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED**

#26 (4 persons), #28 (9 persons), #30 (15 persons), #34 (16 persons)

**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.

## MASTER LIST OF RECRUITMENT SOURCES

(An asterisk (\*) after the source denotes organizations that requested notification of full-time job vacancies.)

| No. | Source (name, address, contact person, telephone)  | No.  | Source (name, address, contact person, telephone)   |
|-----|--|------|---|
| 1.  | Chattahoochee Valley Community College<br>Job Placement Counselor<br>2602 Savage Drive<br>Phenix City, AL 36867<br>Attn. Cynthia Floyd<br><a href="mailto:Cynthia.floyd@cv.edu">Cynthia.floyd@cv.edu</a>   | 8.*  | University of Missouri / School of Journalism<br>P.O. Box 838<br>Columbia, MO 65205<br>Attn. Mike McKean<br><a href="mailto:mckeanML@missouri.edu">mckeanML@missouri.edu</a>  |
| 2.  | University of Georgia<br>Career Planning and Placement<br>Clark Howell Hall<br>Athens, GA 30602<br>Attn. Patsy Ginn<br><a href="mailto:pginn@mail.rx.uga.edu">pginn@mail.rx.uga.edu</a>  | 9.   | Metro Urban League<br>802 First Avenue<br>Columbus, GA 31901<br>Attn. Kenneth Crooks/ Executive Director<br>(706)323-3687 / 243-2035<br><a href="mailto:imosby@columbusurbanleague.org">imosby@columbusurbanleague.org</a>                      |
| 3.  | Tuskegee Institute<br>Director of Co Op & Interns<br>Carnegie Hall 2 <sup>nd</sup> Floor<br>Tuskegee, AL 36088<br><a href="mailto:sstringer@tuskegee.edu">sstringer@tuskegee.edu</a>   | 10.  | Columbus Technical College / Career Placement<br>928 Manchester Expressway<br>Columbus, GA 31904<br>Attn. Allison Jones-Ehouse<br><a href="mailto:ajones@columbustech.org">ajones@columbustech.org</a>  |
| 4.* | Columbus State University<br>Director Career Center<br>4225 University Ave.<br>Columbus, GA 31907-5645<br>Attn. Lyn Riggsby (706) 569-3198<br><a href="mailto:Riggsby_lyn@colstate.edu">Riggsby_lyn@colstate.edu</a>   | 11.* | Media Line<br>Attn. Mark Shilstone, MGR<br><a href="http://www.medialine.com">www.medialine.com</a><br><a href="mailto:mark@medialine.com">mark@medialine.com</a>   |
| 5.* | Troy State University<br>Counseling & Placement Office<br>One University Place<br>Phenix City, AL 36869<br>Attn. Debbie Lee<br><a href="mailto:dlee@troyst.edu">dlee@troyst.edu</a>  | 12.* | Russell County Department of Human Resources<br>Attn. Dorothea Williams & H. Shedrick<br><a href="mailto:Dwilliams3@dhr.state.al.us">Dwilliams3@dhr.state.al.us</a><br><a href="mailto:hshedrick@dhr.state.al.us">hshedrick@dhr.state.al.us</a> |
| 6.  | Auburn University<br>Department of Communications<br>6030 Haley Center<br>Auburn, AL 36845<br>Attn. Dr. Margaret Fitch-Hauser<br><a href="mailto:fitchme@auburn.edu">fitchme@auburn.edu</a>  | 13.  | Ohio Center for Broadcasting<br>Denver Campus<br>Attn. Dan Smith<br>(303) 975-0386<br><a href="mailto:danplacementocb@hotmail.com">danplacementocb@hotmail.com</a>  |
| 7.  | State University of West Georgia<br>Career Services Office<br>Carrollton GA 30118-0001<br>Attn. Heidi Leonard (770) 836-6431<br><a href="mailto:hleonard@westga.edu">hleonard@westga.edu</a><br><a href="mailto:wmcgukin@westga.edu">wmcgukin@westga.edu</a> | 14.  | Tillinghurst School<br>514 Morris Rd.<br>Columbus, GA 31906-4231<br>Attn. Barbara Rivers<br>(706) 685-7687<br>**requested notification only when the job is for an entry level position no degree/experience required                           |
| 15. | National Minority Business Council Inc<br>25 West 45 <sup>th</sup> Street, Ste. 301<br>New York, NY 10036  |      |   |

|      |  |      |  |
|------|--|------|--|
|      | (212) 997-4753 Fax (212)997-5102<br><a href="mailto:nmbc@msn.com">nmbc@msn.com</a>   |      |  |
| 16.  | Spexcel Inc.<br>Attn. Shondra Bryant<br><a href="mailto:Inc6068@bellsouth.net">Inc6068@bellsouth.net</a>   | 29.  | Talent Dynamics<br>8828 Stemmons Freeway, Suite 510<br>Dallas, TX 75247<br>(972)351-9018   |
| 17.  | TV Newz<br><a href="mailto:mail@tvnewz.com">mail@tvnewz.com</a>  | 30.  | Career Builder<br>(when ads are placed with the Ledger-Enquirer, they also list the ads on this website)<br><a href="http://www.careerbuilder.com">www.careerbuilder.com</a>   |
| 18.* | NAACP<br>Attn. Edward DuBose<br>514 1 <sup>st</sup> Avenue<br>Columbus, GA 31901   | 31.  | Floyd-Bryant Agency, Inc<br><a href="mailto:floydbryantagency@comcast.com">floydbryantagency@comcast.com</a>   |
| 19.  | Hire Diversity<br><a href="http://www.hirediversity.com">www.hirediversity.com</a>   | 32.  | Comcast<br>Attn. Desiree Fowler<br><a href="mailto:Desiree_fowler@cable.comcast.com">Desiree_fowler@cable.comcast.com</a>  |
| 20.  | Diversity Search<br><a href="http://www.diversitysearch.com">www.diversitysearch.com</a>   | 33.  | Asian American Journalists<br><a href="mailto:post@aaaja.com">post@aaaja.com</a>   |
| 21.  | National Association of Hispanic Journalists<br><a href="http://nahj.org/career/jobbank.html">http://nahj.org/career/jobbank.html</a>                                  | 34.  | Walk In/Word of Mouth  |
| 22.  | Career Women<br><a href="http://careerwomen.com/employer_access">http://careerwomen.com/employer_access</a>  | 35.  | Current Employees  |
| 23.  | Asian American Journalists Association<br><a href="http://aaaja.org/html/programs_jobs.html">http://aaaja.org/html/programs_jobs.html</a>                              | 36.  | CSU Career Expo Day  |
| 24.  | Native American Journalists Association<br><a href="http://www.naja.com/cgi-bin/jm/exec/admin.cgi?logoff=1">http://www.naja.com/cgi-bin/jm/exec/admin.cgi?logoff=1</a> | 37.  | PROMAX & BDA Boards<br><a href="http://forums.promax.tv/index.php?act=ST&amp;f=6&amp;t=995">http://forums.promax.tv/index.php?act=ST&amp;f=6&amp;t=995</a>   |
| 25.  | TV Jobs<br><a href="http://www.tvjobs.com">www.tvjobs.com</a>  | 38.  | Promax Email contact<br><a href="mailto:gnewell@staff.vault.com">gnewell@staff.vault.com</a>   |
| 26.  | WTVM Website/ WXTX website<br><a href="http://www.wtvm.com/">www.wtvm.com/</a> <a href="http://www.wxtx.com">www.wxtx.com</a>  | 39.* | Dione Scott<br>American InterContinental University<br>Student Employment Coordinator<br>3330 Peachtree Rd, NE<br>Atlanta, GA 30326<br>(404) 965-5865 office<br>(404) 965-5892 fax<br><a href="mailto:Dione.scott@buckhead.aiuniv.edu">Dione.scott@buckhead.aiuniv.edu</a><br>Added 3/2/05 |
| 27.  | Raycom Media Inter-Station Website<br><a href="http://www.raycommedia.com">www.raycommedia.com</a>   | 40.  | Spots and Dots   |
| 28.  | Columbus Ledger Enquirer<br>Amanda Silberman<br>(706) 322-4500 x315 Fax. (706)576-6236   | 41.* | Tvb.org<br><a href="mailto:hope@tvb.org">hope@tvb.org</a><br>Hope Etheridge  |

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|--|--|--|--|
|  | <a href="mailto:asilberman@ledger-enquirer.com">asilberman@ledger-enquirer.com</a> |  |  |
|--|--|--|--|

**WXTX(TV), COLUMBUS, GA**  
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**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

**Date(s) of Initiative Event(s):** February 9, 2005

Describe Nature of Initiative:

FCC Menu Category #1, 2 - Sponsors of Job Fair, with Georgia Association of Broadcasters and Henry Grady College of Mass Communication

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

From FCC Menu Category #1 & 2 – Sponsors of 2004 Georgia Broadcaster's Job Fair and Career Day held in conjunction with the GAB & Henry Grady College of Mass Communication job fair at UGA in Athens, GA (The station is a member of the Statewide Georgia Association of Broadcasters and the organization and all members meet annually at UGA, our station insisted that they also hold a job fair at that same time at the University and in addition to our annual membership fees, we pay additional fees to help financially with the costs of the job fair)

Names of Station Personnel involved in Initiative:

Betsy Russell, Marketing Manager  
Lee Brantley, General Manager

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**Date(s) of Initiative Event(s):** December 1, 2005 – ongoing

Describe Nature of Initiative:

From FCC Menu Category # 16 – Announcement for On-Air to disseminate information that we are an Equal Employment Opportunity Employer and to gain more organizations interested in receiving our job openings

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

On-air announcement to be aired periodically to recruit employees and additional organizations interested in being added to our list for full time job opening announcements

Names of Station Personnel involved in Initiative:

Robert Brines (producer), Lee Brantley (General Manager), Eddie Bland (producer), Betsy Russell (Marketing Manager)

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**Date(s) of Initiative Event(s):** December 1, 2005 – ongoing

**Describe Nature of Initiative:**

From FCC Menu Category # 12 – Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities

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

Using job banks of media trade groups whose membership includes substantial participation by women and minorities to promote all upper level category openings with our station.

**Names of Station Personnel involved in Initiative:**

Jennifer Cameron (Payroll Manager) – placing the job postings on the websites for these organizations to recruit candidates for the openings.

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**Date(s) of Initiative Event(s):** April 20, 2005

Describe Nature of Initiative:

From FCC Menu Category # 1 – Participation in job fair

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

Career Fair – job openings given to representatives to include available openings for our station at the fair

Names of Station Personnel involved in Initiative:

Jennifer Cameron, Payroll Manager – coordinated with Hope Etheridge, VP Finance & Administration for Television Bureau of Advertising to take our openings to raise awareness of opportunities in the Sales, Marketing, Research, and Traffic areas of local broadcast industry.



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**Date(s) of Initiative Event(s):** April 19-21, 2005

Describe Nature of Initiative:

From FCC Menu Category # 1 – Participation in job fair

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

Online job fair – American Intercontinental University, Buckhead – post job openings for our station online for the fair

Names of Station Personnel involved in Initiative:

Jennifer Cameron, Payroll Manager, coordinating with Sherry Harris at AIU Buckhead to be sure our job openings are listed on the site for the job fair.

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**Date(s) of Initiative Event(s):** October 18-20, 2005

Describe Nature of Initiative:

From FCC Menu Category # 1 – Participation in job fair

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

Online job fair – American Intercontinental University, Buckhead – post job openings for our station online for the fair

Names of Station Personnel involved in Initiative:

Jennifer Cameron, Payroll Manager, coordinating with Dione R. Scott at AIU Buckhead to be sure our job openings are listed on the site for the job fair.

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**Date(s) of Initiative Event(s):** April 14, 2005

Describe Nature of Initiative:

From FCC Menu Category # 1,2 – Participation in job fair and co-sponsoring of job fair

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

Career Expo – to have representative on hand to recruit for job openings at our station – other participants include WRBL, AFLAC, BCBS, Synovus, TSYS, Columbus Consolidated Government, etc.

Names of Station Personnel involved in Initiative:

Adelaide Kirk - National Sales Manager, Rick Moll - News Director, Cory O'Donnell - Marketing

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**Date(s) of Initiative Event(s):** November 15, 2005

Describe Nature of Initiative:

From FCC Menu Category # 7 – Participation in scholarship program designed to assist students interested in pursuing a career in broadcasting

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

Make monetary contribution to fund scholarship program – E. Lanier (Lanny) Finch Scholarship Foundation originated by the Georgia Association of Broadcasters

Names of Station Personnel involved in Initiative:

Lee Brantley – GM for WTVM, and Mark Kirkland – GM/GSM for WXTX obtained information and invoice from foundation for payment of this funding

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**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

**Date(s) of Initiative Event(s):** December 1, 2004 – ongoing

Describe Nature of Initiative:

From FCC menu categories #12 – listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;

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

Using job banks of media trade groups whose membership includes substantial participation by women and minorities to promote all upper level category openings with our station. Such job banks include: hirediversity.com, diversitysearch.com, careerwomen.com, and naja.com (sponsored by the Native American Journalist Association).

Names of Station Personnel involved in Initiative:

Jennifer Cameron – placing the job postings in the job banks to recruit candidates for the openings.

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**Date(s) of Initiative Event(s):** December 1, 2004 – ongoing

Describe Nature of Initiative:

From FCC Menu Categories #16 – Announcement for On-Air to disseminate information that we are a Equal Employment Opportunity Employer and to gain more organizations interested in job openings

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

On Air Announcement to be aired periodically to recruit employees and additional organizations interested in being added to our list for full time job openings

Names of Station Personnel involved in Initiative:

Robert Brines (Producer), Lee Brantley (General Manager), Eddie Bland (Producer), Betsy Russell (Marketing Manager)