

**WXIA/WATL**  
**EEO PUBLIC FILE REPORT**  
**November 21, 2011 - November 20, 2012**

**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
Anchor/Reporter	1, 6-10, 14, 17, 19, 22-24, 26-35, 37, 39-40, 43-49, 54-57, 60-61, 63, 65, 67, 70-71, 73-75, 77, 81, 84-85, 87-91, 93, 95	70
Field Meteorologist	1, 6, 8-10, 14, 16-17, 23, 26-33, 35, 37, 39-40, 43-49, 54, 56-57, 60-61, 63, 67-68, 71-75, 77, 81, 84, 87, 89-91, 95	84
Multimedia Journalist	1, 6-10, 12, 14, 16-17, 23-24, 26-33, 35, 37, 39-40, 43-49, 54, 56-57, 60-61, 63, 65, 67-68, 71-75, 77, 81, 84, 87-91, 93, 95	24
Multimedia Journalist	1, 6-10, 12, 14, 16-17, 23-24, 26-33, 35, 37, 39-40, 43-49, 54, 56-57, 60-61, 63, 65, 67-68, 71-75, 77, 81, 84, 87-91, 93, 95	24
Copy and Continuity Coordinator-Traffic	1, 3, 6-10, 14-15, 17, 22, 24, 26-33, 35, 37, 39-40, 43-49, 53, 55-57, 59-61, 63, 67, 71, 73-75, 81, 84, 87-91, 93-94	93
Copy and Continuity Coordinator-Traffic	1, 3, 6-10, 14-15, 17, 22, 24, 26-33, 35, 37, 39-40, 43-49, 53, 55-57, 59-61, 63, 67, 71, 73-75, 81, 84, 87-91, 93-94	24
News Producer	1, 3-4, 6, 8-10, 14, 16-17, 22-24, 26-35, 37, 39-41, 43-49, 54, 56-57, 59-61, 63, 67, 71-75, 78, 80-81, 84, 87-88, 90-91, 94, 96	90
News Producer	1, 4, 6, 8-10, 12, 14, 16-18, 22-24, 26-32, 35, 37, 39-40, 43-49, 54-57, 59-61, 63, 67-68, 71, 73-75, 78-79, 81, 84, 87-91, 95	90
News Producer	1, 4, 6, 8-10, 12, 14, 16-18, 22-24, 26-32, 35, 37, 39-40, 43-49, 54-57, 59-61, 63, 67-68, 71, 73-75, 78-79, 81, 84, 87-91, 95	90
News Producer	1, 4, 6, 8-10, 12, 14, 16-18, 22-24, 26-32, 35, 37, 39-40, 43-49, 54-57, 59-61, 63, 67-68, 71, 73-75, 78-79, 81, 84, 87-91, 95	24
News Producer	1-6, 8-11, 13-14, 16-17, 20, 22-24, 26-34, 36-41, 43-51, 54, 56-60, 62-63, 66-67, 71-75, 78, 81-83, 86-88, 90-92, 96	90
Community Web Producer	1, 3, 5-6, 8-9, 11, 13-15, 17, 20, 22, 26-31, 33, 36, 38-40, 42-48, 50-51, 54-56, 58-60, 62-63, 66-67, 69, 71-75, 78, 82-84, 86, 88, 90, 92, 94	90

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Assignment Editor	3, 8, 11, 13-14, 26-31, 33, 38, 40, 42, 50, 58, 60, 66, 74, 76, 78, 84, 86, 88, 92, 94	84
Multi-Media Sales Specialist	1, 3, 5-6, 8-9, 11, 13-15, 17, 20, 22-23, 26-31, 33, 38-40, 42-43, 45-48, 50-51, 54, 56, 58, 60, 62-63, 66-67, 69, 71-75, 78, 82-83, 86-88, 90, 92-94	93
Manager of Enterprise Content	14, 24	24
Marketing Director	14, 21, 24-25, 70, 93	70
Executive Enterprise Manager	52, 64, 70	70

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## II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	2nd African Baptist Church 123 Houston St Savannah, Georgia 31404 Phone : 233-6163 Email : jholmes3166@hotmail.com Fax : 1-912-233-2949 CMegill Brown	N	0
2	Albany State University ACAD Building 291 504 College Drive Albany, Georgia 31705 Phone : (229) 430-4654 Email : gewms@asurams.edu Fax : 1--- Glorya Williams	N	0
3	Albany State University 504 College Drive Albany, Georgia 3175 Phone : 912-430-4654 Email : kimber@asurams.edu Fax : 1-229-430-2867 kimber@asurams.edu jdent@asurams.edu	N	0
4	Armstrong Atlantic State University 11935 Abercorn St. Savannah, Georgia 31419 Phone : 912-344-3248 Email : elizabeth.wilson@armstrong.edu Fax : 1-912-344-3475 Elizabeth Wilson	N	0
5	Armstrong Atlantic State University 11935 Abercorn St. Savannah, Georgia 31419 Phone : 912- 927-5267 Email : myersbar@mail.armstrong.edu Fax : 1-912-344-3475 Barbara Myers	N	0
6	Army Career Alumni Program Building 253 Suite 2056 Fort Stewart, Georgia 31314 Phone : 912-767-2611 Email : Fax : 1-912-767-8689 Transition Services	N	0

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## II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Art Institute of Atlanta 6600 Peachtree Dunwoody Road 100 Embassy Row Atlanta, Georgia 30328 Phone : 770-689-4808 Email : vlittle@aia.edu Fax : 1-770-394-9798 Vivian Little	N	0
8	Atlanta Christian College 2605 Ben Hill Road East Point, Georgia 30344 Phone : 404-669-2088 Url : www.acc.edu Email : kwagner@acc.edu Fax : 1-404-460-2451 Keith Wagner	N	0
9	Augusta State University Placement Office 2500 Walton Way AUGUSTA, Georgia 30904 Phone : 706 396 7000 Email : Fax : 1-706-731-7097 THOMAS GENTRY	N	0
10	Augusta Technical College 3200 Augusta Tech Drive Augusta, Georgia 30906 Phone : 706.771.4146 Email : Fax : 1-706-771-4034 Kim McClendon	N	0
11	Augusta Technical College 3200 Augusta Tech Drive Augusta, Georgia 30906 Phone : 706.771.4146 Email : kcharles@augustatech.edu Fax : 1-706-771-4034 Kerry Charles	N	0

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12	Authorize Magazine 901 Sterling Ridge Dr. Augusta, Georgia 30909 Phone : 888.858.2410 Url : authorizemag.com Email : cmajor@authorizemag.com Fax : 1-888-858-2410 Charles Major	N	0
13	Brenau University Career Services 1 Centennial Circle Gainesville, Georgia 30501 Phone : 800.252.5119 Email : gbagel@brenau.edu Fax : 1-770-534-6236 George Bagel	N	0
14	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Email : Fax : Manual posting Career Service	N	14
15	Central Georgia Technical College 330 Macon Tech Drive Macon, Georgia 31206 Phone : 478 757-3400 Email : Fax : 1-478-757-6617 Elizabeth Hibbett	N	0
16	Central Georgia Technical College 330 Macon Tech Drive Macon, Georgia 31206 Phone : 478 757-3400 Email : Fax : Manual posting Elizabeth Hibbett	N	0
17	Clark Atlanta University 223 James P. Brawley Drive Atlanta, Georgia 30314 Phone : 404-880-6701 Email : cppc@cau.edu Fax : 1--- Andre' McKinney	N	0

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18	Columbus Ledger-Enquirer 17 W 12th St. Columbus, Georgia 31901 Phone : 706-322-4500 ext 315 Email : asilberman@ledger-enquirer.com Fax : 1-706-576-6236 Amanda Silberman	N	0
19	Columbus State University 4225 University AVE Columbus, Georgia 31907 Phone : 706-569-3198 Email : Riggsby_lyn@colstate.edu Fax : 1--- Lyn Riggsby	N	0
20	COLUMBUS TECHNICAL COLLEGE 382 MANCHESTER EXPRESSWAY COLUMBUS, Georgia 31904 Phone : 706 649 7512 Email : echerster@columbustech.edu Fax : 1-706-649-1054 Elaine Chester	N	0
21	Current Employee	N	1
22	Dougherty County DFACS 600 Canoe Court Albany, Georgia 31701 Phone : (229) 430-3247 Email : cjwheelere@dhr.state.ga.us Fax : 1-229-430-0460 Calvin Wheeler	N	0
23	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : <a href="http://www.emmabowenfoundation.com/">http://www.emmabowenfoundation.com/</a> Email : sbrice@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
24	Employee Referral	N	11
25	Former Employee	N	2

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26	Fort Valley State University 1005 State University Drive Ft. Valley, Georgia 30130 Phone : 478-825-6350 Email : simmons@fvsu.edu Fax : 1-478-825-6471 Romelda Simmons	N	0
27	GA Dept of Labor -Brunswick 2517 Tara Lane Brunswick, Georgia 31520-2758 Phone : 912-264-7244 Email : Ronnie.Bivins@dol.state.ga.us Fax : 1-912-262-3334 Ronnie Bivins	N	0
28	GA Dept of Labor-Hinesville 740 General Stewart Way Suite 202 Hinesville, Georgia 31313-3217 Phone : 912-370-2595 Email : Gary.Varner@dol.state.ga.us Fax : 1-912-370-2598 Gary Varner	N	0
29	GA Dept of Labor-Jesup 263 N. Brunswick St. Jesup, Georgia 31545-2840 Phone : 912-427-5842 Email : Donna.McCullough@dol.state.ga.us Fax : 1-912-427-5881 Donna McCullough	N	0
30	GA Dept of Labor-Savannah 5520 White Bluff Road Savannah, Georgia 31405-6908 Phone : 912-356-2773 Email : Kimberly.Brown@dol.state.ga.us Fax : 1-912-351-3800 Kimberly Brown	N	0
31	GA Dept of Labor-Statesboro 62 Packinghouse Rd Statesboro, Georgia 30458-4116 Phone : 912-681-5156 Email : Monty.Craft@dol.state.ga.us Fax : 1-912-681-5228 Monty Craft	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	GA. Department of Labor-Albany Branch 1608 S. Slappey Blvd. Albany, Georgia 31706 Phone : (229) 430-5010 Email : Fax : 1-229-430-5027 Lynne Jones	N	0
33	Ga. Dept of Labor-Valdosta office P.O. Box 1008 221 S. Ahsley Street Valdosta, Georgia 31603 Phone : (229) 333-5211 Email : richard.ramsey@dol.state.ga.us Fax : 1-229-333-5301 Richard Ramsey	N	0
34	Georgia Association of Broadcasters 8046 Roswell Road Atlanta, Georgia 30350 Phone : 770.395.7200 Url : <a href="http://www.gab.org">http://www.gab.org</a> Email : becks@gab.org Fax : 1-770-395-7235 Stephanie Becks	N	0
35	Georgia College & State University Campus Box 42 Milledgeville, Georgia 31061 Phone : 478 445-5384 Email : Fax : 1-478-445-5818 Lanette McGhee	N	0
36	Georgia College & State University Campus Box 42 Milledgeville, Georgia 31061 Phone : 478 445-5384 Email : sara.schanck@gcsu.edu Fax : 1-478-445-5818 Sara Schanck	N	0
37	Georgia Department of Labor Carter Center, Suite 16 Vidalia, Georgia 30474 Phone : 538-3231 Email : angela.paine@dol.state.ga.us Fax : 1-912-538-3238 Angela Paine	N	0



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38	Georgia Department of Labor Carter Center, Suite 16 Vidalia, Georgia 30474 Phone : 538-3231 Email : bruce.medderse@dol.state.ga.us Fax : 1-912-538-3238 Bruce Medders	N	0
39	Georgia Department of Labor-Savannah 5520 WHITE BLUFF ROAD Savannah, Georgia 31405-6908 Phone : 912-356-2773 Email : DaisyMae.Washington@dol.state.ga.us Fax : DaisyMae Washington	N	0
40	Georgia Dept. of Labor Placement Office 601 Greene Street Augusta, Georgia 30901 Phone : 706.721.2165 Email : gregory.criste@dol.state.ga.us Fax : 1-706-721-7680 Gregory Criste	N	0
41	Georgia Southern University Department of Communication Arts Georgia Southern University Statesboro, Georgia 30460 Phone : 912-681-5138 Email : kmurray@georgiasouthern.edu Fax : 1--- Kent Murray	N	0
42	Georgia State University Campus Career Services 33 Gilmer Street Atlanta, Georgia 30303 Phone : (404) 413-1835 Email : kgaw@gsu.edu Fax : 1-404-413-1825 Kevin Gaw	N	0

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43	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : (602) 954-8373 Url : www.vault.com. Email : slizik@602communications.com Fax : 1--- Sandy Lizik	N	0
44	Greater Augusta Chamber of Commerce 600 Broad Street Plaza Augusta, Georgia 30902 Phone : 706 396 7000 Email : Fax : 1-706-821-1330 Mark Haddon	N	0
45	Gwinnett Technical College 5150 Sugar Loaf Parkway Lawrenceville, Georgia 30043 Phone : 770-962-7580 X 6252 Email : drichards@gwinnettech.edu Fax : 1--- Delvalyn Richards	N	0
46	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
47	Interdenominational Ministerial Alliance P.O. Box 2083 Savannah, Georgia 31402 Phone : 912-659-9573 Email : hslcsavbusiness@peoplepc.com Fax : 1-912-233-5354 James Nelson	N	0
48	Jerome Personnel 306 10th Street Augusta, Georgia 30901 Phone : 706.823.6235 Email : Fax : Manual posting Carol Van	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
49	Job Shop 218 Oak Street Suite F Martinez, Georgia 30907 Phone : 706.860.4820 Email : Fax : 1-706-860-4871 Amy Gray	N	0
50	Job Shop 218 Oak Street Suite F Martinez, Georgia 30907 Phone : 706.860.4820 Email : jobpros@jobshopstaffing.com Fax : 1-706-860-4871 Rob Eichner	N	0
51	LAGRANGE COLLEGE 601 BROAD ST. LAGRANGE, Georgia 30240 Phone : 706-880-8177 Email : Fax : 1-706-880-8013 Career Development Center	N	0
52	Linked In	N	1
53	Macon State College & University 1000 College State Drive Macon, Georgia 31206 Phone : 478 471-2700 Email : Fax : 1-478-471-5730 Ann Loyd	N	0
54	Macon State College & University 1000 College State Drive Macon, Georgia 31206 Phone : 478 471-2700 Email : Fax : 1-478-471-5730 Barbara Warren	N	0

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55	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	N	0
56	Mercer University 3001 Mercer University Drive Atlanta, Georgia 30308 Phone : 678-547-6023 Email : johnson_em@mercer.edu Fax : 1-678-547-6373 Betsy Johnson	N	0
57	NAACP P.O. Box 951 Savannah, Georgia 31402 Phone : 233-4161 Email : Fax : 1-912-233-3088 Prince Jackson	N	0
58	NAACP 1204 MArtin Luther King Jr Blvd Savannah, Georgia 31415-6355 Phone : 912-233-4161 Email : savnaacp@bellsouth.net Fax : 1-912-233-3088 Al Scott	N	0
59	National Academy of TV Arts & Sciences P.O. Box 225159 Atlanta, Georgia Phone : 770-414-8777 Email : emmysuncst@aol.com Fax : 1--- Career Service	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
60	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : lojelks@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
61	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
62	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : mhill@ncnw.org Fax : 1--- Melody Hill	N	0
63	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlgja.org Email : info@nlgja.org Fax : 1--- Matthew Rose	N	0
64	Other Source	N	1
65	Paine College 1235 15th Street Augusta, Georgia 30901 Phone : 706.821.8307 Email : allenw@mail.paine.edu Fax : 1-706-432-0708 Anthony Holland	N	0

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66	Paine College 1235 15th Street Augusta, Georgia 30901 Phone : 706.821.8307 Email : aewing@paine.edu Fax : 1-706-774-1564 April Ewing	N	0
67	Project Welcome Home 12511 Largo Drive Savannah, Georgia 31419 Phone : 912-920-9411 Email : Mamasky07@aol.com Fax : 1--- Gale Sky Edeawo	N	0
68	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Email : Fax : 1-202-223-4007 Karen Gregory	N	0
69	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 202-725-8318 Url : www.rtnda.org Email : katies@rtnda.org Fax : 1-202-223-4007 Katie Switchenko	N	0
70	Recruiter	N	12
71	Richmond/Burke County Job Training Authority 209 7th Street Augusta, Georgia 30901 Phone : 706.722.3001 Email : Fax : 1-706-721-7395 Array Darden	N	0

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72	Savannah State University-Career Counseling King-Frazier Student Center Room 244 Savannah, Georgia 31404 Phone : 912-358-3128 Email : rileys@savannahstate.edu Fax : 1-912-356-2464 Shaunce Riley	N	0
73	Savannah State University-Human Resources Office of Human Resources 3219 College Street-Colston Adm Bld #120 Savannah, Georgia 31404 Phone : 912-358-4194 Url : www.savstate.edu Email : bestsm@savstate.edu Fax : 1-912-691-6284 Dr. Sandra Best	N	0
74	Savannah State University-Student Affairs King-Frazier Complex, Ste 247 P.O. Box 20521 Savannah, Georgia 31404 Phone : 912-358-3118 Email : saffairs@savannahstate.edu Fax : 1-912-358-3159 Dr. Irvin Clark	N	0
75	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Fax : 1--- Career Service	N	0
76	South Georgia Tech. College 900 South GA Tech Pkwy Americus, Georgia 31709 Phone : 229-931-2057 Email : ccarter@southgatec.edu Fax : 1-229-931-2732 Cynthia Garter	N	0

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77	Southeastern Technical College East First Street Vidalia, Georgia 30474 Phone : 538-3100 Email : alively@southeasterntech.edu Fax : 1-912-538-3156 Amanda Lively	N	0
78	SSU-Department of Mass Communications P.O. Box 20236 Savannah, Georgia 31404 Phone : 912.358.3376 Email : manningc@savannahstate.edu Fax : 1-912-351-6588 Dr. Carmen Manning-Miller	N	0
79	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : <a href="http://www.tvb.org/">http://www.tvb.org/</a> Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
80	The Valdosta Daily News 201 N. Troup Street5 Valdosta, Georgia 31602 Phone : 229 244-1880 Email : Fax : 1-229-244-4479 Tina News	N	0
81	Troy State University 2743 Perimeter Parkway Suite 201 Augusta, Georgia 30909 Phone : 706.210-2554 Email : frankenj@troyst.edu Fax : 1-706-210-3803 James Franken	N	0
82	Troy State University 2743 Perimeter Parkway Suite 201 Augusta, Georgia 30909 Phone : 706.210-2828 Email : bertramj@troy.edu Fax : 1-706-210-3803 James Bertram	N	0



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83	Turner Job Corp 2000 Schilling Avenue Albany, Georgia 31705-1524 Phone : 229-883-8500 Email : business@jobcorp.gov Fax : 1-229-434-0383 Vince Andrews	N	0
84	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : info@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	2
85	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
86	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia 20001 Phone : 202-238-4622 Url : www.upo.org Email : upojobs@upo.org Fax : 1-202-319-3237 Chantel Harris-Npji	N	0
87	University Of Georgia UGA Career Center 2nd floor, Clark Howell Hall Athens, Georgia 30602-3332 Phone : 706-542-2006 Email : cecilb@uga.edu Fax : 1-706-542-8431 Cecil Bentley	N	0

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88	Valdosta State University 1500 N. Patterson St. Valdosta, Georgia 31698 Phone : 229-333-7099 Email : dbogart@valdosta.edu Fax : 1-229-249-2602 Dr. Denise Bogart	N	0
89	Valdosta State University Career Services Powell West-Second floor Valdosta, Georgia 31698 Phone : (229) 333-5942 Email : dhargett@valdosta.edu Fax : 1-229-259-5515 Winifred Collins	N	0
90	WATL/WXIA-TV Website One Monroe Place Atlanta, Georgia 30324 Phone : (404) 892-1611 Url : <a href="http://www.11Alive.com">http://www.11Alive.com</a> Email : Fax : Manual posting Career Service	N	12
91	Wesleyan College 4760 Forsyth Road Macon, Georgia 31210 Phone : 478 477-1110 Email : Fax : 1-478-757-4030 Wendy Stanley	N	0
92	Wesleyan College 4760 Forsyth Road Macon, Georgia 31210 Phone : 478- 757-5224 Email : tbates@wesleyancollege.edu Fax : 1-478-757-4030 Tom Bates	N	0
93	Word of Mouth Referral	N	7

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94	WTOC TV P O BOX 8086 Savannah, Georgia 31412 Phone : 912-234-1111 Email : charney@wtoc.com Fax : 1-912-232-4945 Craig Harney	N	0
95	WTOC.com 11 The News Place Savannah, Georgia 31405 Phone : 912-238-8456 Email : awalls@wtoc.com Fax : 1-912-232-4945 Ashley Walls	N	0
96	WTOC.com 11 The News Place Savannah, Georgia 31405 Phone : 912-238-8375 Email : Fax : 1-912-231-9109 Tom Wichman	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>63</b>

## WXIA/WATL

## EEO PUBLIC FILE REPORT

November 21, 2011 - November 20, 2012

## III. RECRUITMENT INITIATIVES

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	1/1/2012	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, we supported the Emma J. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2012. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation	1.00
2	11/19/2012	Establishment of a mentoring program	Two WXIA employees were part of the 2012 Gannett Talent Development Program. The program provides training and development for recent top college graduates and gives participants a solid overview of careers in the broadcast industry. The 10-week program includes mentoring, on-the-job experiences and a career coach.	2	TDP Participant TDP Participant	1.00

**WXIA/WATL****EEO PUBLIC FILE REPORT****November 21, 2011 - November 20, 2012****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
3	11/19/2012	Participation in events or programs sponsored by educational institutions	WXIA/WATL news anchors, reporters and meteorologists spoke to students at 66 local schools about their jobs in the television industry, including 44 elementary schools, six middle schools, 10 high schools, and two colleges. They explained the process of creating news programs and discussed digital journalism, social platforms, and careers in meteorology and broadcasting. In addition, they spoke to other community programs with an emphasis on minority participation such as the: Atlanta Business League, American Cancer Society, DeKalb County MLK Celebration, Special Olympics Georgia, Emory Center for Ethics, Teach for America, Holocaust Days of Remembrance Essay Contest, NetWeaving Pay it Forward Day, AABE Scholarship Awards, United Negro College Fund Masked Ball, Piedmont Hospital Women's Auxiliary, Salvation Army, DeKalb County Candidate Debate, Atlanta Young Urban League, Key to the Cure, Leadership Gwinnett and Sickle Cell Education Day.	20	Anchors Reporters Meteorologists	0.25
4	11/19/2012	Participation in other activities designed by the station employment unit	WXIA /WATL, through the Gannett Foundation, granted funds to the United Negro College Fund to enable historic African American colleges to fulfill their mission through increased access to technology. The four member schools in the Atlanta University System provide academic programs in Communication and Mass Media Arts.	5	Gannett Foundation	1.00

# WXIA/WATL

## EEO PUBLIC FILE REPORT

**November 21, 2011 - November 20, 2012**

### III. RECRUITMENT INITIATIVES

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5	11/19/2012	Establishment of an intern program designed to assist members of the community	WXIA's internship program offers college juniors and seniors active participation in a professional broadcast organization so they gain the necessary work skills needed to later obtain employment in the broadcast industry. Internships are available in the Atlanta & Company, Community Relations, News, Sports, Marketing/Promotion, and Sales departments. Interns are selected based on their application, relevant coursework, work experience, and references. Students earn academic credit for their participation in the program. Internships are available year-round and generally last one semester. Interns attend many different colleges including: University of Georgia, Clark-Atlanta University, University of Alabama, Georgia State University, University of Florida, Georgia Institute of Technology, University of Virginia, Baker University, Brenau University, Western Kentucky University and Morehouse College. During the reporting period of November 21, 2011 to November 20, 2012, 15 students interned at the Station.	15		1.00

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6	11/19/2012	Establishment of training programs for station personnel	<p>WXIA/WATL offers employees numerous training opportunities both on -site and off-site to improve their job skills and to qualify for higher-level positions. Job shadowing is also available for employees to learn new skills by cross-training and observing different jobs. During the reporting period of November 21, 2011 to November 20, 2012, four employees received job promotions.</p> <p>Examples of the training and the number of employees trained include:</p> <p>December 2011            Stowell Training – market research (6)            Digital Bootcamp – social media training (43)            BCFM Financial Management training – (1)</p> <p>January 2012            Lushin Sales Training – (25)            Central AdOps Mobile Fulfillment Training – (3)            Gannett Digital Sales Training – (25)            Yahoo! Sales Training – (28)            Gannett Digital Sales Training – (2)            Digital Traffic Order Training/Sales – (2)            Nielsen – Local Custom Toolbox Training – (1)            Content Creation – Webinar – (1)</p> <p>February 2012            Gannett Social/SEO/Training for Sales – (25)            Yahoo! Mobile Training/Sales – (25)            Lushin Sales Training – (25)            Nielsen – Understanding African-American Consumer Power – (1)</p> <p>March 2012</p>	60		1.00

## WXIA/WATL

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## III. RECRUITMENT INITIATIVES

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			<p>Nielsen Training/Sales – (10)  SEO Training Part II/Sales – (25)  Lushin Sales Training – (25)  Klout Social Media Training/Sales - (35)</p> <p>April 2012  Kantar Research Training – (25)  Yahoo! Monthly Sales Webinar – (25)  Lushin Sales Training – (25)  Makegood Training/Sales – (30)</p> <p>Twitter Social Media Training – (30)  Leigh Stowell Research Training – (38)</p> <p>May 2012  Yahoo! Monthly Sales Webinar – (25)  Black Arts Webinar– How TV Upfronts Really Work – (1)</p> <p>June 2012  Photographer New Equipment /Editing Training – (20)  Promax Promotion/Marketing Conference – (1)  Lushin Sales Training – (25)  One Domain Sales Training – (15)  Wide Orbit Sales Training – (30)  Gannett AdOp Training – (2)  Gannett Winning Meeting/News - (2)  Lushin Sales Training – (22)  American Meteorologist Conference Training – (1)  WSI Graphics Training – (24)  Media Monitors Sales Training – (2)  Gannett GM/News Director meeting – (2)</p> <p>July 2012  Talent Coaching sessions for Reporter/Anchors – (8)  Lushin Sales Training – (25)  Twitter Influencers training for social</p>			



## WXIA/WATL

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## III. RECRUITMENT INITIATIVES

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			<p>media postings – (15)  WideOrbit Sales training – (30)  DFP Digital Fulfillment Training/Sales – (5)  Yahoo! Monthly Sales webinar – (23)  Meet the CRE – Research – (1)</p> <p>August 2012  Lushin Sales Training– (25)  Spredfast Tracking Social Media Performance – (6)  Double Click Launch/Part 1/Digital Sales – (5)  WideOrbit Trade Booking/Sales – (5)</p> <p>September 2012  Photographer equipment/editing training – (15)  Lushin Sales Training – (25)  Leigh Stowell training/market research – (28)  DFP Go Live Training/Digital Sales – (5)  Gannett Local DMS Dashboard Training/Sales – (25)  Gannett Local Engage with Facebook Fans Training/Sales – (15)  Weather training – (1)</p> <p>October 2012  Nielsen Local Custom Toolbox Training/research – (3)  Nielsen Grabix Segment Training/research – (4)  NABEF Leadership Development Program - (1)  Poynter Institute/Newsroom Leadership – (1)</p> <p>November 2012  Email Marketing &amp; Retargeting/Sales Training – (25)</p>			

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7	11/19/2012	Participation in scholarship programs	WXIA/WATL awarded five \$1,100 "Kids Who Care" cash awards to high school students who excelled in school and were outstanding citizens in their communities. Students were given the opportunity to observe numerous positions within a broadcast facility and to learn about the many careers within the industry.	5		1.00
8	11/19/2012	Provision of training to management	<p>Two managers participated in the Gannett Leadership Program. The three -day program is designed to provide managers with the leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The program provides the opportunity to network and build strong career-based relationship and the group is actively engaged in projects and mentoring four months after the training session.</p> <p>Gannett GM/News Director meeting – two employees attended sessions at the corporate office. Topics included the nine areas of news focus and training in digital sales.</p>	10	Quality Assurance Mgr. Local Sales Manager Executive Committee Members	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>7.25</b>