

WXIA/WATL
EEO PUBLIC FILE REPORT
November 21, 2014 - December 4, 2015

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
Talent Development Program Open Date: 12/15/2014 Hire Date: 1/12/2015	1-3, 6-7, 9-11, 13, 19-20, 22-23, 26, 47, 56, 58, 64-68, 72-74, 81, 84, 87, 89-90	66
Sales Assistant Open Date: 2/4/2015 Hire Date: 4/27/2015	1-3, 6-7, 9, 11, 13-14, 17, 19-22, 24-25, 30, 32, 34-35, 37, 39, 41-43, 45, 47-51, 55-56, 58, 60-65, 67-68, 70-76, 81-82, 84, 86-87, 89-90	50
Marketing Multi-Content Producer Open Date: 2/20/2015 Hire Date: 12/15/2014	1-3, 6-7, 9, 11, 13-14, 17, 19-20, 22, 28 -30, 32, 34-35, 37, 39, 41-43, 45, 47, 55 -56, 58, 61-65, 67-68, 72-74, 76, 81-84, 86-87, 89-90	29
Sports Multimedia Journalist Open Date: 3/11/2015 Hire Date: 7/19/2015	1-2, 4, 6, 8-10, 12-13, 15, 17-23, 25-26, 28, 31, 33-34, 36-37, 40-42, 44, 46-48, 50, 52, 55-57, 59, 61-65, 67, 69-70, 72- 74, 77, 81-84, 86-87, 89-90	50
News Producer Open Date: 6/22/2015 Hire Date: 10/1/2015	1-2, 4, 6, 13, 15, 17, 19-23, 25, 28, 31, 33-34, 36-37, 40-42, 46-48, 52-53, 55- 57, 59, 62-65, 67, 69-70, 72-74, 81-84, 86-87, 89-90	53
Assignment Editor - Part-Time Open Date: 7/14/2015 Hire Date: 11/16/2015	1-2, 4, 8-9, 13, 15, 17-23, 25, 28, 31, 33 -34, 36-37, 40-42, 46-48, 50, 52, 55-57, 59, 61-65, 67, 69-70, 72-74, 81-84, 86- 87, 89-90	50
Tech Edge Producer Open Date: 10/22/2015 Hire Date: 11/30/2015	1-2, 4-6, 8-9, 13, 16-23, 25-29, 31, 33- 34, 36-38, 40-42, 46-48, 52, 54-57, 59, 62-65, 67, 69-70, 72-74, 78-85, 87-91	27
Tech Edge Producer Open Date: 10/22/2015 Hire Date: 11/19/2015	1-2, 4-6, 8-9, 13, 16-23, 25-29, 31, 33- 34, 36-38, 40-42, 46-48, 52, 54-57, 59, 62-65, 67, 69-70, 72-74, 78-85, 87-91	29

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

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 504 College Drive Albany, Georgia 3175 Phone : 229-430-4654 Email : careers@asurams.edu Fax : 1-229-878-3098 Dr. Ernest Brown	N	0
3	Americus County Branch NAACP 217 Forrest Street Americus, Georgia 31709 Phone : (229) 924-0880 Email : obsrrj@bellsouth.net Fax : 1-229-924-7080 Tonya Argo	N	0
4	Americus County Branch NAACP 217 Forrest Street Americus, Georgia 31709 Phone : (229) 924-0880 Email : obsrrj@bellsouth.net Fax : 1-229-924-7080 Tonya Argo	N	0
5	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
6	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Army Career Alumni Program Building 253 Suite 2056 Fort Stewart, Georgia 31314 Phone : 912-767-2611 Fax : 1-912-767-8689 Transition Services	N	0
8	Army Career Alumni Program Building 253 Suite 2056 Fort Stewart, Georgia 31314 Phone : 912-767-2611 Fax : 1-912-767-8689 Transition Services	N	0
9	Art Institute of Atlanta 6600 Peachtree Dunwoody Road 100 Embassy Row Atlanta, Georgia 30328 Phone : 770-689-4808 Email : aiacareersvc@aii.edu Fax : 1-770-394-9798 N/A N/A	N	0
10	Atlanta Broadcast Institute 1355 Terrill Mill Road Building 1372-100 Marietta, Georgia 30067 Phone : 404-927-0523 Email : cyndit@radioschool.com Fax : 1-770-984-9113 Cyndi Todd	N	0
11	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
12	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Atlanta Urban League 100 Edgewood Drive Atlanta, Georgia 30303 Phone : 404-659-1150 Email : aroberson@ulgatl.org Fax : 1-404-659-5326 Africa Roberson	N	0
14	Augusta State University Placement Office 2500 Walton Way AUGUSTA, Georgia 30904 Phone : 706 396 7000 Fax : 1-706-731-7097 THOMAS GENTRY	N	0
15	Augusta State University Placement Office 2500 Walton Way AUGUSTA, Georgia 30904 Phone : 706 396 7000 Fax : 1-706-731-7097 THOMAS GENTRY	N	0
16	Augusta Technical College 3200 Augusta Tech Drive Augusta, Georgia 30906 Phone : 706-771-4146 Email : dwendt@augustatech.edu Fax : 1-706-771-4034 Donna Wendt	N	0
17	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
18	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

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19	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
20	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	0
21	Central Georgia Technical College 330 Macon Tech Drive Macon, Georgia 31206 Phone : mbradley@centralgatech.ed Email : mbradley@centralgatech.edu Melanie Bradley	N	0
22	Clark Atlanta University 223 James P. Brawley Drive Atlanta, Georgia 30314 Phone : 404-880-6701 Email : cppc@cau.edu Andre' McKinney	N	0
23	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
24	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	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
26	Connecticut School of Broadcasting 1117 Perimeter Center West STE 301 Atlanta, Georgia 30338 Phone : 678 205 2210 Email : mhessing@gocsb.com Michael Hessing	N	0
27	Did not indicate (Source Unknown)	N	1
28	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
29	Employee Referral	N	2
30	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
31	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

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32	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
33	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
34	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
35	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
36	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
37	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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38	GA. Department of Labor-Albany Branch 1608 S. Slappey Blvd. Albany, Georgia 31706 Phone : (229) 430-5010 Fax : 1-229-430-5027 Lynne Jones	N	0
39	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
40	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
41	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
42	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
43	Georgia Department of Labor-Savannah 5520 WHITE BLUFF ROAD Savannah, Georgia 31405-6908 Phone : 912-356-2773 Email : DaisyMae.Washington@dol.state.ga.us DaisyMae Washington	N	0

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44	Georgia Department of Labor-Savannah 5520 WHITE BLUFF ROAD Savannah, Georgia 31405-6908 Phone : 912-356-2773 Email : DaisyMae.Washington@dol.state.ga.us DaisyMae Washington	N	0
45	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
46	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
47	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 Sandy Lizik	N	0
48	Gwinnett Technical College 5150 Sugar Loaf Parkway Lawrenceville, Georgia 30043 Phone : 770-962-7580 X 6252 Email : drichards@gwinnetttech.edu Delvalyn Richards	N	0
49	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Carlos Ericksen-Mendoza	N	0
50	Indeed.com	N	3

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51	Interdenominational Ministerial Alliance P.O. Box 2083 Savannah, Georgia 31402 Phone : 912-659-9573 Email : holyspirit622@comcast.net Fax : 1-912-233-9694 James Nelson	N	0
52	Interdenominational Ministerial Alliance P.O. Box 2083 Savannah, Georgia 31402 Phone : 912-659-9573 Email : holyspirit622@comcast.net Fax : 1-912-233-9694 James Nelson	N	0
53	Job posting on internet	N	1
54	Job Shop 218 Oak Street Suite F Martinez, Georgia 30907 Phone : 706.860.4820 Fax : 1-706-860-4871 Amy Gray	N	0
55	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
56	LAGRANGE COLLEGE 601 BROAD ST. LAGRANGE, Georgia 30240 Phone : 706-880-8177 Fax : 1-706-880-8013 Career Development Center	N	0
57	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

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58	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
59	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
60	Middle Georgia State College 1000 College State Drive Macon, Georgia 31206 Phone : 478 471-2700 Email : barbara.warren@maconstate.edu Barbara Warren	N	0
61	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
62	National Academy of TV Arts & Sciences P.O. Box 225159 Atlanta, Georgia Phone : 770-414-8777 Email : emmysunest@aol.com Career Service	N	0
63	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

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64	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 Melody Hill	N	0
65	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlja.org Matthew Rose	N	0
66	None indicated (Source Unknown)	N	1
67	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
68	Project Welcome Home 12511 Largo Drive Savannah, Georgia 31419 Phone : 912-920-9411 Email : Mamasky07@aol.com Gale Sky Edeawo	N	0
69	Project Welcome Home 12511 Largo Drive Savannah, Georgia 31419 Phone : 912-920-9411 Email : Mamasky07@aol.com Gale Sky Edeawo	N	0
70	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 202-725-8318 Url : http://www.rtnda.org Katie Switchenko Manual Posting	N	0

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71	Savannah State University P.O. Box 20524 Savannah, Georgia 31404 Phone : 912-356-2285 Email : brownt@savstate.edu Fax : 1-912-356-2285 Contact Contact	N	0
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-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
74	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
75	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
76	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

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77	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
78	The Albany Herald 126 N. Washington Street Albany, Georgia 31701 Phone : 229 888-9344 Url : www.albanyherald.com Fax : 1-229-438-3200 Classified Department Albany Herald	N	0
79	The Columbus Times 2230 Buena Vista Road Classified Advertising Columbus, Georgia 31906 Phone : 706-324-2404 Fax : 1-706-596-0657 Carol Gerdes	N	0
80	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
81	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
82	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

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83	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	0
84	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
85	Valdosta State University 1500 N. Patterson St. Valdosta, Georgia 31698 Phone : 229-333-7099 Fax : 1-229-249-2602 Frank Barnas	N	0
86	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
87	WATL/WXIA-TV Website One Monroe Place Atlanta, Georgia 30324 Phone : (404) 892-1611 Url : http://www.11Alive.com Career Service Manual Posting	N	0
88	Wesleyan College 4760 Forsyth Road Macon, Georgia 31210 Phone : 478 477-1110 Fax : 1-478-757-4030 Wendy Stanley	N	0

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89	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
90	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
91	WTOC.com 11 The News Place Savannah, Georgia 31405 Phone : 912-238-8375 Fax : 1-912-231-9109 Tom Wichman	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			8

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	11/28/2014	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WXIA/WATL posted three upper-level category openings with media trade groups and other organizations and websites whose membership and/or audience includes substantial participation of women and minorities such as Emma Bowen Foundation for Minority Interests in Media, the Latin American Association, the National Association of Black College Broadcasters (NABCB), Atlanta Association of Black Journalists, National Academy of Television Arts and Sciences (NATAS), National Lesbian and Gay Journalist Association, South Asian Journalists Association, Spelman College Career Planning Center, the University of Georgia Placement Office, and Hispanic Link News Service.	0		1.00

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2	11/30/2014	Establishment of an intern program designed to assist members of the community	<p>WXIA internship program offers college students active participation in a professional broadcast organization so they gain the work skills needed to later obtain employment in the broadcast industry. Internships are available in the Atlanta & Company, Community Relations, News, Sports, Marketing/Promotion, Production, and Sales departments.</p> <p>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.</p> <p>During the reporting period, the 9 students in the program were from the University of Georgia, University of Alabama, Miami University (Ohio), Emory University, University of Tampa, Mississippi State University, Wake Forest University and Radford University.</p>	9	<p>News Director</p> <p>Sales Director</p>	1.00
3	12/4/2014	Participation in scholarship programs	<p>WXIA/WATL awarded five "Kids Who Care" \$1,100 cash awards to high school students who excelled in school and were outstanding citizens in their communities. Students spent time at the station and observed numerous positions within a broadcast facility and learned about careers within the industry.</p>	4	<p>General Manager</p> <p>Business Manager</p>	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	1/5/2015	Participation in events or programs sponsored by educational institutions	WXIA/WATL news anchors, reporters, meteorologists and producers spoke to students at local schools (6 elementary schools, 7 high schools, and 5 colleges) about jobs in the broadcast industry and shared their career paths with the students. They explained the process of creating news programs, discussed digital journalism, social platforms and careers in meteorology and broadcasting.	4	Anchor Meteorologist Producer	0.25
5	1/12/2015	Establishment of a mentoring program	WXIA participated in the 2014 Gannett Talent Development Program. This internship program offers selected college students and recently-hired students' real-world experience and valuable learning opportunities. The TDP offers participants robust training and development and prepares them to enter the job market with Gannett. The TDP offers internships/mentorships, on-the-job experiences and upon completion of the 10-week program, a career coach. Areas include: multimedia journalism, digital operations such as web and mobile development, digital and multimedia sales, marketing, multimedia journalism, broadcast production and other disciplines. Most participants remain with the company after the program in full-time positions with the company.	1	Digital Sales Specialist	1.00

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	2/1/2015	Establishment of a mentoring program	February-June 2015: The President and General Manager participated as a mentor in the Gannett Mentoring Program. The mentoring program was designed by the Leadership and Diversity Council to develop and retains top talent. As a mentee, participants have the opportunity to build a relationship with a trusted executive within the company focused on providing guidance on business issues and developmental goals. As a mentor or peer, they have the opportunity to perform a valuable role in building a relationship with a talented manager within the company and assisting them as they work on their leadership development. The program is a six-month commitment; however, many mentoring relationships last a life time.	1	General Manager	1.00

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
7	4/5/2015	Establishment of training programs for station personnel	<p>Training is available to employees in all departments and requests for training are solicited by human resources and department heads on a regular basis. Our goal is to provide training both on-site and off-site to allow employees the opportunity to improve their job skills and to qualify for career advancement.</p> <p>We also allow job shadowing for employees to learn new skills by cross training and observing different jobs.</p> <p>The entire WXIA sales staff (35 employees) attended a two-day Sales Transformation Workshop and three Sales Transformation seminars.</p> <p>Ten sales staff and managers attended a two-day Tegna Digital Training session facilitated by Tegna Director of Digital Development and Training.</p> <p>One producer attended the Gannett Producer Training program.</p> <p>During the reporting period many training classes were attended by employees in Sales, News, Accounting, Marketing, Operations and Engineering, as follows including the number trained in parentheses:</p> <p>Investigative Reporters and Editors Conference (2); Selling Automotive Webinar (15); Elevate (30); Automotive Webinar – Broadcast Selling Secrets (15); Accelerate Training (30); Salesforce Training (30); Audience Marketplace Sales Training (25); G/O Digital Sales Training (6); G/O Digital Onboarding Process and Form (30); Digital Sales Training (30); Facebook Ads Rollout (25); BCST Targeted Email Rollout (25); NASCAR Webinar (5); BCST Social Ads (20); Manager Training Onboard Form and Updated Audit Process BCTS (6); Onboard Form</p>	123	<p>AE and AM</p> <p>Director of Sales</p> <p>Reporters</p> <p>News Director</p>	1.00

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			and Updated Audit Process (30); Lee Stowell Training (30); Lushin Training (30); Lushin Webinar Training (20); Promo Entry Training (10); Introduction to Lushin (10); WATL Contract Sales Training (6); TVB Webinar – AE Dashboard (20); TVB Automated TV Buying Webinar (5); Rentrak Introductory Webinar (5); Google Training (12); Skillpath Training (3); Lynda.com Adobe Creative Suite, Photoshop, Premiere, After Effects (2); University of Phoenix Online Accounting Class (1); Essentials of Management Training (12); Gannett Producer Academy (1); Tactic Training – Order Management System for Art/Graphics (30); Producer training (4); Multi-Skill Journalist training (1); Reporter training (1); Gannett Producer Training Academy (1)			
TOTAL POINTS OVER REPORTING PERIOD:						6.25