

WXIA/WATL
EEO PUBLIC FILE REPORT
November 21, 2013 - November 20, 2014

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
Sports Reporter/Anchor	1-6, 9-11, 13-14, 16-17, 22, 24-37, 41-45, 47-57, 59-65, 67-68	2
Sports Producer	1, 3-6, 9-10, 13-14, 16-17, 20, 22, 24-37, 41-45, 47-57, 59-65, 67-68	20
Investigative News Reporter	4-6, 9-11, 13-15, 17-18, 22, 25-35, 37, 41-42, 44-45, 47-57, 59-63, 65-68	15
Photojournalist/Producer	1, 4-6, 9-10, 12-14, 17-18, 21-22, 25-37, 41-57, 59, 61-68	21
Promotion Writer/Producer/Editor	1, 4-6, 9-14, 17-18, 22, 25-37, 40-57, 59, 61-68	40
Morning News Anchor	1, 4-5, 9-14, 17-18, 25, 27-35, 37, 41, 43-53, 55-57, 59, 61-68	66
Assignment Editor	1, 4-6, 9-11, 13-14, 17-19, 25-38, 41, 43-53, 55-57, 59, 61-68	38
Director/TD	1, 4-6, 9-11, 13-14, 17-20, 22, 25-36, 41-42, 44-52, 55-57, 59-68	20
Digital Creative Content Director	1, 4-6, 9-11, 14, 17-18, 22-23, 28-29, 31-32, 34-36, 41-50, 52-53, 55-57, 59-68	23
Investigative Multimedia Journalist	1, 4-6, 9-11, 13-14, 17-19, 22-23, 25-36, 41-45, 47-53, 55-57, 59, 61-68	23
Investigative Multimedia Journalist	1, 4-6, 9-11, 13-14, 17-19, 22-23, 25-36, 41-45, 47-53, 55-57, 59, 61-68	62
Digital Sales Specialist	1, 4-6, 8-11, 13-15, 17-19, 22, 25-36, 41-45, 47-53, 55-57, 59-68	15
News Producer	1-2, 4-6, 8-11, 13-14, 17-19, 22, 25-36, 41-45, 47-53, 55-57, 59, 61-68	2
News Producer	1-2, 4-6, 8-11, 13-14, 17-19, 22, 25-36, 41-45, 47-53, 55-57, 59, 61-68	66
Local Television Director/TD	1, 4-6, 8-10, 13-14, 17-19, 22, 25-36, 41-45, 47-53, 55-57, 59-68	66
Local Television Director/TD	1, 4-6, 8-10, 13-14, 17-19, 22, 25-36, 41-45, 47-53, 55-57, 59-68	62
Broadcast Sales Account Executive	1, 4-6, 8-11, 13-14, 17-18, 22-23, 25-36, 41-45, 47-53, 55-57, 59, 61-62, 64-68	23
Digital Marketing Consultant	1, 4-6, 8-11, 13-14, 17-20, 22-23, 25-36, 41-45, 47-53, 55-57, 59-62, 64-68	20
Digital Marketing Consultant	1, 4-6, 8-11, 13-14, 17-20, 22-23, 25-36, 41-45, 47-53, 55-57, 59-62, 64-68	23
Digital Marketing Consultant	1, 4-6, 8-11, 13-14, 17-20, 22-23, 25-36, 41-45, 47-53, 55-57, 59-62, 64-68	23

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Digital Marketing Consultant	1, 4-6, 8-11, 13-14, 17-20, 22-23, 25-36, 41-45, 47-53, 55-57, 59-62, 64-68	20
Sales Assistant	1, 4-5, 8-11, 13-14, 17-19, 22-23, 25-36, 41-42, 44-53, 55-57, 59-61, 64-68	23
Television Director	1, 4-11, 13-14, 17-19, 22, 25-36, 39, 41, 43-45, 47-53, 55-57, 59, 61-62, 66-68	66
Master Control Operations Technician	1, 3-6, 8-11, 13-14, 17-20, 22, 25-36, 38-39, 41, 44-45, 47-53, 55-60, 62, 64-68	20
Master Control Operations Technician	1, 3-6, 8-11, 13-14, 17-20, 22, 25-36, 38-39, 41, 44-45, 47-53, 55-60, 62, 64-68	38
Broadcast Sales Account Executive	1, 3-6, 8-11, 13-14, 17-18, 21-22, 25-36, 39, 41-44, 46-53, 55-57, 59-62, 64-68	21

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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	Agency Referral	N	2
3	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
4	Americus County Branch NAACP 217 Forrest Street Americus, Georgia 31709 Phone : (229) 924-0880 Email : obsrj@bellsouth.net Fax : 1-229-924-7080 Tonya Argo	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 Fax : 1-912-767-8689 Transition Services	N	0
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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	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
9	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
10	Augusta State University Placement Office 2500 Walton Way AUGUSTA, Georgia 30904 Phone : 706 396 7000 Fax : 1-706-731-7097 THOMAS GENTRY	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
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

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14	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	0
15	Career Fair IRE	N	2
16	Central Georgia Technical College 330 Macon Tech Drive Macon, Georgia 31206 Phone : 478 757-3400 Fax : 1-478-757-6617 Elizabeth Hibbett	N	0
17	Clark Atlanta University 223 James P. Brawley Drive Atlanta, Georgia 30314 Phone : 404-880-6701 Email : cppc@cau.edu Andre' McKinney	N	0
18	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
19	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
20	Corporate Office Gannett Corporate Site	N	5
21	Current Employee	N	2

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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	Employee Referral	N	6
24	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
25	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
26	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
27	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	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
29	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
30	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
31	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
32	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
33	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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34	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
35	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
36	Gwinnett Technical College 5150 Sugar Loaf Parkway Lawrenceville, Georgia 30043 Phone : 770-962-7580 X 6252 Email : drichards@gwinnetttech.edu Delvalyn Richards	N	0
37	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Carlos Ericksen-Mendoza	N	0
38	Indeed.com	N	2
39	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
40	Job Board NewsBlues.com	N	1

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41	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
42	LAGRANGE COLLEGE 601 BROAD ST. LAGRANGE, Georgia 30240 Phone : 706-880-8177 Fax : 1-706-880-8013 Career Development Center	N	0
43	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
44	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
45	Middle Georgia State College 1000 College State Drive Macon, Georgia 31206 Phone : 478 471-2700 Email : barbara.warren@maconstate.edu Barbara Warren	N	0
46	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

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47	National Academy of TV Arts & Sciences P.O. Box 225159 Atlanta, Georgia Phone : 770-414-8777 Email : emmysuncst@aol.com Career Service	N	0
48	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
49	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
50	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
51	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
52	Project Welcome Home 12511 Largo Drive Savannah, Georgia 31419 Phone : 912-920-9411 Email : Mamasky07@aol.com Gale Sky Edeawo	N	0

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53	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
54	Richmond/Burke County Job Training Authority 209 7th Street Augusta, Georgia 30901 Phone : 706.722.3001 Fax : 1-706-721-7395 Array Darden	N	0
55	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
56	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
57	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
58	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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59	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
60	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
61	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
62	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
63	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

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64	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
65	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
66	WATL/WXIA-TV Website One Monroe Place Atlanta, Georgia 30324 Phone : (404) 892-1611 Url : http://www.11Alive.com Career Service Manual Posting	N	4
67	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
68	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			26

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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	11/20/2014	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	News and Sales Mgmt Production Mgmt Marketing Mgmt Community Relations Mgr	1.00

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2	11/20/2014	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.	3	General Manager HR Director News Director	1.00

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3	11/20/2014	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>Eighty-eight employees from news, marketing, promotion, programming and tech-operations were trained on the ENPS upgrade.</p> <p>The entire WXIA sales staff (35 employees) attended a two-day Digital Integrated Solutions seminar facilitated by Gannett 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); Pay Per Click and 11Alive Mobile App Re-launch (23); Sale Manager Training (1); Stowell Survey Design (7); Social TV Webinar (20); TVB AE Sales Seminar (32); Quarterly Lushin Training (30); Stowell Data Rollout (30); TV Webcast Social Media Research (4); TVB Webcast Overcoming Top Objections (27); TVB Selling Against Competition (17); Nielsen Review and Training on Changes (10); Digital Products Training (32); Digital Products Training for</p>	120	Employees from all departments	1.00

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			Management (6); Matrix Training (1); PPC Process Training (1); US Bank Card Web Training (15); Jim Doyle Auto Seminar (27); Audience Marketplace Sales Training (27); BCTS Social Media Management Training (6); Facebook Ad New Products Training (27); Social Media Management (30); TVB Attorneys and Auto Dealers (30); Social Media Sales Training (5); MIXPO Training (9); G/O Digital Training (27); Kantar Direct-Heat Product Training (30); WideOrbit Media Sales Inventory Training (2); Mass Relevance Training (5); SMS Management Training (1); ENPS Training (88); Dataminr Training for News Department (88); SONY Training on new equipment in Control Room (18); Skillpath Training (3); Lynda.com Adobe Creative Suite, Photoshop, Premiere, After Effects (1); University of Phoenix Online Accounting class (1); Film Class (1); Essentials of Management Training (12); Gannett Producer Academy Training (2);			
4	11/20/2014	Participation in scholarship programs	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.	1	Community Relations Mgr	1.00

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5	11/20/2014	Participation in scholarship programs	<p>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 2014. 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.</p> <p>WXIA/WATL, with a grant from the Gannett Foundation, provided funds to Atlanta Technical College Foundation, Inc. to support students in financial need with the cost of tuition and books.</p>	1	Gannett Foundation Personnel	1.00

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6	11/20/2014	Participation in events or programs sponsored by educational institutions	<p>WXIA/WATL news anchors, reporters, meteorologists and producers spoke to students at local schools (40 elementary schools, 13 middle schools, 5 high schools, and 7 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.</p> <p>In addition, staff spoke to other community programs about the broadcast industry with an emphasis on minority participation such as the Atlanta Business League, Atlanta Technical College, United Way Women's Leadership, American Cancer Society, Cobb County SCLC, Urban League Young Professionals, Junior League Board of Education Forum, 100 Black Men of Atlanta, Atlanta Association of Black Journalists, University of Georgia Grady School of Journalism, Georgia Gwinnett College, National Urban League of Greater Atlanta, AT&T Black History Month, Young Audiences 30th Anniversary, Making Strides for Breast Cancer, Children's Healthcare Strong4Life Youth Hall of Fame, Sickle Cell Education Day, Safe Kids Georgia Leadership Day, American Association of Blacks in Energy Scholarship Day, Bridge Builder Awards, Morehouse College Men's Breakfast, YMCA Black Achievers Gala, Clark Atlanta Spirit of Greatness, DeKalb County Employee Service Awards, Carter Center trip to Ethiopia, True Colors Theatre, 100 Black Women of Atlanta, Piedmont Hospital Women's Auxiliary, Key to the Cure.</p>	20	News Anchors Reporters Meteorologists Producers	0.25

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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	11/20/2014	Provision of training to management	<p>Management at WXIA participated in the following training programs:</p> <p>Vice President of Community Relations participated and graduated in the Leadership Atlanta program, providing classes and workshops in effective management.</p> <p>General Manager attended the Gannett General Manager Conference in January 2014 where leadership was stressed and ideas shared in order to continue the mission to reinvent local journalism in the digital age.</p> <p>Business Manager attended the Gannett Finance Controller/Business Manager Summit from January 27-30, 2014 where leadership, best practices, and sharing of ideas were stressed in order to advance company goals and streamline operations.</p> <p>News Director and Marketing Director attended the Gannett News Director and Marketing Director Conference from March 11-14, 2014 that emphasized the need to lead, think big, manage resources and advance strongly into the digital age.</p> <p>Gannett's Essentials of Management pilot class was held in Atlanta with 12 participants from WXIA. This is a four-part program designed to provide managers with both a big picture framework and some practical tools to successfully navigate and work in the transformational environment.</p>	15	Community Relations Mgr General Manager News Director Marketing Director	1.00

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8	11/20/2014	Participation in events sponsored by community groups	<p>WXIA participated in the Atlanta Business League 10th Annual Student-Business Shadow Project. The program is designed to encourage high school minorities to explore careers and foster the development of entrepreneurship during their junior and senior year. Students toured the station, shadowed employees and had discussions with the General Manager and members of the production, sales, promotion, digital and news teams to learn about their roles and career opportunities in the broadcast industry. The project involved 11 minority students interested in journalism and broadcasting.</p> <p>WXIA, in conjunction with the United Way and the Atlanta Community Foundation, is involved in a middle school business center at the Georgia World Congress Center. The center teaches students how to budget, save and invest so they can take control of their finances. In addition, a Philanthropy Store teaches the importance of business involvement in the community and giving back to the community.</p> <p>WXIA hosted 30 non-profits as part of the Georgia Center for Non-Profits Working with the Media seminar. The seminar included how to catch the media attention and how to accurately present your message. Panel discussions included what the media looks for in public interest stories, building relationships with the media, the use of digital platforms, and opportunities to partner with WXIA.</p>	9	Community Relations Mgr News Anchors and Reporters General Manager	0.25

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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
9	11/20/2014	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
10	11/20/2014	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 for the four member schools in the Atlanta University System which provide academic programs in Communication and Mass Media Arts.	1	Community Relations Mgr	1.00
11	11/20/2014	Participation in events or programs sponsored by educational institutions	The Vice President of News and Human Resource Director participated in a symposium at the University of Georgia, Grady College of Journalism on April 22, 2014. The symposium included presentations on an overview of Gannett and where the company is headed, what our news directors are looking for in entry-level talent and alumni, the importance of creativity, knowledge of digital and social media and a session on "why Gannett, " from our Human Resource prospective.	2	News Director HR Director	0.25

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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
12	11/20/2014	Participation in Job Fairs	<p>The Vice President of News and the Human Resources Director attended a career day at the University of Georgia on April 22 and conducted one-on-one interviews with students at the Grady College of Journalism. Two students were chosen for summer internships and one student was hired.</p> <p>The Vice President of News took part in recruitment while attending the Investigative Reporters and Editors Conference in June 2014. Numerous interviews were conducted and one participate was hired for WXIA.</p>	2	News Director HR Director	0.25
13	11/20/2014	Establishment of a mentoring program	<p>February-September 2014: 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.</p>	1	General Manager	1.00
TOTAL POINTS OVER REPORTING PERIOD:						10.00