

EEO Public File Report

Station: WCMH-TV, Columbus, Ohio
Period Covered by Report: 6/1/2008 - 5/31/2009

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source for Candidate Hired	Recruitment Source(s) utilized to fill vacancy.	Number Interviewed	Number Hired
1	Producer-Daytime Columbus	07/30/08	09/02/08	MG Employee (MG employee was interviewed or the person interviewed was referred by a person working for MG)	Recruitment Source List Contacted for Each Full-time Vacancy (see attached) & Recruitment Source List Contacted for Specific Full-time Vacancy (Ohio State University & Ohio University)	6	1
2	Account Executive	09/02/08	11/11/08	Referral from a Third Party Contact	Recruitment Source List Contacted for Each Full-time Vacancy (see attached) & Recruitment Source List Contacted for Specific Full-time Vacancy (Ohio State University & Ohio University)	8	1
3	Content Brand Manager	09/15/08	12/22/08	MG Employee (MG employee was interviewed or the person interviewed was referred by a person working for MG)	Recruitment Source List Contacted for Each Full-time Vacancy (see attached) & Recruitment Source List Contacted for Specific Full-time Vacancy(Poynter Institute; RTNDA; Broadcasting & Cable)	3	1
4	Digital Journalist	10/16/08	11/24/08	MG Employee (MG employee was interviewed or the person interviewed was referred by a person working for MG)	Recruitment Source List Contacted for Each Full-time Vacancy (see attached) & Recruitment Source List Contacted for Specific Full-time Vacancy (Broadcasting & Cable; Ohio State University & Ohio University)	7	1

TOTAL

24

4

* See Attached List of Recruitment Sources for Contact Information

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Recruitment Sources Contacted for All Positions

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Asian American Journalists Association 1182 Market St. Suite 320, San Francisco, CA 94102	Ellen Endo, Executive Director Phone: 415-346-2051 Fax 415-346-6343 E-Mail: National@aja.org	0	n
2	National Association of Black Journalists, Univ. of Maryland 8701-A Adelphi Road, Adelphi, MD 20783-1716	Karen Freeman, Executive Director Phone: 301-445-7100 Fax: 445-7101 E-Mail: nabj@nabj.org	0	n
3	National Association of Hispanic Journalists 1000 Natinal Press Building, 529 14th Street, NW Washington, DC 20045	Ivan Roman, Executive Director Phone: 202-662-7145 Fax: 202-662-7144 (2001) E-Mail: nahj@nahj.org	0	n
4	Native American Journalists Association 555 Dakota Street, Vermillion, SD 57069	Jeff Harjo, Executive Director Phone: 605-677-5282 Fax: 866-694-4264 E-Mail: info@naja.com	0	n
5	Radio-Television News Directors Association & Foundation 1600 K Street, NW Suite 700, Washington, DC 20006-2838	Barbara Cohram, President Phone: 202-659-6510 Fax: 202-223-4007 E-Mail: rtnda@rtnda.org	0	n
6	The Ohio Dept. of Job & Family Services 30 E. Broad Street, 32nd Floor, Columbus, OH 43215-3414	Mark Birnbrich, Project Manager Phone: 614-466-6282 Fax: 614-466-2815	0	n
7	Ohio/Illinois Center for Broadcasting 9000 Sweet Valey Drive, Valley View, OH 44125	Gary James, Placement Director Phone: 216-447-9117 www.beonair.com	0	n

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Recruitment Sources Contacted for All Positions

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
8	Ohio Association of Broadcasters 88 East Broad Street, Suite 1180, Columbus, OH 43215-3525	Patricia Geary, Director of Operations Phone: 866-OAB-5794 Fax: 614-228-8133	0	n

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
9	WCMH- NBC 4 website 3165 Olentangy River Road Columbus, Ohio 43202	Reema Karmi, HR Leader www.nbc4i.com	1	n
10	Media General Website 333 E. Franklin Street Richmond, VA 23293	www.mediageneral.com	8	n
11	WCMH - Job Hotline, Select Option #9 3165 Olentangy River Road Columbus, Ohio 43202	Reema Karmi, HR Leader Phone: 614-263-4444	0	n
12	MG Employee (MG employee was interviewed or the person interviewed was referred by a person working for MG)		11	n
13	Referral from a Third Party Contact		4	n
14	Ohio Center for Broadcasting 5330 E. Main St. Suite 200, Columbus, Ohio 43213	Tish Hevel, Regional Op. MGR phone: 614-245-0555	0	n

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
Recruitment Sources Contacted for SPECIFIC Full-Time Vacancies				
1	Poynter Institute 801 Third Street South St. Petersburg, FL 33701 <i>(For: Content Brand Manager Position)</i>	Colleen Eddy, Director (727) 553-4711 http://careers.poynter.org	0	
2	RTNDA/RTNDF 4121 Plank Road, #512, Fredericksburg, VA 22407 <i>(For: Content Brand Manager Position)</i>	Tara G. Sheehan 202.467.5203 www.rtnda.org	0	
3	Ohio State University Career Services 1885 Neil Ave Columbus, Ohio 43210 <i>(For: Producer-Daytime Cols, Content Brand Manager, Digital Journalist & Account Executive Positions)</i>	April Calkovsky calkovsky.1@osu.edu www.experience.com 614-292-7055	0	
4	Ohio University Scripps College of Communication Ohio University RTVC 484 Athens, OH 45701-2979 <i>(For: Producer-Daytime Cols, Content Brand Manager, Digital Journalist & Account Executive Positions)</i>	Holly L. Jacobs www.experience.com	0	
5	Broadcasting & Cable - Multichannel News 225 Wyman Street Waltham, MA 02451 <i>(For: Digital Journalist Position & Content Brand Manager)</i>	Jonathan Kemp P: 781.734.8441 F: 303.265.3069	0	
Total Interviewed			24	

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Supplemental Recruitment Initiatives

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	On-Going	NBC4 Internship Program	There are 8 types of internships each semester throughout various depts. Including television production.	The goal is to help interns gain experience within broadcast environment while enhancing their education inside the classrooms. This station has hired interns from Ohio State University, Otterbein University, University of Ohio & more. Internship program eligibility requirements, descriptions & application procedures can be found on our website at www.nbc4i.com	Department Heads & Human Resources.
2	On-Going	Training Programs & Cross-Training Programs	Train employees for positions other than what they were hired for.	Dept. Heads & employees train employees to gain skills to allow them to obtain promotions or transfers.	Department Heads/ Supervisors & Human Resources
3	July 23-27, 2008	Unity 08 Convention, Chicago, IL- McCormick Place West	The centerpiece of UNITY 08, the Media Showcase & Career Expo featured recruiters from print, broadcast and online industries, as well as exhibitors representing a variety of journalist schools, non-profit organizations and companies of interest to journalism.	Nearly 10,000 journalists and media executives met to discuss timely issues affecting journalist and the media industry and search for new journalists to join the ranks of Media General.	Vice Presidents of News, Donna Reed, Dan Bradley and Peter Howard, MG employees

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
4	4/6/2009	Educating Students on the inner workings of television & the use of social media	Ashland University	The 50 minutes involved discussing the mechanics of the tools we use and why we are doing it; in 2009 our audience is looking for more than just a broadcast, they are looking for us to interact and communicate with them on their platforms. Also a discussion about how social media could be one of the best parts of their resume or a reason they don't get a job, based on what they put on Facebook, Twitter, YouTube, etc. All of these students are sophomores to Seniors and looking to get jobs at local TV stations.	Content Acquisition Manager
5	4/28/2009	Employer and Employment Job Fair	WCMH hosted and attended a diversity job fair that offer Latinos, bilinguals and all diverse populations an opportunity to meet with more than 40 area employers on Tuesday, April 28, 2009.	WCMH hosted the career fair and promoted it on our air. WCMH HR Leader also attended the job fair and recruited for two open positions that are open in the News Department	Vice President of Marketing, Content Brand Manager and Human Resources Leader
6	On-Going	Job Shadow Program	Permits High School seniors to shadow employees to learn about broadcasting careers	Students who are working on school projects are permitted to shadow current employees to learn about careers in Broadcast. The Department Head works directly with the student and the employee who that student is shadowing to ensure that the student is provided with usefull and hands on information.	Human Resources Leader & Department Heads