

WFMY
EEO PUBLIC FILE REPORT
July 22, 2010 - July 21, 2011

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multimedia Marketing Producer	2-5, 8-23, 27-29, 32-33, 36, 38-41, 43-44	11
News Director	2-5, 8-21, 23, 26-30, 32-33, 36, 38-41, 43-44	9
Multimedia Reporter	2-5, 8-18, 20-21, 23, 27-29, 31-33, 36, 38-40, 42-44	9
Multimedia Producer AM	2, 4-5, 8, 10-18, 20-21, 23, 27-29, 32-33, 36, 38-40, 42-44	42
Business Development Account Executive	2-5, 8-18, 20-21, 23, 26-29, 31-33, 36, 38-40, 43-44	9
Business Development Account Executive	2-5, 8-18, 20-21, 23, 26-29, 31-33, 36, 38-40, 43-44	9
Business Development Account Executive	2-5, 8-18, 20-21, 23, 26-29, 31-33, 36, 38-40, 43-44	3
Multimedia Producer PM	2-5, 8-18, 20-21, 23, 27-29, 32-35, 38-40, 42-44	42
Reporter	1-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 43-44	32
Reporter	1-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 43-44	1
Reporter	1-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 43-44	9
Assignment Editor/Community Connector	2-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 42-43	42
Copy Specialists	2-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 43	9
Multi-Media Journalist / Photojournalist	2-5, 8-14, 16-18, 20-21, 23, 28-29, 32-35, 38-40, 43	9
Creative Services Internet Designer/Coordinator	2-5, 8, 10-14, 16-17, 20-21, 23, 28-29, 33-35, 38-40, 43	3

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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	Agent	N	2
2	Bennett College 900 E Washington Street Greensboro, North Carolina Phone : 123 Email : yjohnson@bennett.edu Fax : 1--- Yolande Johnson	N	0
3	Career Builder North Carolina Phone : Email : Fax : Manual posting n/a n/a	N	41
4	City of Greensboro Drawer W-2 Greensboro, North Carolina Phone : Email : Fax : 1-336-373-2511 Connie Hammond	N	0
5	Elon University Box 2850 Elon, North Carolina Phone : Email : ntonkins@elon.edu Fax : 1--- Nagatha Tonkins	N	1
6	Elon University McEwen Comm, Room 109, 2850 Campus Box Elon, North Carolina Phone : Email : bcheek@elon.edu Fax : 1--- Brittain Cheek	N	0
7	Elon University McEwen Comm, Room 109, 2850 Campus Box Elon, North Carolina Phone : Email : rwade2@elon.edu Fax : 1--- Ross Wade, MS	N	0

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8	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
9	Employee Referral	N	21
10	Employment Security Commission 2005-B South Elm-Eugene St Greensboro, North Carolina Phone : Email : esc.employmentservice@ncmail.net Fax : 1--- Anne G. Lasley	N	0
11	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	24
12	Guilford Technical Community College P. O. Box 309 Jamestown, North Carolina Phone : Email : careers@gtcc.edu Fax : 1--- Guilford Technical Community College	N	0
13	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
15	Moses Cone Health System 1200 N Elm St Greensboro, North Carolina Phone : Email : comments@mosescome.com Fax : 1--- Varo Duffins	N	0
16	Mt Zion Baptist Church 1301 Alamance Church Greensboro, North Carolina Phone : 336-373-4211 Email : Fax : 1-336-373-4224 Demetria Wade	N	0
17	N. C. Association of Broadcasters P. O. Box 627 Raleigh, North Carolina Phone : 919-21-7300 Email : info@ncbroadcast.com Fax : 1-919-839-0304 N. C. Association of Broadcasters	N	0
18	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
19	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0

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20	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
21	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nljja.org Fax : 1--- Career Service	N	0
22	Native American Journalists Association 555 Dakota Street, Al Neuharth Media Center Vermillion, South Dakota Phone : (605) 677-5282 Email : info@naja.com Fax : 1-866-694-4264 Career Service	N	0
23	North Carolina A&T State University 103 Price Hall Greensboro, North Carolina Phone : Email : Fax : 1-336-334-7018 Dr. Elazer J. Barnette	N	0
24	North Carolina A&T State University N.C. University N.C., North Carolina Phone : 336 Email : gwiggin@ncat.edu Fax : 1--- Gail Wiggins	N	0
25	North Carolina A&T State University Career Services Greensboro, North Carolina Phone : Email : Fax : 1-336-334-7018 Carolyn Mark	N	0

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26	Outside Referral ,	N	3
27	Providence Baptist Church 1106 Tuscaloosa Street Greensboro, North Carolina Phone : Email : prbaptist@bellsouth.net Fax : 1--- Howard Allen Chubbs	N	0
28	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
29	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
30	Talent Dynamics (used for on-air talent only) 8828 Stemmons Suite 510 Dallas, Texas 75247 Phone : 214/630-9590 Email : Fax : Sandra Connell	N	2
31	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0

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32	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	9
33	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
34	University of Kansas Journalism School 2066 Dole Center School of Journalism Lawrence, Kansas 66045 Phone : Email : utsler@ku.edu Fax : 1--- Dr Max Utsler	N	0
35	University of Missouri School of Journalism 5550 Highway 63 South Columbia, Missouri 65201 Phone : Email : woelfels@missouri.edu Fax : 1--- Stacey Woefel	N	0
36	University of North Carolina - Chapel Hill Campus Box 3365 Chapel Hill, North Carolina Phone : Email : catuggle@unc.edu Fax : 1--- Dr. Charles A. Tuggle	N	0
37	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-2197 Email : ucs@unc.edu Fax : 1-919-962-2197 Wendy P. and Dean E.	N	0

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38	University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, North Carolina Phone : Email : Fax : 1-919-962-2197 John C. Conway	N	0
39	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Phone : Email : Fax : 1-336-334-5039 Mr. Frank Donaldson	N	0
40	Weaver Education Center 300 S. Spring Street Greensboro, North Carolina Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw	N	0
41	WFMY Internal Job Posting North Carolina Phone : Email : Fax : n/a n/a	N	8
42	WFMY Website North Carolina Phone : Email : Fax : n/a n/a	N	11
43	Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, North Carolina Phone : 336-750-2320 Email : blountb@wssu.edu Fax : 1--- Brian C. Blount ED. D	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
44	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-725-5614 Email : Fax : 1-336-722-5713 Hobart Jones	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			122

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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	7/23/2010	Provision of training to management	Larry Audas President & General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.	1	General Manager	1.00
2	7/24/2010	Establishment of training programs for station personnel	WFMY Technical team conducted training sessions during the last 12 months. The sessions were on a variety of topics. Training sessions were conducted for the following: Triveni RM40 Streamscope MPEG Digitak Analyzer, Ensemble Designs-Demo Ensemble Mitto-Scan Converter, Burke Transmitter Facility Remote Access & Use Training and Sony DVS 7300 Series Production Switcher.	6	Technical Staff	1.00
3	7/26/2010	Establishment of a mentoring program	During the reporting period WFMY had 4 participants in the Gannett Mentor and Mentee program: WFMY's Asst Chief Engineer was mentored by the Director of Technology and operations WXIA/WATL, WFMY's EP of Community Connections, was mentored by the Vice President News WXIA/WATL, WFMY's Executive Producer was mentored by WXIA/WATL's President and General Manager and WFMY's Community Relations Project Manager was mentored by WXIA's Vice President of Marketing and Community Relations.	1	Asst Chief Engineer Community Relations Project Manager Executive Producer Ep of Community Connections	1.00

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4	7/27/2010	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. 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
5	7/28/2010	Establishment of an intern program designed to assist members of the community	<p>WFMY established an internship program for 9 College students over three semesters for students to earn academic credit.</p> <p>3 Fall 2010 interns from Greensboro College, North Carolina A&T State University.</p> <p>4 Spring 2011 interns from North Carolina A&T State University, High Point University, and Elon University.</p> <p>2 Summer 2011 interns from Louisiana State University and North Carolina State University.</p> <p>The program offers the student/intern active participation in a professional broadcast organization and allows them to gain the necessary skills needed to obtain employment in the broadcast industry. Internships are available in news, marketing, sales, sports, online, weather and community relations. Selection is based on a formal interview, application, coursework, and references. Internships generally run one semester and academic credit is earned.</p>	4	Director of Marketing EP of Community Connections Sports Director News Director	1.00

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6	9/13/2010	Provision of training to management	One employee from the Sales department started a 6 month training program in 09/2010 called Leadership Greensboro. The program's focus is to gain a better understanding of the key leadership principles essential for successful leadership.	1	MultiMedia Sales Manager	1.00
7	9/21/2010	Provision of training to management	David Reeve Marketing Director attended Gannett's Winning in News sessions at the corporate headquarters in McLean, Va. from 9/21-23/2010	1	Director of Marketing	1.00

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8	1/1/2011	Participation in events or programs sponsored by educational institutions	<p>During the quarter January 1, 2011 to March 31, 2011 speaking support regarding broadcast careers, meteorology, and journalism was provided on a regular basis by the Information Center on air talent and staff to students at local elementary, middle, high schools and colleges. Class sizes varied. A list of dates, schools visited and number of attendees is as follows:</p> <p>01/21/11 Tracey McCain served as a guest speaker for a class of journalism students at A&T State University. Tracey talked about her career in broadcasting. There were 25 students in the class.</p> <p>01/25/11 Ed Matthews visited Haw River School and talked to 5th grade students about weather and his job as a meteorologist at WFMY. There were 75 students in the class.</p> <p>01/25/11 Grant Gilmore talked to 100, 2nd grade students about weather and broadcasting at Pilot elementary.</p> <p>01/27/11 Ed Matthews visited Grove Park Elementary school and talked to the 5th grade class about weather and his job as a meteorologist. There were 100 students in the presentation.</p> <p>02/03/11 Tracey McCain spoke to a group of 25 second grade students at Clover Garden Elementary School about her job as a news anchor at WFMY News 2.</p> <p>02/07/11 Ed Matthews visited A/O Elementary School in Alamance County to talk to 2nd grade students about weather and his job as a meteorologist at WFMY-TV. There were 100 students in the presentation.</p>	5	News & Information Center Staff	0.25

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			<p>02/15/11 Ed Matthews visited Ramseur Elementary School and talked to the 5th grade class about weather and his job as a meteorologist at WFMY-TV. There were 65 students in the presentation.</p> <p>02/15/11 Frank Mickens spoke at the Hunter Elementary School honor roll program. He shared with the students how important their education is and how they will benefit by making good grades and how it has helped him in his broadcast career. There were 200 people at the event.</p> <p>02/18/11 Tracey McCain was the awards day guest speaker at Monticello Brown Summit Elementary School. There were more than 300 students and parents present for the event. Tracey shared some of her experiences as a news anchor at WFMY News 2.</p> <p>02/20/11 Tracey McCain was the Black History Month guest speaker at Liberty Valley Church in Liberty. She shared some of her experiences as a journalist at WFMY News 2. There were more than 150 people at this event.</p> <p>02/21/11 Tracey McCain was the guest speaker for Black History Month at Bessemer Elementary School. She spoke to 100 5th grade students about her job as a news anchor at WFMY News 2.</p> <p>02/25/11 Tanya Rivera served as the guest speaker for the Caldwell Academy Fundraising event. There were approximately 300 guests in attendance. She shared some of her experiences as anchor at WFMY News 2.</p> <p>03/01/11 Grant Gilmore read to 20 second grade students and talked about weather and his career as a meteorologist.</p>			

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			<p>03/01/11 Ed Matthews visited Cash Elementary School and talked to the 5th grade students about weather and his job as a meteorologist at WFMY. There were 125 students in the presentation.</p> <p>03/09/11 Ed Matthews visited North Graham Elementary School and spoke to 75 2nd grade students about weather and his job as a meteorologist at WFMY-TV. There were 75 students in the presentation.</p> <p>03/24/11 Grant Gilmore spoke to 60 5th grade students at Northwest Elementary School in Davidson county about weather and broadcasting.</p> <p>03/26/11 Tracey McCain was a guest speaker for Cultural Awareness Day at New Zion Methodist Church. There were about 300 people in the group. She shared some of her experiences as a news anchor at WFMY News 2.</p> <p>03/31/11 Grant Gilmore spoke to 45 10th grade students at Northern Guilford High School about weather and broadcasting.</p>			
9	3/23/2011	Establishment of training programs for station personnel	Held a Social Media Class that focused on "Marketing with Facebook, Twitter & LinkedIn. The class was attended by 13 WFMY employees.	13	Station Staff	1.00

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10	4/1/2011	Participation in events or programs sponsored by educational institutions	<p>During the quarter April 1, 2011 to June 30, 2011 speaking support regarding broadcast careers, meteorology, and journalism was provided on a regular basis by the Information Center on air talent and staff to students at local elementary, middle, high schools and colleges. Class sizes varied. A list of dates, schools visited and number of attendees is as follows:</p> <p>04/01/11 Tracey McCain was the guest speaker for the Great Hang Up event at Bennett Middle College. She shared with group some of her experiences as a news anchor. There were 100 students in attendance.</p> <p>04/25/11 Ed Matthews visited Dillard Elementary School and spoke to 2nd grade students about weather and his job as a meteorologist at WFMY-TV. There were 26 students in the presentation.</p> <p>05/13/11 Tracey McCain was the keynote speaker at NC A&T Middle College graduation. She had the opportunity to share some of her experiences as a news anchor at WFMY-TV. There were 150 people present.</p> <p>05/17/11 Tracey McCain was a motivational guest speaker at Cone Elementary School. This event was held during the school's EOG test prep celebration. She spoke to 300 students at the event and talked in part about her career as a news anchor.</p> <p>05/28/11 Ed Matthews worked with a 6th grade student from Bonner Middle School in Danville, VA to share information about his job and what it is like to be a meteorologist. The student was working on a special project</p> <p>06/07/11 Tracey McCain was the guest speaker for the 5th grade graduation at</p>	5	Information Center Staff	0.25

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			<p>Lincoln Elementary in Ruffin. There were 200 people present. She shared some information about her job as a news anchor at WFMY-TV.</p> <p>06/09/11 Tracey McCain was the guest speaker for the 5th grade graduation at Archer Elementary School. She shared some information about her job as a news anchor at WFMY-TV. There were 200 people present.</p> <p>06/13/11 Tanya Rivera spoke to a group of high school seniors during a journalism workshop at A&T State University. She shared some information about her job as a news anchor at WFMY-TV. There were 30 students present.</p> <p>06/13/11 Tracey was a guest speaker at the NC A&T High School Journalism Workshop. She shared information with the students about her work as a news anchor at WFMY-TV. There were 50 students present.</p> <p>06/14/11 Matt McKinney, Multi Media Executive Producer conducted a journalism workshop for a group of 25 high school students. Matt shared with the group his experiences as a photojournalists and a Multi Media executive Producer.</p> <p>06/14/11 Frank Mickens spoke to a group of high school students at the High School Broadcast Summit - Future of TV News. There were about 30 people there.</p> <p>06/18/11 Tracey McCain mentored a High Point Central student through the Queens Foundation program. She spent time sharing her background in journalism and the steps it took for her to become a news anchor.</p>			

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			06/23/11 Grant Gilmore did a presentation at the NC A&T Weather Camp about weather, forecasting and broadcasting.			
11	4/27/2011	Provision of training to management	Kristin Sprague, Intergrated Media Sales Manager. Attended a Gannett Digital Sales Manager training session in McLean Va. Sessions were conducted on: Social Consumer Behavior, Social Solutions for Customers, Digital Video: Sales Ideas, Mobile Marketing, VIBES Broadcast Launch Integration of Social Media, Integration of Mobile and Promotional Interactivity: TV/Digital.	1	Intergrated Media Sales Manager	1.00
12	6/20/2011	Provision of training to management	6/20-23/2011 President & General Manager and News Director participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: Being the best, measuring performance, zero basing with staff, mindsets and needs, Jobs/Compensation, Hiring smart, recruitment and research.	2	President and General Manager News Director	1.00
13	7/21/2011	Establishment of training programs for station personnel	Established training programs geared to help develop skills needed to be more efficient and educate them on selling in different platforms. Training sessions for Account Executives included: Wide Orbit Order input, TVB Website Tour, Media Audit Psychographic training and Nielsen/Ratings – seasonal strategy sessions conducted 4 times. In addition to these sessions the account excecives engaged in role playing activities such as: How to sell against yellow pages, How to sell against cable and how to sell HSSports.net / Friday Football Fever.	12	Sales Department	1.00
TOTAL POINTS OVER REPORTING PERIOD:						11.50