EEO PUBLIC FILE REPORT

WSB-TV Atlanta, Georgia
December 1, 2009 thru November 30, 2010

Supplemental Recruitment Initiatives

	DATE	INITIATIVE	DESCRIPTION	SCOPE OF INVOLVEMENT	PERSONNEL INVOLVED
1.	Winter, Spring, Summer and Fall 2009/10	Internship Program	Opportunities for college students to experience the broadcasting environment first hand & receive college credit	Students representing 31 different U.S. schools worked in various departments to obtain information on what it takes to operate in a TV station	Patti DiVincenzo Jodie Fleischer Glenn Burns Brandi Harrison Jocelyn Dorsey Julie Schulman
2.	On-going	Career Days	*See below for list of participating schools	Speak with students of various ages to give them a glimpse into job opportunities at a WSB-TV	Monica Pearson Jovita Moore Brad Nitz Mark Winne Tom Jones Fred Blankenship John Pruitt John Bachman Linda Stouffer Tom Jones Karen Minton Darryn Moore Lori Geary Justin Farmer Erin Coleman Zach Klein
3.	March 3, 2010	Atlanta Hawks Job Fair	Speak to those attending job fair	Motivate and encourage those interested in careers in broadcasting Information to promote our station and the broadcasting division of Cox TV	MA Jones
4.	October 22, 2010	Customer Service	Internal employee training	Training employees on how to better Serve internal and external customers	Andee Ochs
5.	5/25, 9/23. 9/29 9/30/20	Training Program	MS Office training	Train employee on use of Excel & PowerPoint MS Office products to use in daily work activities.	Provided by Cox Corporate & AJC training staff

6.	10/13-14/10	Laredo Digital Training	Sales Training	Sales employees attended training to better market selling all digital platforms for TV station	Sales Managers and AE's

*Schools participating in career days/job fairs: Snapfinger Elementary (3/26/10, Emory University (6/15/10), Morehouse College (1/17/10 & 2/9/10), Henry County Middle School (2/5/10), Clark Atlanta University (4/30/10), LaGrange College Graduation (5/7/10), East Side Elementary (2/2/10), Lanier Middle School (2/110/10), Trickum Middle School (5/13/10), UGA School of Journalism (3/25/10), Gresham Part Elementary (4/1/10), Sylvan Hills Middle School (5/5/10), Grady High School (5/26/10), Young Harris College (11/5/10), Mt Bethel Christian Academy (9/11 & 10/19/10), Chattahoochee Tech (10/7/10), Elon University (10/29/10), Park Street Elementary (4/2/10)