

EEO PUBLIC FILE REPORT

WSB-TV Atlanta, Georgia December 1, 2011 thru November 30, 2012

Long Term Initiatives

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Internship Program	Internship to provide opportunities for college students to experience the broadcasting environment first hand & receive college credit. 4 sessions held each year, 1 each in Winter, Spring, Summer and Fall	Students representing schools throughout the US worked in various departments to obtain information on what it takes to operate in a TV station	Patti DiVincenzo Jodie Fleisher Glenn Burns Jocelyn Dorsey Zach Klein Barry Sinnock
2	Ongoing	Career Days	See below for list of participating schools or clubs*	Speak with students of various ages to give them a glimpse into job opportunities at WSB-TV and the broadcast industry	John Bachman Eric Coleman Justin Farmer Tom Jones Jovita Moore Brad Nitz Monica Pearson Linda Stouffer Ryan Young Mark Winnie Mike Petchenick Levar James Craig Lucie Jeff Dore Karen Minton
3	Ongoing	Training Program	Training programs for Leadership and Diversity of managers	Managers attend 1 day and 2 day Leadership and Diversity training programs to further develop management skills.	Various managers selected each training program
4	Ongoing	Sales Training Programs	Center for Sales Strategy	Sales employees attend training programs to further develop sales skills. Sessions held throughout the year on several different areas of training both on-line and in classroom environment	Various sales employees selected each training program

5	Ongoing	Training Program	On-line training program	24 x 7 on-line learning resources for skills improvement, professional development, performance support to develop professional skills and take targeted training	Provided through CMG University
6.	Ongoing	Training Program	Career Development Program	CMG sponsored career development program for employees to develop leadership or managerial opportunities.	Cox/Laverne Wright Cliff Rogers Preston Hobson Sabrina Thomas Lisa Spivak Billy Hong
7.	5/23/12-4/17/13	Mentoring Program	Cox Mentoring Program sponsored by CEI	Cox Mentoring Program for employees from our location and other cluster locations designed to help develop future in management positions with company	Cox/ Laverne Wright Bryan Leavoy Tina Commodore Debbie Denechaud Steve Riley
8.	3/21/12	GAB Georgia Broadcasters Job Fair at UGA	Co-Sponsor job fair to increase awareness to students about careers in broadcast field	Motivate and encourage those interested in careers in broadcasting. Information to promote our station and the broadcasting division of CMG.	Barry Sinnock
9.	3/30/12	Congressman David Scott Job Fair	Co-Sponsor job fair for careers in broadcast field	Facilitate booth at job fair representing CMG and WSB-TV	Andee Ochs Julie Schulman RichThomas
10.	6/13/12	City of Atlanta Diversity Employment Day	Co-Sponsor diversity job fair	Facilitate booth at job fair representing WSB-TV	Misti Turnbull
11.	6/20-6/24/12	Training Program	Career Development Program	National Assoc. of Black Journalists Conference	Cheryl Ntab
12..	1/18-1/20/12	Training Program	Career Development Program	Eckstein Summers Armbruster ROI Conference	John Friedman Matt Moldovan Rich Manno Lee Sobel
13.	2012	Training Program	Career Development Program	Avid Editing Maintenance for Engineers	David Whitehead Eric Heininger
14.	2012	Training Program	Career Development Program	Advanced Avid Editing Maintenance for Engineers	Michael Williams
15.	2012	Training Program	Career Development Program	Harris Transmitter Maintenance for Engineers	Gary Pearcey
16.	Ongoing	Training Programs	Career Development Program	News Photographers, Editors, ENG on products used in their career	Various employees in News Department

* Schools or clubs participating in career days/job fairs

The Darling School Career Day 1/20/12, DeKalb County Student Orchestra 1/22/12, River Ridge High School 2/1/12, Morehouse College 2/9/12, Morehouse New Media/Technology 2/12/12, Star Student Awards DeKalb County 2/7/12, University of Georgia 3/12/12 and 3/20/12, Clark University 3/13/12 and 3/17/12, Findley Oaks School 3/16/12, Flat Shoals Middle School 3/21/12, Georgia 2012 State Page Star Student Honors 4/20/12, Arcado Elementary 4/19/12, Boys and Girls Club of Metro Atlanta 4/22/12, Atlanta Metropolitan College Foundation 4/26/12, Oglethorpe University 4/27/12, State Page Star Awards 4/23/12, AIU Interviews and Photo /shoot 4/23/12, Dekalb Early College Academy 4/27/12, St. Jude's Catholic Church Career Day 5/2/12, Cox Enterprises and Teach for America Pre K Education 5/19/12, Columbia College/Ebony/Essence Lunch 5/10/12, Tri Cities High School East Point 5/17/12, Georgia Literacy Council 6/7/12, Lovett High School 6/12/12, Cobb Teachers Leadership Council 6/22/12, Georgia State University Interviews 7/18/12, Back to School Book bag Giveaway 8/4/12, The Page Foundation Professional Association of GA Educators 9/17/12, Emory University Students 9/20/12, GA State University – The Signal/Newspaper 9/28/12, The Museum School 10/5/12, Clark University Journalism Presentation 10/18/12, Atlanta Public Schools/Partners in Education 10/23/12, Elon University Student Visit 10/26/12