

WMAZ
EEO PUBLIC FILE REPORT
November 22, 2018 - November 21, 2019

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
Photojournalist/ Visual Storyteller	1-8, 12-29, 31-32, 34-36, 38-39, 41-44	19
Director of Marketing	1-8, 12, 14-26, 28-29, 31-32, 34-36, 38-39, 41-44, 46	14
Digital Sales Specialist	1-8, 12-26, 28-29, 31-32, 34-36, 38-39, 41-44, 46	19
Broadcast/IT Engineer	1-8, 12-18, 20-26, 28-29, 31-32, 34-36, 38-39, 41-44, 46	6
Commercial Producer/ Editor	1-8, 12-29, 31-32, 34-44, 46	19
Commercial Producer/ Editor	1-8, 12-29, 31-32, 34-44, 46	37
Account Manager	1-8, 12-26, 28-29, 31-32, 34-36, 38-39, 41-44	6
Media Operations Specialist	1-8, 12-14, 16-29, 31-32, 34-36, 38-39, 41-44, 46	19
Multi-Skilled Journalist	1-8, 12-14, 16-18, 20-21, 23-29, 31-32, 34-36, 38-39, 41-44, 46	6
Digital Content Producer	1-8, 10-18, 20-26, 28-32, 34-36, 38-46	40
Account Executive	1-9, 12-18, 20-26, 28-29, 31-32, 35-36, 38-39, 41-44, 46	9
Account Executive	1-9, 12-18, 20-26, 28-29, 31-32, 35-36, 38-39, 41-44, 46	6
Sales Assistant	1-8, 12-14, 16-26, 28-29, 31-32, 34, 36, 38-39, 41-44, 46	6
Sales Assistant	1-8, 12-14, 16-26, 28-29, 31-32, 34, 36, 38-39, 41-44, 46	19
Creative Producer	1-3, 5-8, 12-14, 16-18, 20-26, 28-29, 31-36, 38-39, 41-44, 46	33
Multi-Platform Producer	1-3, 5-8, 12-14, 16-18, 20-26, 28-29, 31-32, 34-36, 38-39, 41-44, 46	6

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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	13WMAZ Website Georgia Phone : na Url : www.13wmaz.com Career Service Manual Posting	N	0
2	Atlanta Association of Black Journalists P.O. Box 54128 Atlanta, Georgia 30309 Phone : 770-433-5975 Url : http://www.aabj.org/ Email : president@aabj.org Career Service	N	0
3	Augusta Technical College 3200 Augusta Tech Drive Augusta, Georgia 30906 Phone : 706-771-4146 Email : dwendt@augustatech.edu Donna Wendt	N	0
4	Brenau University 500 Washington St. SE Gainesville, Georgia Phone : 770.534.6299 Url : http://www2009.brenau.edu/ Email : gbagel@brenau.edu Fax : 1-770-534-6236 George Bagel	N	0
5	Broadbean Network 200 N LaSalle St Ste 1100 Chicago, Illinois Career Services Manual Posting	N	0
6	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	7

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7	Clark Atlanta University 223 James P. Brawley Dr. Atlanta, Georgia Phone : (404) 880-6701 Email : cppc@cau.edu Fax : 1-404-880-6736 Ms. Ernita Hemmitt	N	0
8	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
9	Corporate Recruiter	N	8
10	GA Department of Labor 148 Andrew Young International Blvd NE Atlanta, Georgia Phone : 877-562-7442 Url : www.dol.state.ga.us Email : jods4ga@dol.state.ga.us Fax : 1-404-232-3531 Joel Domineck	N	0
11	GAB Job Bank 8010 Roswell Road Ste 260 Atlanta, Georgia Email : highbergerd@gab.org Donna Highberger	N	0
12	Georgia College & State Univ. 54 Highway 22 West Milledgeville, Georgia Phone : 478.757.3515 Email : mary.roberts@gcsu.edu Student Placement Services	N	0
13	Georgia Southern Univeristy PO Box 8069 Statesboro, Georgia Phone : 912.478.5197 Url : http://www.georgiasouthern.edu/ Email : hscarboro@georgiasouthern.edu Fax : 1-912-478-7233 Heather Scarboro	N	0

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14	Glassdoor.com 100 Shoreline Hwy Mill Valley, California Career Services Manual Posting	N	1
15	Goodwill Job Connection 5171 Eisenhower Pkwy Macon, Georgia Phone : 478-471-4816 Email : mneel@goodwillworks.org Fax : 1-478-471-4837 Marie Neel	N	0
16	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
17	Green's Tabernacle Baptist Church 5310 Bloomfield Road Macon, Georgia 31206 Phone : 478-788-7817 Email : admin@greentabernacle.mgacoxmail.com Fax : 1-478-788-7070 Clifford Little	N	0
18	In-house posting Georgia Career Service Manual Posting	N	0
19	Indeed.com	N	7
20	JuJu 151 First Ave Ste 19 New York, New York Career Services Manual Posting	N	0
21	Macedonia Baptist Church 600 Eisenhower Pkwy Macon, Georgia Phone : 478.750.0040 Url : www.macedoniamacon.org Fax : 1-478-750-0042 Rev. Eddie Smith	N	0

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22	Macon Bibb County EOC 655 2nd Street Macon, Georgia Phone : 478.738.3240 Url : www.maconbibbeoc.com Fax : 1-478-738-3258 Human Resources	N	0
23	Macon City Hall 700 Poplar Street Macon, Georgia Phone : (478) 751-7909 Email : nina.mckenzie@macon.ga.us Fax : 1-478-751-2735 Nina McKenzie	N	0
24	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
25	Mercer University 1400 Coleman Avenue Macon, Georgia Phone : 478.301.2700 Email : brown_sr@mercer.edu Student Placement Services	N	0
26	Mississippi State University PO Box P Mississippi State, Mississippi Phone : 662.325.3344 Url : www.career.msstate.edu Email : eirvin@career.msstate.edu Fax : 1-662-325-7975 Edie Irvin	N	0
27	Mt. Moriah Missionary Baptist 2789 Millerfield Road Macon, Georgia Phone : 478-745-1890 Url : http://www.geocities.com/Baja/Canyon/1785/ Fax : 1-478-745-2119 Belinda Wilmore	N	0

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28	NAACP P.O. Box 6452 Macon, Georgia 31208 Phone : 478.745.9944 Email : naacpmacon@cox.net Fax : 1-478-752-5161 Career Service	N	0
29	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
30	National Association of Television Producers and Executives Job Bank 2425 Olympic Blvd #550E Santa Monica, California Phone : 310-453-4440 Email : bbraen@natpe.org Career Service	N	0
31	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Career Services	N	0
32	National Hispanic Media Coalition 55 South Grand Ave Pasadena, California Phone : (626) 792-6462 Email : brivas@nhmc.org Fax : 1-626-792-6051 Brenda Rivas	N	0
33	Other Source	N	1
34	Paine College 1235 15th Street Augusta, Georgia Fax : 1-706-821-8373 Career Service	N	0

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35	Peach Jobs Unit (DFCS) 456 Oglethorpe St, Macon, Georgia Fax : 1-478-751-6578 Marjorie Almand	N	0
36	Phillip Merrill College of Journalism 1117 Journalism Building College Park, Maryland Email : charvey@jmail.umd.edu University of Maryland	N	0
37	Re-hire	N	1
38	Savannah State University State College Branch Savannah, Georgia Email : rileys@savannahstate.edu Shaunce Riley	N	0
39	State University of West GA 1600 Maple Street Carrollton, Georgia Email : careers@westga.edu Fax : 1-678-839-6432 Career Service	N	0
40	Station Website	N	4
41	The Telegraph P.O. Box 4167 Macon, Georgia Lenore Telegraph Manual Posting	N	0
42	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
43	Univ. of Tennessee 333 Communications Blvd Knoxville, Tennessee Phone : 865.974.0696 Email : utcareer@utk.edu School of Journalism	N	0

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44	Valdosta State University 1500 N. Patterson Street Valdosta, Georgia Phone : 229.333.7099 Email : dhargett@valdosta.edu Fax : 1-229-259-5515 Student Placement Services	N	0
45	Wesleyan College 4760 Forsyth Road Macon, Georgia Phone : 478.757.5214 Email : careerservices@wesleyancollege.edu Career Services	N	0
46	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			29

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	1/17/2019	Participation in events or programs sponsored by educational institutions	Anchor spoke to a class of 25 Journalism students at Mercer University. The discussion was around his matriculation through college and into a field in media and broadcasting, how he became an anchor, and the changing media industry landscape. He also spent time 1:1 with students answering career questions.	1	Anchor
2	1/31/2019	Participation in events or programs sponsored by educational institutions	Multi-Skilled Journalist taught at Mount De Sales Academy for a day. She met with students and taught them writing techniques, and different methods of shooting photos and video and creating high quality content using an iPhone.	1	Multi-Skilled Journalist
3	2/7/2019	Participation in events sponsored by community groups	University of Georgia - Grady College of Broadcasting and Journalism: Attended Career Fair at UGA Journalism School. Interacted with hundreds of students about current and future internship and entry level opportunities at the station. Also gave resume and interview critiques, and served on panels to discuss careers in broadcasting.	3	News Director Multi-Skilled Journalist Director, HR and Talent Acquisition
4	2/26/2019	Participation in events or programs sponsored by educational institutions	Anchor met with several classes at Dodge City High School. The engagement was primarily to discuss a career in broadcasting, the importance of developing strong writing skills, and the importance of keeping up with current events for anyone that wants to be a journalist.	1	Anchor

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5	3/14/2019	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a realtime research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	1	President and General Manager
6	4/18/2019	Participation in events or programs sponsored by educational institutions	Howard Middle School Career Day: Anchor spoke at Career Day at Howard Middle School and met with over 200 students. He discussed a career in broadcasting and media, how to begin preparing for a career in the field, and his journey to an anchor role in the market.	1	Anchor
7	5/2/2019	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA onboarding training for all new sales leaders. Over the course of two days, topics covered include the art of teaching product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	2	Director of Sales Digital Sales Manager

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8	6/3/2019	Establishment of an intern program designed to assist members of the community	Internships - WMAZ actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WMAZ hired and trained 4 intern(s) for 3+ month assignments.	2	News Director Digital Content Manager
9	6/5/2019	Participation in events or programs sponsored by educational institutions	Connected with journalism/broadcast student advisors from around the state of Georgia about headlines and emerging trends in social/new media. The advisors ranged from high school broadcast journalism instructors all the way to college professors at Mercer and other local schools. The intent of the session was to help them establish new ethics guidelines for their classes, teach them about content selection, developing an audience on different social platforms, and to help inform decisions they'd be making on classes and curriculum in future semesters.	1	Digital Content Manager
10	8/7/2019	Participation in events sponsored by community groups	Participated in three-day job fair for the National Association of Black Journalists national convention in Miami, Florida. Anchor, News Director, and Head of Talent Acquisition attended to recruit diverse professionals and students for internship and full-time opportunities at the station.	3	News Director Anchor/MSJ Director, HR and Talent Acquisition
11	8/26/2019	Participation in events or programs sponsored by educational institutions	Bibb City School Kickoff - as part of a kickoff to the school year, Anchor was invited to speak to hundreds of students about a career in broadcasting, and how local news helps to keep citizens informed, safe, and aware of important community topics.	1	Anchor

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12	9/18/2019	Participation in events or programs sponsored by educational institutions	Meteorologist participated in Georgia Military Prep Academy Career Day to speak to a host of students. Topics included: weather forecasting, storm safety, and careers in broadcasting.	1	Meteorologist
13	9/23/2019	Establishment of training programs for station personnel	TEGNA Producer Training: primarily focused on improving conversational writing skills, digital writing skills, and content showcasing. Our groups met each day for a presentation and interactive training session on each subject.	1	Producer
14	10/8/2019	Participation in events or programs sponsored by educational institutions	Mercer University's Center for Collaborative Journalism, Debbie Digital Content Manager spoke to specialized reporting class about analytics and audience development. The class was an hour and 15 minutes long, and the class submitted questions about finding an audience, how to understand analytics, and how those analytics can inform reporting decisions beforehand. Spoke about careers in broadcasting before going into each of their questions and showing some of the ways they can collect analytics, and how they can interpret the data as it relates to their audience. Students wrote a paper on the lecture.	1	Digital Content Manager