

WTLV/WJXX
EEO PUBLIC FILE REPORT
September 21, 2010 - September 20, 2011

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
Reporter/Multimedia Journalist	1-2, 4-8, 10, 12-28, 30-31, 33-36	1
Reporter/Multimedia Journalist	1-2, 4-8, 10, 12-28, 30-31, 33-36	10
Reporter/Multimedia Journalist	1-2, 4-8, 10, 12-28, 30-31, 33-36	1
Reporter/Multimedia Journalist	1-2, 4-8, 10, 12-28, 30-31, 33-36	21
Sales Account Executive	2, 5-7, 12-14, 16-20, 22-25, 27-28, 30, 33-36	5
Director of Sales	2, 5-9, 12-14, 16-20, 22-25, 27-28, 30, 32-36	8
Meteorologist	1-8, 11-14, 16-20, 22-25, 27-28, 30, 33- 36	8
Associate Producer	2, 5-6, 8, 11-12, 16-19, 35-36	8
Sales Account Executive	2, 5-7, 12-14, 16-20, 22-25, 27-28, 30, 32-33, 35-36	5
Digital Sales Manager	2-3, 5-9, 12-14, 16-20, 22-25, 27-30, 32 -33, 35-36	5
Multimedia Producer	2, 4-8, 12-14, 16-17, 19-20, 22-25, 27- 28, 30-31, 33, 35-36	8
Multimedia Producer	2, 4-8, 12-14, 16-17, 19-20, 22-25, 27- 28, 30-31, 33, 35-36	8
Multimedia Producer	2, 4-8, 12-14, 16-17, 19-20, 22-25, 27- 28, 30-31, 33, 35-36	4
Associate Producer	2, 4-7, 12-14, 16-17, 19-20, 22-25, 27- 28, 30-31, 33, 35-36	4
Associate Producer	2, 4-7, 12-14, 16-17, 19-20, 22-25, 27- 28, 30-31, 33, 35-36	31
Operations Photojournalist	2, 5-8, 11-15, 17, 19-20, 22-28, 30, 33, 35-36	8
Reporter/Multimedia Journalist	1-2, 5-8, 10, 12-14, 16-17, 19-20, 22- 28, 30, 33, 35-36	8
Local Sales Manager	2, 5, 7-9, 11-17, 19-20, 22-25, 27, 30, 32-33, 35-36	5

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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	8
2	Bethune Cookman College, Career Dev. Office 640 Dr Bethune Blvd Daytona Beach, Florida Phone : 386-481-2143 Email : bonnerd@cookman.edu Fax : 1-386-481-2139 Davita Bonner	N	0
3	Broadcast Meteorology Program at Mississippi State Florida Phone : Email : bailey@geosci.msstate.edu Fax : Career Service	N	0
4	Call-In/Walk-In/Mail-In Florida Phone : Email : Fax : Career Service	N	8
5	Career Builder Florida Phone : Email : Fax : Manual posting Career Service	N	32
6	Community Connections of Jacksonville, Admin. Office 327 East Duval Jacksonville, Florida Phone : 904-727-6460 Email : nbryant@communityconnectionsjax.org Fax : 1-904-350-9775 Nicole Bryant	N	0
7	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
8	Employee Referral	N	26
9	External Referral	N	4

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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
10	firstcoastnews.com	N	4
11	Flagler College P. O. Box 1027 St Augustine , Florida Phone : (904) 819-6286 Email : Fax : 1-904-826-8515 Tara Stevenson	N	0
12	Full Sail University 3300 University Blvd Winter Park, Florida Phone : 866.807.3140 Email : ktrudeau@fullsail.com Fax : 1-407-671-2240 Karen Trudeau	N	0
13	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
14	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
15	Internal Candidate	N	4
16	ITT Technical Institute 7011 A.C. Skinner Pkwy #140 Jacksonville, Florida Phone : 904-674-2871 Email : trizzo@it-tch.edu Fax : 1-904-573-1812 Tracy Rizzo	N	0

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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17	Jacksonville University 2800 University Blvd N Jacksonville, Florida Phone : 904-256-7000 Email : careerservices@ju.edu Fax : 1--- Barbara Vick	N	0
18	Jobs at TVNEWZ Florida Phone : Email : jobs@tvnewz.com Fax : Career Service	N	0
19	Jones College, Career Development 5353 Arlington Expressway Jacksonville, Florida Phone : (904)743-1122 x143 Email : cd@jones.edu Fax : 1-904-371-1138 Rick Smith, CWDP, GCDF	N	0
20	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
21	Metro Traffic	N	1
22	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

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	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
24	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
25	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
26	National Press Photographers Association/NPPA - Region 6 3200 Croasdaile Drive #306 Durham, North Carolina Phone : 919-383-7246 Email : Fax : 1-919-383-7261 Career Service	N	0
27	NATPE (National Association of Television Program Executives) 5757 Wilshire Boulevard, Penthouse 10 Los Angeles, California Phone : 310-453-4440 Email : Fax : 1-310-453-5258 Career Service	N	0

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Rep Firm TeleRep	N	1
30	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
31	Talent Dynamics	N	10
32	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
33	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	1
34	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

WTLV/WJXX**EEO PUBLIC FILE REPORT****September 21, 2010 - September 20, 2011****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
35	University of Florida College of Journalism & Communications PO Box 118400 Gainesville, Florida Phone : 352-392-0466 Email : knd-grad@jou.ufl.edu Fax : 1-352-846-2484 Charles Harris	N	0
36	Worksource 215 North Market Street Jacksonville, Florida Phone : (904) 798-9229 x2204 Email : jbox@worksourcefl.com Fax : 1-904-359-6756 Jerry Box	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			99

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	9/21/2010	Establishment of an intern program designed to assist members of the community	<p>WTLV and WJXX's commitment and dedication to educating future journalists includes reaching out to college students through our Internship Program, allowing them to earn academic credit for their participation in the program. During this period, we offered this opportunity to 10 students from the following colleges: University of North Florida; Vidalia State University; University of San Francisco; FCCJ; University of Florida; Jacksonville University; Florida State University. Interns were placed with News, Sports, Weather, Operations and our First Coast Living Program areas.</p> <p>Selection is based on a formal interview, followed by orientation. Internships last one semester. Information about our program is disseminated in a variety of ways, including our station website, community organizations, college and university guidance offices and Career Fairs.</p>	2	News Operations Manager New Media Manager	1.00

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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2	9/21/2010	Participation in other activities designed by the station employment unit	<p>Tours are scheduled on a weekly basis, most being school groups who are studying communications and who participate on their news team at school. Tours give them a first-hand look "behind the scenes" to see what it takes to produce a newscast, the resources used in determining accurate weather forecasts, the education and commitment it takes to become on-air talent, and to explore careers in broadcasting, etc. After all this, they watch the noon broadcast live in the studio.</p> <p>Tours are held every week and conducted by the Executive Assistant to the General Manager for all school and community groups, including students participating in foreign exchange programs.</p> <p>During this reporting period, approximately 50 tours were held involving approximately 1,000 individuals.</p>	3	Executive Assistant Anchor Meteorologist	1.00
3	9/22/2010	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 in 2010. 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	Grant Foundation	1.00

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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4	9/22/2010	Provision of training to management	<p>Training for supervisory and management staff includes: Legal ethics, FCC rules training, and training specific to employee performance to become better managers.</p> <p>3/2010 through 10/2011: Broadcast Learning Community. All department heads are participating in an online group learning experience. This includes all top managers in Gannett Broadcasting taking the same five courses over the course of a year and sharing their learning as a group. Courses include: Applying Leadership Principles: Developing Critical Leadership Skills, Performance Management, Effective Management: Cultivating Great Teams, Harnessing Innovation within Teams: Being an Innovator, and Creating & Maintaining Life Balance.</p> <p>November 2010: I-9 training with VP/Human Resources with Accounting Manager, Accountant, and Executive Assistant to the General Manager / Employee Services;</p> <p>December 14 – 16: Dr. Cummings worked with the Director of Sales on the lesson of variances; met with the anchors to discuss their high visibility and the responsibility that comes with the position; leadership lesson with all department managers and mid level managers; met with the Opportunity for Improvement Quality Council for an overview on the lesson of variances, look at systems and processes, and how to “peel back the onion” to get to the root cause of the Opportunities for Improvement.</p> <p>January 2011: All department managers and mid level</p>	10		1.00

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>managers received performance review training from the VP/Human Resources;</p> <p>January 24 – 25, 2011: Dr. Cummings worked with Director of Sales, News Director, Business Manager, Creative Services Director, VP/Marketing and Programming, mid level managers, two local Sales Managers and the Digital 2015 Team on lessons of variances and systems and processes.</p> <p>February 1, 2011: Emotional Intelligence training with VP/Human Resources for all department managers and mid level managers (who have staff that reports to them).</p> <p>March 2011: Gannett delivered training on performance management to the news managers; Dr. Cummings facilitated the Threats, Opportunities, Weaknesses and Strengths or TOWS lists that all staff participated in with all Managers.</p> <p>August 2011: Marketing Special Projects Producer participated in the Strengths Finder assessment results presented by the VP/HR Director – the “makeup of our management team;”</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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5	9/27/2010	Establishment of training programs for station personnel	<p>Training for staff includes: The technical aspects of specialized duties, specifically our engineering staff. Systems, including software training, for finance, IT specialists, sales training, news product, and news writing.</p> <p>Starting week of September 27, 2010: Accounting Manager fixed assets training including depreciation schedule updating, fixed asset year end package, roll over to next year.</p> <p>November 2010: Contests and Sweepstakes rules and regulations with Gannett Legal attended by VP/Marketing and Programming, Programming/Marketing Assistant, Business Manager, Accounting Manager, Promotions Manager, Creative Services Director, Research Analyst, Sales Helios Ad Serving/Copy and Continuity, and Director of Sales;</p> <p>Commercial Production Manager and Director of Visual Content attended advanced Edius training in St. Louis, MO at KSDK for 3 days;</p> <p>Smith Geiger, news content consultant made 1 visit and worked with the Good Morning Jacksonville staff and the First Coast News at 11p staff.</p> <p>November 4, 2010: Programming Coordinator and Programming/Marketing Assistant attended Wide Orbit teleconference.</p> <p>Week of November 8, 2010: Chief Engineer and Maintenance Engineer trained on new systems; One Maintenance Engineer trained on FCC Rules; One Maintenance Engineer trained on Sony; Supervisor – IT trained on Crispin.</p>	90		1.00

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>Week of November 15, 2010: One Maintenance Engineer trained on Avaya; IT Specialist had Microsoft training.</p> <p>Week of November 22, 2010: Maintenance Engineer continued Avaya training.</p> <p>December 2010: "Look Up and Live" live truck training for all photographers; New Media Manager received Caspio database training.</p> <p>Week of December 3 and December 17, 2010: Maintenance Engineer received Siemens/Rolm training.</p> <p>Week of December 13, 2010: Chief Engineer and Maintenance Engineer trained on RadTek.</p> <p>Week of December 17, 2010: Supervisor – IT trained on Crispin.</p> <p>Week of December 27: Maintenance Engineer continued with FCC Rules training.</p> <p>January 2011: Accounting Manager started Wide Orbit training with all sales staff that included revenue reporting and order coding and using the credit profile to allow you to view credit status and rating; Director of Sales, Business Manager, Sales Manager, Creative Services Director, Accounting Manager, Graphic Artist and multimedia producer received an introduction to Jivox; Kim Wilson provided production training to the hosts, Executive Producer, Programming and Client Services Producer, VP/Marketing and Programming and Business Manager; Two BasWare (accounts payable</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>system) classes were attended by Accountant, Accounting Manager and Business Manager.</p> <p>Week of January 10 and January 17, 2011: Chief Engineer and Maintenance Engineer continued to train on new systems; Maintenance Engineer continued to train on Siemens / Rolm.</p> <p>Week of January 10, 2011: Supervisor – IT continued training on Crispin.</p> <p>Week of January 17, 2011: Maintenance Engineer continues to train on FCC Rules.</p> <p>February 3, 2011: Borrell Report – TV station website webinar with all Sales Managers, President and General Manager, all Account Executives, Business Manager and VP/Sales Strategy and Development; Nielsen Local Media Services webinar – Insights into Action, 2011 Automotive Trends and Outlook – same attendees as Borrell Report webinar.</p> <p>February 4, 2011: Magid Sales Research presented by VP/Sales Strategy and Development – same attendees as Borrell Report webinar.</p> <p>February 9, 2011: Gannett Legal provided a closed captioning refresher conference call for Programming, Research, Sales, Business, Technical/IT and News staff.</p> <p>February 2011: Client Services Producer and Marketing Special Projects Producer took part in Outlook and Excel training; Creative Services Director provided a tease writing seminar with First Coast Living staff;</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>Host for First Coast Living received Edius training to allow her to edit First Coast Living Segments; Six anchors were trained on new equipment and received some combination of shooting and editing training; WSI trained the Weather Team (3) on taking better advantage of the areas only live Doppler.</p> <p>March 2011: Holland and Knight provided legal training that included First Amendment Rights to all Creative Services team and 80% of News staff; Smith Geiger news consultant met with the Good Morning Jacksonville, First Coast News at 11pm, Weather and Digital Teams; Gannett Broadcast delivered corporate research highlights to all staff.</p> <p>Week of March 21, 2011: Chief Engineer and Maintenance Engineer trained on the Burk and Miranda; Supervisor – IT continued training on Crispin; Two Maintenance Engineers and IT Specialist trained on Miranda; Two Maintenance Engineers trained / continued to train on Siemens/Rolm.</p> <p>April 2011: Accountant and Accounting Manager attended a web session on changes from BasWare 3.5 version to Version 5; IT Specialist, Accountant, Accounting Manager and Business Manager attended a web session on changes in Payment Card Industry standards and the precautions we have to take when handling credit cards.</p> <p>Week of April 11 and April 18, 2011: Chief Engineer and Maintenance Engineer received Compusat training.</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>Week of April 23, 2011: Two Maintenance Engineers received Cisco training; Two Maintenance Engineers continued to train on Siemens / Rolm.</p> <p>May 2011: Accountant, Accounting Manager and Business Manager received research training on First Coast Living viewer profile and Kantar Media spending data; Digital Sales Manager held VIBES training for all Creative Services staff and the Datasphere Producer; Two Maintenance Engineers continued with the Siemens / Rolm training.</p> <p>June 2011: Twenty Four from News, Promotion and First Coast Living received Smart Board training; President and General Manager and the News Director attended the Gannett Winning meeting which focused on the "9 Areas of Focus"; Commercial Production Videographer and Commercial Production Manager attended AfterEffects two-day training class; Chief Engineer and Maintenance Engineer continued the Burk training; Two Maintenance Engineers continued the Siemens / Rolm training and IT Specialist continued with Miranda training.</p> <p>June 9 – 12, 2011: The Investigative Arm of First Coast News (8) attended the Investigative Reporters and Editors Conference in Orlando.</p> <p>August 2011: All Directors were trained on the switcher provided by a Sony trainer from Chicago; All Sales and the Accounting Manager worked with two Gannett Traffic</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

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			<p>Operations representatives on how we can improve the traffic process locally; All Department Managers, mid level managers, Programming and Client Services Producer, and the VP/Marketing and Programming and Business Manager participated in the Nielsen Insights Into Action – Mobile / Telecom webinar;</p> <p>Ongoing training on the Burk for the Chief Engineer and Maintenance Engineer;</p> <p>Maintenance Engineer Compusat training;</p> <p>Two Maintenance Engineers continued with the Siemens / Rolm training and added Masstech;</p> <p>IT Specialist received Stowell training;</p> <p>(9) Supervisor – IT started Masstech training.</p> <p>Two of our News Managers participated in a three-day SEO (Search Engine Optimization) training in Tampa, Florida to help make SEO a priority topic in the Information Center.</p>			

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

III. RECRUITMENT INITIATIVES

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6	10/1/2010	Participation in other activities designed by the station employment unit	<p>During the reporting period our station staff provided speaking support on a regular basis to both our community and students at local elementary, middle, high schools and colleges. Sessions included information regarding broadcast careers, meteorology, and journalism.</p> <p>Chief Meteorologist made 16 appearances - elementary schools, civic organizations, nonprofit organizations, colleges, and participation in Celebrity Chefs. (1,865 people) Appearances included discussion and Q&A surrounding meteorology and careers in the industry.</p> <p>Other Meteorologists made a total of 11 appearances - elementary and high schools, colleges, and the Nassau County Career Fair. (1,070 people) Appearances included discussion and Q&A surrounding meteorology and careers in the industry.</p> <p>The Sports Director and Sports Reporter made a total of 3 appearances – celebrity reading, elementary school and Celebrity Chef participant. (600 people)</p> <p>Our Consumer Reporter made 3 appearances – elementary school, celebrity reading and community social event. (320 people)</p> <p>Anchors made a total of 15 appearances – reading, elementary and college visits, and civic organizations. (3,000)</p> <p>Reporters made a total of 8 appearances – Jacksonville Quality Forum, elementary career day, colleges, and a private civic organization. (1,125)</p>	12		1.00

WTLV/WJXX

EEO PUBLIC FILE REPORT

September 21, 2010 - September 20, 2011

III. RECRUITMENT INITIATIVES

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7	10/1/2010	Listing of each upper-level category opening in a job bank or newsletter	Upper level job postings are routinely posted to the Emma Bowden Foundation for Minority Interests in Media, Hispanic Link News Service, The National Federation of Filipino American Associations, The National Association of black College Broadcasters , and the The National Council of Negro Women.	1		1.00
8	3/9/2011	Participation in Job Fairs	<p>March 9, 2011: Participated in the Spring Career Fair held at Jacksonville University. Spoke with students about careers in broadcasting and engaged in recruitment for internships and any current open positions. There were approximately 400 students in attendance.</p> <p>*Met a variety of JU students and alumni from all majors.</p> <p>*Talked informally with JU students, alumni and faculty.</p> <p>*Recruited for current open positions, future openings and internships.</p>	3	News Director General Sales Manager, WJXX Internship Coordinator	0.25
9	3/24/2011	Participation in Job Fairs	<p>March 24, 2011: Participated in a Spring Job & Internship Fair at the University of Florida. Spoke with students about careers in broadcasting and engaged in recruitment for internships and any current open positions. There were approximately 125 students in attendance.</p>	3	General Sales Manager News Director Internship Coordinator	0.25

WTLV/WJXX**EEO PUBLIC FILE REPORT****September 21, 2010 - September 20, 2011****III. RECRUITMENT INITIATIVES**

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10	5/23/2011	Participation in Job Fairs	May 23, 2011: Congresswoman Corrine Brown's 19th Annual Job and Resource Fair held at the Prime Osborn Convention Center. Spoke with individuals about careers and internships in broadcasting, accepting resumes and applications. There were over 14,000 people attending this Fair. Several staff members were present in order to accommodate the number of people visiting our booth. Most of these people had hiring authority.	3	General Sales Manager News Director Intern Coordinator	0.25
11	9/19/2011	Establishment of training programs for station personnel	WTLV offers a tuition assistance program designed to encourage self-development through undergraduate or graduate course work. One employee participated in this program during the reporting period, attending over six courses.	1	Sales Assistant	1.00
TOTAL POINTS OVER REPORTING PERIOD:						8.75