

**WOIO-TV / WUAB-TV**  
**EEO PUBLIC FILE REPORT**  
(May 17, 2013 through May 31, 2014)

**RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES**

Appendix A (attached; aka MRSL) includes a list of recruitment sources indicating name, address, contact person and telephone numbers/website addresses of each.

Full-Time Positions Filled	Recruitment Sources Used <sup>1</sup>	Hiree's Referring Source
<b>News Producer</b> 3/8/2013	1-22, 24-26,30-36,38-43, 45,50,51,53, 64-68-70,71	70
<b>Market Develop Exec.</b> 3/20/2013	1-22, 24,25,26 30-36,38-43, 45,50,51,53, 64-68, 70,71	1- Job Fair
<b>News Content Spec- AE-AP</b> 5/16/2013	1-26, 30-36, 38-45, 50,51, 64-68, 70, 71	1. Job Fair
<b>Market Development Exec.</b> 5/17/2013	1-22, 24-26, 30-36, 38-45, 50, 51, 64-68, 70, 71	1. Job Fair
<b>Assignment Editor/Web Producer</b> 7/14/2013	1-26, 30-36; 38-45, 50,51; 64-68 70, 71	51 / 17- 2 Part time employees
<b>Executive Producer</b> 7/31/2013	1-26; 30-26; 38-45; 50,51,53 64-68, 70, 71	70
<b>News Producer</b> 8/21/2013	1-26; 30-36; 38-45; 50,51, 53, 64-68, 70, 71	64
<b>IT Manager</b> 9/3/2013	1-26; 30-45, 50,51,53,62,64-68,70,71	67
<b>Assignment Editor/Web Producer</b> 11/12/2013	1-26;30-36; 38; 40,42,44,45; 50,51, 64-68, 70, 71	51
<b>Research Director</b> 12/4/2013	1-26; 30-36, 38-45; 50,51, 53, 61; 64-68, 70, 71	71
<b>Assistant New s Specialist</b>	1-7,9-26,30-36,38-45,50,51,64-68,70,71	70p
<b>Assignment Editor</b>	1-7,9-26,30-36,38-45,50,51,64-68,70,71	70p
<b>VP/General Manager</b>	1-7, 9-26, 30-36, 38-45, 50, 52, 64-71	67

**TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS: 63**

**NUMBER OF INTERVIEWEE REFERRALS FROM MRSL SOURCES USED:<sup>2</sup>**

#1 (3 people)	#17 (1 Person)	#42 (1 person)	#44 (1 person)
#51 (10 people)	#53 (1 person)	#62 (6 people)	#64 (2 people)
#66 (6 people)	#67 (9 people)	#70 (15 people)	#70p (5 people)
#71(3 people)			

<sup>1</sup> The numbers listed correspond to the numbers in Appendix A (MRSL)

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**MASTER RECRUITMENT SOURCE LIST (MRS�)**

RS Number	Recruitment Source Information	RS Contact
1	Kent State University 201 Franklin Hall Kent, OH 44242-0001	Journalism & Mass Comm. 330-672-2378
2	Bryant & Stratton College 3121 Euclid Ave Cleveland, OH 44115	Career Service Director
3	* New England Institute of Technology 2500 Post Road Warwick, RI 02886	Patricia Blakemore 401-739-5000
4	Ohio Civil Rights Commission 615 Superior Avenue Cleveland, OH 44113	Rossi Hamby 216-787-3150
5	* Lorain County Urban League 1530 West River Rd, Ste 300 Elyria, Oh 44035 (add changed 11/27)	Jackie Smith 440-323-3364
6	Spanish American Committee 4407 Lorain Avenue Cleveland, OH 44113	Migdalia Cedeno 216-961-2100
7	* Emma L. Bowen Foundation For Minority Interest in Media 524 W. 57 <sup>th</sup> Street New York, NY 10019	Sandra D. Rice 212-975-2545
8	* <del>Lincoln College</del> <del>1700 E. 13<sup>th</sup> Street</del> <del>Cleveland, OH 44114</del>	Closed 12/31/2013 <del>Career Service Director</del> <del>216-771-1700 ex3035</del>
9	* Cleveland Career Center 1701 E. 13 <sup>th</sup> Street Cleveland, OH 44114	Randy Hill <a href="mailto:rhill@city.cleveland.oh.us">rhill@city.cleveland.oh.us</a> 216-664-4673 ext386
10	Urban League of Grtr. Cleveland 1255 Euclid Avenue #205 Cleveland, OH 44115	Evette Clark <a href="mailto:eclark@ulcleveland.org">eclark@ulcleveland.org</a> 216-622-0999
11	* Specs Howard School 19900 West 9 <sup>th</sup> Mile Rd. Southfield, MI 48075	Katie Peters <a href="mailto:kpeters@specshoward.edu">kpeters@specshoward.edu</a> 248-358-9000
12	* Career Center/Jewish Family 24075 Commerce Park #105 Beachwood, OH 44122	Mita Leff/Andrea Johnson 216-378-3427 <a href="mailto:ajohnson@JFSA-Cleveland.org">ajohnson@JFSA-Cleveland.org</a> <a href="mailto:elizabeth.little@rsc.ohio.gov">elizabeth.little@rsc.ohio.gov</a>
13	* <del>Chancellor University</del> <del>6000 Lombardo Ctr Dr. Suite 200</del> <del>Seven Hills, OH 44131 (3/30/09)</del>	Closed Aug 2013 <del>Paul Strachan</del> <del>216-291-6937</del>
14	* Cleveland State University 2344 Euclid Avenue Cleveland, OH 44114	Career Office/Anita Young <a href="mailto:a.rufyoung@csuohio.edu">a.rufyoung@csuohio.edu</a> 216-687-2000

\* Indicates sources which responded affirmatively to the station's invitation that they be added to the full-time vacancy notification distribution list. No recruitment sources contacted the station independently of this solicitation to receive notifications of all full-time vacancies.

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15	OSU-School of Journalism 3016 Derby Hall/154 Oval Mall Columbus, OH 43210	Bill O'Neil, Undr. Grd. Advisor/ <a href="mailto:oneil.73@osu.edu">oneil.73@osu.edu</a> 614-292-3400 Ronda Baldwin, InternshpCoor <a href="mailto:Baldwin.185@osu.edu">Baldwin.185@osu.edu</a> 5/29/07
16	* Bryant & Stratton College 12955 Snow Road Parma, OH 44130	<a href="mailto:rndobrzelewski@bryantstratton.edu">rndobrzelewski@bryantstratton.edu</a> 216-265-3151/265-2362 fax
17	* Ohio Center for Broadcasting 9000 Sweet Valley Dr. Valley View, OH 44125	Elizabeth Grattan, Dir. <a href="mailto:ocb@beonair.com">ocb@beonair.com</a> 216-447-9117
18	* Art Institute of Pittsburgh 420 Blvd. of the Allies Pittsburgh, PA 15219 (2/12/07)	Justin Shook 3/24/2014 Asst. Director Career Services <a href="mailto:jshook@aii.edu">jshook@aii.edu</a> 412-291-6271
19	* Ohio Dept. of Job & Family Serv. Employment Connection 11699 Brookpark Rd. Parma, OH 44130 (3/21/07)	VALERIE KING [Valerie.King@jfs.ohio.gov] (216) 664-2296
20	* Cleveland Brand NAACP 2131 Stokes Blvd. Cleveland, OH 44106 (5/2/07)	Stanley R. Miller <a href="mailto:smiller@clevelandnaacp.org">smiller@clevelandnaacp.org</a> 216-231-6260
21	* Hiram College PO Box 67 Hiram, OH 44234 (9-4-08)	Career Center <a href="mailto:careercenter@hiram.edu">careercenter@hiram.edu</a> 330-569-5131
22	* Lutheran Metropolitan Ministry 1468 W. 25 <sup>th</sup> Street Cleveland, OH 44113-3102	Dani Valentin <a href="mailto:dvalentin@lmmyouth.org">dvalentin@lmmyouth.org</a>
23	NAHJ (Nat'l. Association of Hispanic Journalists <b>News only</b> )	10/16 Kevin Olivas <a href="mailto:kolivas@nahj.org">kolivas@nahj.org</a>
24	* Medialine Broadcast Employment ( <b>News related only</b> )	2/2014 <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>
25	NAJA (Native American Journalists Assoc.) chgd. 3/09	Debra Valentino 2/19/14 405-325-1649 dvalentino@naja.com <a href="mailto:RebeccaLandsberry@naja.com">RebeccaLandsberry@naja.com</a>
26	602 Communications- Marketing & Production positions	Sandy Lizik <a href="mailto:slizik@602communications.com">slizik@602communications.com</a>

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	<b>WEBSITES:</b>	
30	* Cuyahoga Comm. College 11000 Pleasant Valley #G201 Parma, OH 44130	Martin Kinsella Careers Online at Key Career Place <a href="http://www.ecampusrecruiter.com/tri-c/">www.ecampusrecruiter.com/tri-c/</a>
31	* John Carroll University 20700 N.Park Blvd/Career Srv. University Hts.,OH 44118 (8/06)	Career Center <a href="http://www.jcu.edu/careers.html">www.jcu.edu/careers.html</a> 216-397-4237
32	* Notre Dame College of Ohio 4545 College Rd. S. Euclid, OH (6/07)	Kim Lane, Career Serv. <a href="http://www.notredamecollege.edu/">www.notredamecollege.edu/</a> 216-373-5290
33	* Ursuline College 2550 Lander Rd. Pepper Pike, OH 44124	Gerrie Sullivan, Dir.Career Serv. <a href="http://www.ursuine.edu">www.ursuine.edu</a> 440-646-8324
34	* Case Western Reserve 10900 Euclid Ave. Cleveland, OH 44106	Heidi McCormick <a href="http://www.case-csm.symplicity.com">www.case-csm.symplicity.com</a> 216-368-4446
35	* Lorain County Comm. College Career Services Center 1005 Abbe Rd. N. Elyria, OH 44035	Marci Field, Employ. Data. Mgr. <a href="http://www.lorainccc.edu">www.lorainccc.edu</a> 440-366-7563 8/8/07
36	* OSU-Arts & Sciences 05 Brown Hall/190 W17th Ave Columbus, OH 43210	April Calcovsky 614-292-7055 <a href="http://www.osu.edu/futurelink/employee">www.osu.edu/futurelink/employee</a>
37	OSU-Engineering 220 Mason Hall 250 W. Woodruff Ave. Columbus, OH 43210	614-292-6651 <a href="http://www.career2.eng.ohio-state.edu">www.career2.eng.ohio-state.edu</a> 2/17/10
38	OSU-Fisher College of Business 2100 Neil Avenue Columbus, OH 43210	<a href="http://www.myinterfase.com/osu-fisher">www.myinterfase.com/osu-fisher</a> 2/17/10
39	University of Akron Placement Office, SHN 153 Akron, OH 44325	Nancy Beirne, Asst.Dir <a href="http://www.uakronccm.experience.com/emp/sblogin">www.uakronccm.experience.com/emp/sblogin</a> 330-972-7111
40	Central State University PO Box 1004 Wilberforce, OH 45384	Career Service Center 937-376-6383 <a href="http://www.centralstate-csm.symplicity.com">www.centralstate-csm.symplicity.com</a>
41	* Ohio State Univ.-Mansfield 1760 University Drive Mansfield, OH 44906	Pamela Leonard <a href="mailto:schopieray.4@osu.edu">schopieray.4@osu.edu</a> 419-755-4234 <a href="http://www.mansfield.osu.edu/careerservices">www.mansfield.osu.edu/careerservices</a>
42	* TV JOBS	<a href="http://www.tvjobs.com">www.tvjobs.com</a>
43	AAJA- Asian American Journalists Association	<a href="http://www.aaja.org/">http://www.aaja.org/</a>
44	* Ohio Assoc. of Broadcasters	<a href="http://www.oab.org">www.oab.org</a>
45	* NATAS (Nat'l. Assoc. Television Arts/Sciences)	<a href="http://www.emmyonline.com">www.emmyonline.com</a>

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50	WOIO/WUAB TV website	<a href="http://www.woio.com">www.woio.com</a> <a href="http://www.wuab.com">www.wuab.com</a>
51	Raycom Media, Inc. (all sister stations) JOBS BULLETIN & published and posted weekly	<a href="http://www.raycommedia.com">www.raycommedia.com</a>
52	TV Classifieds.com – Cost \$ now	<a href="http://www.tvclassifieds.com">www.tvclassifieds.com</a>
53	Employment Connection City of Cleveland Workforce Dev. (06/08)	Amanda Collins Business Service Rep. 216-664-3073
54	Craigslist	<a href="http://www.craigslist.com">www.craigslist.com</a>
55		
	<b>TRADES/OTHER:</b>	
60	Television Week 6500 Wilshire Blvd. 32300 Los Angeles, CA 90048	<a href="http://www.tvweek.com">www.tvweek.com</a> 323-370-2409 <a href="mailto:classifieds@tvweek.com">classifieds@tvweek.com</a>
61	Broadcasting & Cable 810 Seventh Ave. 27 <sup>th</sup> Fl. New York, NY 10019	Zahra Majma <a href="mailto:ZMajma@nbmedia.com">ZMajma@nbmedia.com</a> 212-378-04000 ext. 517
62	Cleveland Plain Dealer 1801 Superior Avenue Cleveland, OH 44114	Classified Dept. 216-999-3783
63	Akron Beacon Journal 44 E. Exchange St. Akron, OH 44328	Classified Dept. 330-996-3600
64	Outside Internet Source	Various
65	Confidential Hire from Competitive Station	
66	WOIO/WUAB Internal Referral	
67	Misc. External Referrals/Market Referrals	
68	Walk-In/Phone-In/Personal Inquiry	
70	WOIO/WUAB Staff Promotion	
70 pt	WOIO/WUAB staff p/t to f/t promotion	
71	Raycom Media Sister Station – Employee Promotion	

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**SUPPLEMENTAL OUTREACH ACTIVITIES**

<b>TYPE OF RECRUITMENT INITIATIVE</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>I.</b>	<p><b>INTERNSHIPS</b> – WOIO/WUAB offers internship opportunities to eligible students, to provide hands-on learning experience for students looking to gain knowledge and insight about the broadcasting industry. Students are eligible for an internship by being enrolled at a college or university, and by receiving academic credit from that school for an internship. Internships are offered in a variety of departments at the stations, including News, Marketing/On-Air Promotions, Programming, Sales, Graphic Design and Community/Public Affairs. All internships are non-paid, so students must be receiving academic credit to work or observe at the stations. Hours can be flexible, to accommodate class schedules and school requirements; however, most interns are usually required to attend a minimum of 15-20 hours per week. For the time period of this report, we have accepted <b>18</b> interns to work in various departments. <b>Educational facilities they were associated with were: John Carroll University, Ohio State University, Bowling Green University, Hope College, Kent State University, State University of New York (College of Oswego), and Ohio Center for Broadcasting.</b></p>
<b>II.</b>	<p><b>LIST EVERY UPPER LEVEL OPENING IN A JOB BANK OR NEWSLETTER OF A MEDIA TRADE GROUP WHOSE MEMBERSHIP INCLUDES SUBSTANTIAL PARTICIPATION OF WOMEN AND MINORITIES.</b> -The Employment Unit routinely posts job openings with such job banks as: <b>National Association of Hispanic Journalists, Asian American Journalists Association, Native American Journalists Association.</b></p>
<b>III.</b>	<p><b>PARTICIPATION IN AT LEAST FOUR JOB FAIRS (in two years) BY STATION PERSONNEL WHO HAVE SUBSTANTIAL RESPONSIBILITY IN MAKING HIRING DECISIONS –</b></p> <ul style="list-style-type: none"><li data-bbox="310 1310 1435 1484">a. <b>“Summer Internship/ Job Fair” sponsored by College of Arts and Sciences at Ohio State University, January 21, 2014.</b> This event was attended by Lisa Marko she collected 11 internship applications and one job resumes, along with corporate networking for job development. Shared information regarding all open positions throughout Raycom.</li><li data-bbox="310 1493 1443 1633">b. <b>“Portfolio Review” sponsored by Art Institute of Pittsburgh, March 27, 2014.</b> This event was attended by Rob Boenau, Marketing Manager. He did informal possible employee candidate reviews and collection of resumes, along with corporate networking for job development.</li><li data-bbox="310 1675 1463 1816">c. <b>“Job Expo 201” Kent State College of Communication &amp; Information, at the Ritz Carlton, DT Cleveland, April 4<sup>th</sup>, 2014.</b> This event was attended by Dan Salomone, Rob Heverling, Jessica Donelson, who conducted short interviews and answered questions about the positions available at our Station and All RayCom Media Stations.</li></ul>

#### **IV. PARTICIPATION IN JOB BANKS AND INTERNET PROGRAM THAT IS DESIGNED TO PROMOTE OUTREACH GENERALLY ON A LOCAL AND NATIONAL LEVEL**

- a. WOIO/WUAB participates online with Clevelandclassifieds.tv, which is a website that promotes home, auto, and miscellaneous items buying and selling. There is a section included for job posting.
- b. Outreach Initiative: September 2013- Provided training to management level personnel as to the methods of ensuring equal employment opportunity and preventing discrimination. This webinar was attended by 40 WOIO/WUAB managers.
- c. First Annual Intern Summit: July 31<sup>st</sup>, 2013 - This summit was put on by WOIO to provide information and education on the TV news business. This was attended by our interns and was well received.
- d. On November 6, 2013 Rob Boenau visited Kent State University and spoke with the introduction to Marketing Class regarding Multi-media Marketing.

#### **V. PARTICIPATE IN OTHER ACTIVITIES OTHER THAN LISTED TO FURTHER THE GOAL OF DISSEMINATING INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES**

- a. During the year, we broadcast on-air announcements on both WOIO and WUAB encouraging viewers to refer to our web site, [www.19actionnews.com](http://www.19actionnews.com) for information on our current employment opportunities and information on becoming one of the local companies that would like to post our positions for local, diversified recruitment. These :30 second spots typically run every 5 weeks on WUAB and WOIO on a rotating basis.
- b. During 2013/2014, we broadcast on-air announcements informing viewers that WOIO and WUAB is an equal opportunity employer and has job openings from time to time. We are inviting any potential candidates to visit our web site for current openings. These :20 second spots typically run 3 to 4 x per week on WOIO and WUAB.