

EEO PUBLIC FILE REPORT

WSB-TV Atlanta, Georgia December 1, 2010 thru November 30, 2011

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 Brandi Harrison Jocelyn Dorsey Zach Klein
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 Fred Blankenship Glenn Burns Eric Coleman Justin Farmer Tom Jones Zach Klein Darryn Moore Jovita Moore Rick Nelson Brad Nitz Monica Pearson Marian Pittman John Pruitt Justin Reid Linda Stouffer Ryan Young
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	AJC sponsored career development program for employees to develop leadership or managerial opportunities.	Cox/Laverne Wright Myrna Moore Brian Leavoy Susan Nadell
7	10/12/11	Training Program	Civil Treatment Training for Management	Training managers how to manage fairly and legally in workplace.	Andee Ochs
8	6/30/11	Training Program	CMG Employment Law on-line Training for managers and supervisors	On-line training designed to increase basic understanding of key employment law issues.	Andee Ochs
9	5/17/11-4/14/12	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 Reena Bhardwaj
10	3/23/11	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.	Brian Leavoy Andee Ochs Cathy Bates
11	4/29/11	Congressman David Scott Job Fair	Co-Sponsor job fair for careers in broadcast field	Facilitate booth at job fair representing CMG and WSB-TV	Frank Savini Andee Ochs Cathy Bates

* Schools or clubs participating in career days/job fairs

Boys & Girls Club Atlanta (2/17 & 11/10/11), Corley Elementary (5/10/11), Morehouse College (2/19 & 3/25/11), 100 Black Men of South Metro Atlanta (3/19/11), Clark Atlanta University (4/29/11) Tech High School (5/28/11), Murdock Elementary (5/18/11), Ron Clark Academy (10/22/11), Delta Sigma Theta Sorority (1/9/11), Unity Christian School (7/27/11), North Atlanta High School (9/27/11), Savannah School of Art & Design (11/3 & 9/6/11), Bethune Middle School (3/12/11), DeKalb Early College Academy (5/21/11), DeKalb Technical Center (6/4/11), Bethesda Elementary (5/13/11), Columbia Middle School (5/5/11), Morehouse School of Medicine (4/13/11), Emory University (1/27 & 11/4/11), Chamblee Middle School (3/25/11), Mt Zion Christian Academy (4/19/11), Dunwoody Elementary (5/5/11), Mount Bethel Christian Academy (10/11/11), Montgomery Elementary (10/25/11), Nickajack Elementary (11/2/11), American InterContinental University (11/17/11), Factory Shoals Middle School (6/7/11), Reinhardt College (4/30/11), Morris Brandon Elementary (7/19/11), University of Georgia (3/26 & 9/20/11), Georgia State University (6/28/11), Girls Inc of Greater Atlanta (9/10/11)