

II. MASTER RECRUITMENT SOURCE LIST

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	# Interviewees 11/21/08 to 11/20/09
1	Clark Atlanta University CPPC 223 James P. Brawley Dr., Atlanta, GA 30314 (404) 880-8701, cppc@cau.edu	Y	
2	Macon Courier, 1055 Walnut Street, Macon, Ga. 31201 (478) 746-5605 , fax (478) 742-4274 Attn: Melvin Williams	Y	
3	Mercer University, 1400 Coleman Ave, Macon, GA. 31207 (478) 301-2700 Attn: Student Placement Services, GIBBS_KD@Mercer.edu	N	
4	Middle Georgia Consortium, POB 8539, Warner Robins, GA, 31095 (478) 953-4771 Attn: Assessment Ctr, fax (478) 953-2509	N	
5	National Association for the Advancement of Colored People, P.O. Box 6452, Macon, GA. 31208 (478) 745-9944 fax (478) 788-9900, naacpmacon@cox.net	N	
6	Valdosta State University, Powell Hall West 2 nd Floor 1500 N Patterson St. Valdosta, GA. (229) 333-7099, fax (229) 259-5515 dhargett@valdosta.edu	Y	
7	Central Georgia Technical College, 3300 Tech Dr, Macon, GA. 31206 (478) 757-3400, Attn: Benita Bray jobsinc@centralgatech.edu	Y	
8	University of Georgia Career Center 2 nd Floor, Clark Howell Hall, Athens, GA. 30602-3332, (706) 542-3375, fax (706) 542-8431 career@uga.edu	N	
9	Goodwill Job Connection, 5171 Eisenhower Pkwy, Macon, GA 31206 (478) 475-9995	N	
10	Georgia Dept. of Human Resources, P. O. Box 6017, Macon, Ga. 31208 (478) 751-6000	N	
11	Step Ahead Program, 169 New Street, Macon, GA. 31201	N	
12	Macedonia Baptist Church, 600 Eisenhower Pkwy, Macon, Ga. 31206 (478) 750-0040 fax (478) 750-0042, Attn: Rev. Eddie Smith	N	
13	Georgia College & State University, University Career Center, Campus Box 42, Milledgeville, GA 31060, (478) 445-5384 fax (478) 445-5818, career.center@gcsu.edu	Y	
14	Bethune-Cookman College, 640 Dr. Mary McLeod Bethune Blvd, Daytona Beach, FL 32114 (386) 481-2167 fax (386) 481-2139	N	
15	Ruth Hartley Center, 626 Spring Street, Macon, GA. 31201 (478) 742-6409	N	
16	Macon Housing Authority, P.O. Box 4928, , Macon, GA. 31201 (478) 752-5000	N	
17	League of Women Voters, P. O. Box 7341, Macon, GA. 31209	N	
18	Wesleyan College, 4760 Forsyth Road, Macon, GA 31210 (478) 477-1110, careerservices@wesleyancollege.edu	N	
19	Fort Valley State University, Career Development Center, University Dr, Fort Valley, GA 31030 (478) 825-6211, murphyw@fvsu.edu	Y	
20	Macon Economic & Community Development, 200 Cherry St, Suite 300, Macon, Ga. 31204 (478) 751-7190, (478) 751-7390 ecddept@macon.ga.us	N	
21	Georgia Dept. of Labor, 3090 Mercer U. Drive, Macon, GA. 31204 (478) 751-6064 fax (478) 751-6639	N	
22	Reverend Habersham, 2760 Napier Avenue, Macon, Ga. 31204 (478) 755-1770	N	
23	University of Tennessee at Knoxville, Career Services Division of Student Affairs, 100 Dunford Hall, 915 Volunteer Blvd., Knoxville, TN 37996-4010 (865)974-5435 utcareer@utk.edu	N	
24	Macon-Bibb County Economic Opportunity Council, 655 2 nd Street Suite 200, Macon, GA. 31201 (478) 738-3240 fax (478) 738-3258	N	

25	Macon State College, Career Services, 100 College Stadium Dr, Macon, GA. 31206 (478) 471-2700, fax (478) 471-5320	N	
26	Georgia Southern University, Office of Career Services P.O. Box 8069, Statesboro, GA 30460-8069 (912) 478-5197 fax (912) 478-7233 careersv@georgiasouthern.edu	N	
27	Bibb County. Human Resources, 601 Mulberry Street Suite 410, Macon, GA. 31201 (478) 621-6013 careers@co.bibb.ga.us	N	
28	The Job Connection, 2209 Moody Road, Warner Robins, GA. 31201 (478) 922-9192	N	
29	The Salvation Army, 1955 Broadway, Macon, GA. 31206 (478) 746-8571	N	
30	MediaLine, P. O. Box 51909, Pacific Grove, CA 93950, 1-800-237-8073 fax (831) 648-5204 medialine@medialine.com	N	
31	National Association of TV Program Executives Job Bank, 2425 Olympic Boulevard, Suite 550E, Santa Monica, CA 90404 (310) 453-4440	N	
32	Macon City Hall, Personnel Dept, 4 th floor 682 Cherry Street (478) 751-2720 fax (478) 751-2735	N	
33	Older American Council of Middle GA, P.O. Box 6766, Macon, GA. 31208 (478) 751-2760, fax (478) 751-2765	N	
34	Association of Retarded Citizens of Macon, 2664 Sheraton Dr, Macon, GA. 31210 (478) 477-7764, fax (478) 477-8824 aharrell@maconarc.org	N	
35	National Black Media Coalition, 1729 Elton Rd, Suite 314, Silver Spring, Maryland 20903 (301) 445-2600 nbmc2000@aol.com	N	
36	Booker T. Washington, 391 Monroe Street, Macon, GA. 31201 (478) 742-7431 fax (478) 745-3391	N	
37	Greater Macon Chamber of Commerce, 305 Coliseum Dr, Macon, GA. 31209 (478) 621-2000, fax (478) 621-2021, info@maconchamber.com	N	
38	Just for Starters, P. O. Box 573, Onalaska, WI 54650	N	
39	National Hispanic Media Coalition 2514 S. Grand Ave. Pasadena, CA. 91105 (626) 792-6462, fax (626) 792-6051, info@nhmc.org	N	
40	Mississippi State University, Mississippi State, MS 39762 (662) 325-2323 career@career.msstate.edu	N	
41	Piedmont College, P.O.Box 10, Demorest, GA 30535 (706) 778-3000, Attn: Kel Cutrell, kcutrell@piedmont.edu	N	
42	Georgia Association of Broadcasters Job Bank, 8010 Roswell Rd, Ste 260, Atlanta, GA 30350 (770) 395-7200 jobs are posted to www.careerpage.org	N	
43	Asian American Journalists Assn, 1182 Market St, #320 San Francisco, CA 94102 (415) 346-2051 fax (415) 346-6343 national@aaaja.org	N	
44	Native American Journalists Assn., c/o Univerisy of Oklahoma Gaylord College, 395 W. Lindsey, Norman, OK 73019-4201, (405) 325-9005, fax (405) 325-6945	N	
45	South Asian Journalists Assn, 2950 Broadway, New York, NY 10027 (212) 854-5979 saja@columbia.edu	N	
46	National Association Of Broadcasters, 1771 N. St. NW, Washington, DC 20036 (202) 429-5300 fax (202) 429-4199 nab@nab.org	N	
47	Forsyth-Monroe County Chamber of Commerce, P. O. Box 811, Forsyth, GA. 31029-0811 (478) 994-9239 fax (478) 994-9240	N	
48	Berry College, P.O. Box 495005, Mt. Berry, GA. 31049 (706) 236-2292, fax (706) 238-7819, bjarrell@berry.edu	N	
49	Georgia State University., 260 Univeristy Center, 66 Courtland Street Atlanta, GA. 30303-3080 (404) 413-1820	N	
50	National Association Of Black Journalists, University of Maryland, 8701-A Adelphi Rd., Adelphi, MD 20783-1716 (301) 479-6225 fax (303) 445-7101	N	
51	Easter Seals Program, P. O. Box 847, Dublin, GA. 31040 Attn: Phyllis Dorn (478) 275-8850, fax (478) 275-8852	Y	
52	River Edge Behavioral Health Center, 175 Emery Highway, Macon, GA. 31217 Attn: Tabatha Hogges (478) 751-4519 custsvc@river-edge.org	Y	
53	13WMAZ Website (www.13wmaz.com)	N	5

54	13 WMAZ TV On-Air Advertisement	N	
55	In-house posting	N	
56	Employee Referral	N	8
57	Outside Referrals (Vendors, Advertisers)	N	1
58	SELF (Walk-in, Mail-in)	N	
59	TV Jobs.com Broadcast Employment Services P.O. Box 4115 Oceanside, CA 92052	N	16
60	CareerBuilder (www.careerbuilder.com)	N	13
60	Peach Jobs Unit (DFCS) 456 Oglethorpe St, Macon, GA. 31298, Marjorie Almand	Y	
61	Society of Professional Journalist (our opening was pulled from a source we post to)	N	1
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			44

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program (#5)	<p>13WMAZ actively recruits students attending accredited colleges/universities throughout (but not limited to) the southeast. Our program offers the student/intern 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. The intern earns academic credit for their participation in the program. Internships are offered in all departments: News, Production, Engineering, Business/IT, Marketing and Sales. During the reported period, we had a total of 3 interns from 3 colleges: Valdosta State University, Mercer University, Northwestern University - Medill School of Journalism.</p> <p>WMAZ participated in a workforce development program offered by The City of Macon. We had a total of 4 minority students work with us for 5 weeks. During the reported period one student worked in each of these departments: Production, News, New Media and Business.</p>
2	Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting. (#10)	<p>Our New Media Manager is on the IT Advisory Board for Macon State College.</p> <p>Our President and General Manger is on the Georgia Southern University Broadcast Advisory Board.</p> <p>During the reporting period, speaking support regarding careers in broadcasting and the media industry, meteorology, as well as journalism was provided on a regular basis by our on-air talent and marketing personnel to students at 10 Elementary schools, 3 Middle schools, 4 High school, 2 College, and 4 Private schools. Attendance ranged from 25 to 500 with an average of 200 students present.</p> <p>In addition they spoke to other community</p>

		<p>programs with an emphasis on minority participations such as: Youth Leadership, May 2009, and October 2009.</p>
3	<p>Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)</p>	<p>Bill Cummings, Management Consultant, holds monthly training events for management level personnel with a concentration on management skills including topics on equal employment opportunity and preventing discrimination.(11)</p>
4	<p>Training programs designed to enable station associates to acquire skills that could qualify them for advancement. (#8)</p>	<p>13 WMAZ encourages associates to participate in skills training programs. Formal training programs are conducted within the station to allow associates to improve at their current level and acquire the skills to advance to a higher-level position. Outside consultants are used for coaching and training in areas where in-house trainers are not available.</p> <p>One of our Multimedia Journalist participated in a week long Fellowship entitled “Basic Legal Affairs Reporting for Journalist”.</p> <p>Our President/ General Manger traveled to Gannett Headquarters for the annual GM Meeting (1) 11/2009</p> <p>Our General Sales Manager traveled to Gannett Headquarters for the annual Winning in Sales training event (1) 11/2009</p> <p>Our News Director traveled to Gannett headquarters to participate in the Winning in News – Content One Summit (1) 9/2009</p> <p>Two associates participated in the Search Engine Optimization Training event 11/2009</p> <p>During the reporting period (November 21, 2008 – November 20, 2009), station employees participated in the following training designed to improve their skills and prepare them for higher-level positions. The number of associates in attendance is noted in ().</p> <p>Guerilla Marketing (1); Anystream (30); AdOps (4); Pluck (1); Content One (25); Headline Writing on Web (5); Search Engine</p>

		Optimization (5); Videography (5); Multimedia Beat Training (8); Defensive Driving Safety (4); Live Truck Training (7); AVID (2); Director/Switcher (1) Audio (3); Studio Camera Operation (1); Segmenting (2); MOJO (8); Helios (2);
5	Scholarships (#7)	13WMAZ funded two scholarships through The Gannett Foundation totaling \$2500 to Macon State College for rising juniors pursuing BS degrees in Communications and Information Technology and majoring in New Media.
6	Job Fairs (#1)	<p>WMAZ was represented by our Warner Robins Anchor and Operations Manager at a multi-county Career Fair held at the Georgia National Fairgrounds in Perry in February 2009. Approximately 3000 students attended.</p> <p>WMAZ's News Director participated in a job fair at Central Georgia Technical College in April 2009. Approximately 1000 people attended.</p> <p>The Human Resources Coordinator and Warner Robins Operations Manager participated in the May 2009 Georgia Association of Broadcasters Job Fair held in conjunction with Congressman David Scott in Atlanta, Georgia. Approximately 500 people attended.</p>
7	List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities. (#12)	WMAZ-TV advertises all job openings, including upper level category openings, with media trade groups and other organizations and websites whose membership and/or audience include women and minorities. These include: The Georgia Association of Broadcasters (GAB), NAACP Local Branch, League of Women Voters, National Association of Television Producers and Executives (NATPE), Older American Council of Middle Georgia, National Black Media Coalition (NBMC), National Hispanic Media Coalition (NHMC), Asian American Journalists Association

		(AAJA), Native American Journalists Association, (NAJA), South Asian Journalists Association (SAJA), and National Association of Black Journalists (NABJ).
8	Other (#16)	For the past 11 years, WMAZ-TV has provided an exceptional opportunity for local elementary age students (7-12) in the form of our Junior Journalists Program. The program recruits 13 talented students who demonstrate an interest in journalism and/or broadcast careers. They are given a 24-month hands-on learning experience in which they are taught to conduct interviews and report actual events relevant to kids in the community on air each week. Every two years hundreds of kids show up to audition in hopes of being selected for one of the 13 slots.

Any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers may request to be placed on our opening notification list. To receive notice of openings you must provide your organization's name, mailing address, e-mail address, telephone number, fax number and a contact person to : 13 WMAZ, 1314 Gray Highway, Macon GA 31211.