

WLBZ
EEO PUBLIC FILE REPORT
November 21, 2010 - November 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
Multimedia Journalist	1-22	15

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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	Career Builder Maine Phone : Email : Fax : Manual posting Career Service	N	0
2	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
3	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
4	Maine Human Rights Commission 51 State House Station Augusta, Maine Phone : 207-624-6050 Email : Fax : 1-207-624-6063 Patricia Ryan	N	0
5	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
6	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	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
8	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
9	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
10	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
11	Southern Maine Community College 2 Fort Road South Portland, Maine Phone : 1-877-282-2182 Email : smacdonald@smcme.edu Fax : Randy Visser, Don Woodward, Charlotte Albright	N	0
12	St. Joseph's College 278 White's Bridge Road Standish, Maine Phone : 207-893-6637 Email : tnovak@sjcme.edu Fax : Tom Novak	N	0

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13	Syracuse University Suite 344 Syracuse, New York Phone : 315-443-1941 Email : lmwild@law.syr.edu Fax : Lauren Wild	N	0
14	Thomas College 180 West River Road Waterville, Maine Phone : 207-859-1106 Email : career@thomas.edu Fax : Richard Grant	N	0
15	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	4
16	UMaine Farmington 248 Main Street Farmington, Maine Phone : 207-778-7034 Email : umfcareers@maine.edu Fax : Stephen Davis	N	0
17	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
18	University College 46 University Drive Augusta, Maine Phone : 207-621-3154 Email : fraser@maine.edu Fax : Sherry Fraser	N	0

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19	University of Maine Systems - Career Center 5748 Memorial Union Orono, Maine Phone : 207-581-1355 207-888-8635 Email : haley.labbe@umit.maine.edu Fax : Patty Counihan	N	0
20	University of New England 716 Stevens Avenue Portland, Maine Phone : 207-797-7688 Email : mmsullivan@une.edu Fax : Mary Sullivan	N	0
21	WLBZ/WCSH Websites Maine Phone : Email : Fax : Manual posting Career Service	N	1
22	WorkChoices PO Box 241 Waterboro, Maine Phone : Email : workchoices@sacoriver.net Fax : 1--- Sandra Jorgensen	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	11/18/2011	Provision of training to management	<p>Three supervisors/managers participated in statewide department head meetings on a regular basis as part of our on going manager training.</p> <p>05/10/11-05/13/11 - The Accounting Manager attended the Maine Human Resources Convention which covered topics such as recruiting, managing change, wage and hour issues and Maine employment law.</p> <p>June 2011 – The General Manager completed the Gannett online ethics course and anti-trust training.</p> <p>June 2011 – The General Manager participated in Gannett’s General Manager meeting in McLean, VA. Topics included the nine areas of news focus and training on digital sales.</p> <p>09/28/11 – Management training was provided to six managers/mid-level managers on employee relations, employment law and sexual harassment training.</p>	6		1.00
2	11/18/2011	Sponsorship of events in the community designed to increase public awareness	WLBZ produced an on-air announcement directed toward community organizations that distribute information on employment opportunities. This :15 public service announcement runs on-air an average of 18 times per month.	0		0.50

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3	11/18/2011	Establishment of training programs for station personnel	<p>Training is available to employees in all departments and requests for training are solicited by human resources and department heads on a regular basis. Our goal is to provide training that the employee is interested in allowing the employee to learn new skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions.</p> <p>During the reporting period, WLBZ employees had individual training with a talent coach. The training occurred in May 2011 and was attended by multimedia journalists and an anchor to work on a variety of storytelling strategies.</p> <p>'Professor Teaches' are computer based, self directed training courses focusing on a number of PC, Windows, Adobe and web related software that is offered to all employees in our training center. Excel, Photoshop, Digital Media, PowerPoint, Outlook, Flash and Adobe Image Ready are all available to employees. One employee has taken advantage of Professor Teaches training modules during the reporting period.</p> <p>Element K offers computer based, self directed training courses focusing on a number of PC, Windows, Adobe and web related software that is offered to all employees through the Gannett Digital Training center. Four employees have taken advantage of Element K training modules during the reporting period.</p> <p>During the reporting period, numerous employees spanning five departments participated in WLBZ Around Town online contributor training. The DataSphere Producer instructed employees one-on-one how to register as a Community Content Provider and</p>	28		1.00

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			<p>how to post stories, photos and videos in the Around Town section of the WLBZ web site.</p> <p>12/9/2010-12/10/2010 – GeniusDV conducted onsite training for Apple Motion; an incredibly powerful graphics animation software package that allows commercial editors to create visual graphics and special effects. Three Director/Producers and one Commercial Photographer were trained on Final Cut Pro and specifically Apple Motion.</p> <p>12/2010 – 01/2011 – The Local Sales Manager, Managing Editor, Accounting Manager and Executive Assistant received training on operating BTI Attendant Solutions, our on air and online cancellation and closing systems.</p> <p>1/30/2011 – 2/1/2011 – The General Sales Manager attended Jim Doyle’s Sales Managers High Performance Boot Camp.</p> <p>2/2/2011- 2/3/2011 – The General Sales Manager visited Nielsen to review rating books for both WCSH 6 and WLBZ 2.</p> <p>3/1/2011 – 3/4/2011 - The Local Sales Manager and four Account Executives participated in Wide Orbit Sales training, focusing on customer relations management.</p> <p>03/2011- 05/2011 The Local Sales Manager and four Account Executives completed the Laredo Intermediate Digital training modules on the Gannett Digital Campus.</p> <p>3/16/2011 – The DataSphere Producer attended the Community Website Summit in McLean, Virginia. The training focused on recruitment of Community Content Providers, story counts and quality, looking at metrics</p>			

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			<p>and results, and site functionality. Training was conducted by Corporate DataSphere leaders.</p> <p>4/19/2011 – The Business Manager and Accounting Manager participated in a BasWare upgrade training instructed by Mike Smits. The training was to address differences between BasWare V3.5 and V5.</p> <p>4/22/2011 – The DataSphere Producer attended the “Social Media Breakfast Maine – Content Rules”, an event which focused on creating unique online content at the Eastland Park Hotel in Portland, Maine.</p> <p>04/2011 - The Managing Editor, Producer, two Directors/Producers and five Multimedia Journalists were instructed on the creation and implementation of G3 news graphics. The training was conducted by Ken Christian.</p> <p>05/06/11 - The General Manager and Promotion/Production Manager participated in Vibes text product overview training. The Vibes text product is the software platform utilized for sending text alerts from the WLBZ website for consumers subscribed.</p> <p>05/13/11 - The Deal Chicken Site Coordinator/Local Sales Manager attended a Deal Chicken Local AE Sales Training Webinar.</p> <p>6/7/2011 – 6/9/2011 – The Promotion/Production Manager attended the NBC Affiliate Marketing Meeting and Promax Station Summit. Marketing strategies discussed included being “on target, on strategy and on brand”.</p> <p>06/09/11 - Microwave Truck Training for Operation and Safety was provided</p>			

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			<p>for three Multimedia Journalists to become microwave truck operators.</p> <p>7/29/2011 – The DataSphere Producer attended “Social Media Breakfast Maine – I have Facebook, Twitter, LinkedIn, a Blog...Now What?” event at the Eastland Park Hotel in Portland, Maine.</p> <p>10/14/11 – Ross HD Carbonite Switcher training was provided by Kevin Cottam of Ross Video. Three Directors/Producers and two Studio Broadcast Engineers were trained on using the new high definition switcher system.</p> <p>10/27/11 An Emotional Storytelling Workshop was held by former WCSH reporter and Maine Broadcasting Hall of Fame inductee Susan Kimball. Susan’s emotional storytelling work has garnered many awards both nationally and within Gannett Broadcasting. Eight Multimedia Journalists were given one-on-one coaching with specific feedback relating how to effectively tell an emotional story.</p> <p>11/15/2011 – The General Manager, Local Sales Manager and Executive Assistant participated in an FCC Public Inspection File conference call. The call served as a refresher of the FCC rules regarding public inspection files. The FCC has proposed changes to the public file procedures and the call gave an overview of the existing rules and what changes may be in store. The call was conducted by Linda Carducci of the Gannett Legal Department.</p> <p>WLBZ2 also offers a tuition assistance program designed to encourage self-development through undergraduate or graduate course work.</p>			

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4	11/18/2011	Participation in Job Fairs	<p>01/26/11 - The Accounting Manager and Managing Editor participated in the University of Maine's Career Fair. The day long job fair had approximately 450 students in attendance and provided participants an opportunity to speak with over 50 students to discuss careers in broadcasting. Gannett's Talent Development Program was discussed with many of the students. The University has a New Media degree program that complements many of the positions in broadcasting. Additionally, the University has graduates in communication, engineering and business fields.</p> <p>4/21/2011 – The Business Manager and Accounting Manager attended a Southern Maine Community College Job Fair. Southern Maine Community College offers a Communications and New Media degree, which ties into many of our employment positions in broadcasting. The fair was located at the school's South Portland campus from 1:00 PM to 3:30 PM and gave us the opportunity to speak with approximately 35 students about careers in broadcasting.</p>	3	Accounting Manager Business Manager Managing Editor	0.25
5	11/18/2011	Participation in other activities designed by the station employment unit	9/1/2011 - The DataSphere Producer and Managing Editor conducted a presentation at the Social Media Breakfast in Bangor, Maine. The theme of the presentation was how social media has affected the way news organizations report and communicates with their audiences. The Producer and Managing Editor discussed other topics including what works and what doesn't when it comes to the use social media for different platforms and career opportunities in social media. There were approximately 50 SMBB attendees at the event.	2	Managing Editor DataSphere Producer	1.00

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6	11/18/2011	Establishment of a mentoring program	WLBZ partnered with New England School of Communications in the production of our 2 Those Who Care awards program. This community recognition project was created to recognize the power and spirit of volunteering. The program was held at the college in the Gracie Theatre and 25 students were given the opportunity for hands on training in producing a live event that was later edited and broadcast on WLBZ. Students participated in camera operation, sound mixing, lighting, technical directing, and stage management.	1	Promotion/Production Manager	1.00
7	11/18/2011	Establishment of an intern program designed to assist members of the community	WLBZ actively recruits students attending accredited colleges/universities for internships. 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. During this reporting period, we had one intern in our Creative Services department from the University of Maine at Orono.	1		1.00
8	11/18/2011	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma J. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2011. 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.	0		1.00

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9	11/18/2011	Participation in events sponsored by community groups	08/02/2011 – Promotion/Production Manager conducted a station tour for Maine Media Camp participants. Tour included information on the broadcasting industry, how things work within the station and careers in Broadcasting. 10/2011 – Promotion/Production Manager conducted a station tour for a Freshman Focus group (a major component of the schools Career Pathway program) from Nokomis Regional High School. Tour included information on the broadcasting industry, how things work within the station and careers in Broadcasting.	1	Promotion/Production Manager	0.25
TOTAL POINTS OVER REPORTING PERIOD:						7.00