

WTRF - TV

EEO PUBLIC FILE REPORT - PERIOD ENDED MAY 31, 2011

A. FULL TIME VACANCIES FILLED DURING PERIOD JUNE 1, 2010 TO MAY 31, 2011

- | | |
|---|--------------------------------|
| 1. Job Title: Account Executive | Date Filled: August 9, 2010 |
| 2. Job Title: Producer/Digital Journalist | Date Filled: October 7, 2010 |
| 3. Job Title: General Sales Manager | Date Filled: January 11, 2011 |
| 4. Job Title: Sales Assistant | Date Filled: February 14, 2011 |
| 5. Job Title: Producer/Digital Journalist | Date Filled: March 1, 2011 |

B. RECRUITMENT / REFERRAL SOURCES USED TO SEEK CANDIDATES FOR VACANCY

* Denotes Organizations Entitled to Notification under Section 73.2080(c)(1)(ii)

B1. Job Title: Account Executive Date Filled: August 9, 2010

Recruitment / Referral Source	Contact Person	Address	Phone #	Referred Hire
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	NO
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	NO
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	YES
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	NO
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	NO
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	NO
Nat'l Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	NO
WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	NO
Connections (div. Belmont Cty Jobs & Family)	* Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	NO
WV Division of Rehabilitation Serv	* David Valentine	davidv@wvdrs.org	(304) 238-1092	NO
WV Department of Education & Arts	* Frank Nowvskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	NO
Workforce WV	* Sharon Cunningham	scunning@workforcewv.org	304-627-2125	NO
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	NO
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	NO
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	NO
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	NO
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696-2370	NO
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	NO
Salem International University	Lisa Marsh	lmars@salemiu.edu	(304) 782-5633	NO
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	NO
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	NO
West Virginia Junior College	Dawn Woodburn	176 Thompson Drive, Bridgeport, WV 26330	(304) 842-4007	NO
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	NO
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	NO
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	NO

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B2. Job Title: Producer/Digital Journalist Date Filled: October 7, 2010

Recruitment / Referral Source	Contact Person	Address	Phone #	Hire
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	NO
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	NO
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	YES
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	NO
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	NO
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	NO
Nat'l Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	NO
WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	NO
OH Bureau Of Job Services	Employment Services	67800 Mall Ring Road, St. Clairsville, OH 43950	(740) 695-4431	NO
Connections (div. Belmont Cty Jobs & Family)	Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	NO
WV Division of Rehabilitation Serv	David Valentine	davidv@wvdrs.org	(304) 238-1092	NO
WV Department of Education & Arts	Frank Nowvskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	NO
Workforce WV	Sharon Cunningham	scunning@workforcewv.org	304-627-2125	NO
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	NO
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	NO
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	NO
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	NO
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696.2370	NO
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	NO
Salem International University	Lisa Marsh	lmarsh@salemIU.edu	(304) 782-5633	NO
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	NO
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	NO
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	NO
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	NO
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	NO

B3. Job Title: General Sales Manager Date Filled: January 11, 2011

Recruitment / Referral Source	Contact Person	Address	Phone #	Hire
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	NO
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	NO
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	YES
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	NO
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	NO
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	NO
Nat'l Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	NO
WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	NO
OH Bureau Of Job Services	Employment Services	67800 Mall Ring Road, St. Clairsville, OH 43950	(740) 695-4431	NO
Connections (div. Belmont Cty Jobs & Family)	Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	NO
WV Division of Rehabilitation Serv	David Valentine	davidv@wvdrs.org	(304) 238-1092	NO

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WV Department of Education & Arts	▪ Frank Nowviskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	NO
Workforce WV	▪ Sharon Cunningham	scunning@workforcewv.org	304-627-2125	NO
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	NO
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	NO
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	NO
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	NO
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696-2370	NO
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	NO
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	NO
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	NO
West Virginia Junior College	Dawn Woodburn	176 Thompson Drive, Bridgeport, WV 26330	(304) 842-4007	NO
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	NO
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	NO
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	NO

B4. Job Title: Sales Assistant Date Filled: February 14, 2011

Recruitment / Referral Source	Contact Person	Address	Phone #	Hire
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	NO
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	NO
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	NO
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	NO
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	NO
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	NO
Natl Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	NO
WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	NO
Connections (div. Belmont Cty Jobs & Family)	▪ Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	NO
WV Division of Rehabilitation Serv	▪ David Valentine	davidv@wvdrs.org	(304) 238-1092	NO
WV Department of Education & Arts	▪ Frank Nowviskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	NO
Workforce WV	▪ Sharon Cunningham	scunning@workforcewv.org	304-627-2125	NO
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	NO
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	NO
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	YES
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	NO
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696-2370	NO
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	NO
Salem International University	Lisa Marsh	lmars@salemiu.edu	(304) 782-5633	NO
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	NO
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	NO
West Virginia Junior College	Dawn Woodburn	176 Thompson Drive, Bridgeport, WV 26330	(304) 842-4007	NO
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	NO
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	NO
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	NO

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B5. Job Title: Producer/Digital Journalist Date Filled: March 1, 2011

Recruitment / Referral Source	Contact Person	Address	Phone #	Hired
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	NO
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	NO
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	YES
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	NO
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	NO
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	NO
Natl Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	NO
WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	NO
Connections (div. Belmont Cty Jobs & Family)	* Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	NO
WV Division of Rehabilitation Serv	* David Valentine	davidv@wvdrs.org	(304) 238-1092	NO
WV Department of Education & Arts	* Frank Nowvskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	NO
Workforce WV	* Sharon Cunningham	scunning@workforcewv.org	304-627-2125	NO
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	NO
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	NO
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	NO
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	NO
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696-2370	NO
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	NO
Salem International University	Lisa Marsh	lmars@salemiu.edu	(304) 782-5633	NO
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	NO
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	NO
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	NO
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	NO
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	NO

C. TOTAL NUMBER OF PERSONS INTERVIEWED FOR ALL VACANCIES FILLED

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D. TOTAL NUMBER OF INTERVIEWEES FOR ALL VACANCIES PER RECRUITMENT / REFERRAL SOURCE

Recruitment / Referral Source	Contact Person	Address	Phone #	# of Interviews Referred
Wheeling News Register	Barbara	1500 Main Street, Wheeling, WV 26003	(304) 233-0100	0
Steubenville Herald Star	Pat	401 Herald Square, Steubenville, OH 43952	(740) 283-4711	0
WTRF Bulletin Board / Web Site	Tom Gaudino	96 16th Street, Wheeling, WV 26003	(304) 232-7777	24
TVJobs.com	info@tvjobs.com	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	3
Medialine.com	info@medialine.com	PO Box 91909 Pacific Grove, CA 93950	(877) 629-4122	0
WV Broadcasters Assoc. - Job Site	wyba@wyba.org	140 Seventh Ave., South Charleston, WV 25303	(304) 744-2143	0
Natl Alliance of State Broadcasters	careermail@careerpage.org	careermail@careerpage.org	(304) 744-2143	0

* Denotes Organizations Entitled to Notification under Section 73.2080(c)(1)(ii)

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WV Employment Job Service	Employment Services	Central Union Building, Wheeling, WV 26003	(304) 238-1045	0
OH Bureau Of Job Services	Employment Services	67800 Mall Ring Road, St. Clairsville, OH 43950	(740) 695-4431	0
Connections (div. Belmont Cty Jobs & Family)	* Michael Schlantz	310 Fox / Shannon Place, St. Clairsville, OH 43950	(740) 633-5627	0
WV Division of Rehabilitation Serv	* David Valentine	davidv@wvdrs.org	(304) 238-1092	0
WV Department of Education & Arts	* Frank Nowvskie	frankn@mail.drs.state.wv.us , PO Box 547, Institute, WV	(304) 766-2634	0
Workforce WV	* Sharon Cunningham	scunning@workforcewv.org	304-627-2125	0
WV Northern Community College	Sam McCullough	1704 Market Street, Wheeling, WV 26003	(304) 233-5900	0
Wheeling Jesuit University	Human Resources - S. Linsky	316 Washington Avenue, Wheeling, WV 26003	(304) 243-2000	0
West Liberty State College	Career Services	PO Box 295, West Liberty, WV 26074	(304) 336-5000	0
Bethany College	Gloria Colussi	PO Box 417, Bethany, WV 26032	(304) 829-7000	1
Concord College	Career Services	Vermillion Street, PO Box 1000, Athens, WV 24712	(303) 384-3115	0
Marshall University (Career Center)	ecampusrecruiter3.com/marshall	One John Marshall Drive, Huntington, WV 25755	(304) 696-2370	0
West Virginia University (Career Serv. Center)	myinterfase.com/wvu/home	MountaineerTRAK PO Box 6008, Morgantown, WV 26506	(304) 293-2221	0
Salem International University	Lisa Marsh	lmarsh@salemIU.edu	(304) 782-5633	0
Westminster College Cable (Bradley Weaver)	weaverbl@westminster.edu	Box 182, Westminster College, New Wilmington, PA 16172	(724) 946-7238	0
Ohio University	Career Services	Lindley Hall 185, Athens, OH 45701	(740) 593-2909	0
West Virginia Junior College	Dawn Woodburn	176 Thompson Drive, Bridgeport, WV 26330	(304) 842-4007	0
Northwestern University Journalism School	Placement Center	1845 Sheridan Road, Room 107, Evanston, IL 60208	(847) 491-2049	0
Davis & Elkins College	collegecentral.com/davisandelkins	Career Serv. 100 Campus Drive, Elkins, WV 26241	(304) 637-1900	0
Mountain State University	Anita Davis	Erickson Alumni, 609 S. Kanawha St. Beckley, WV 25802	(304) 929-1461	0

E. OUTREACH ACTIVITIES

Established & Maintained an Internship Program designed to assist Members of the Community to Acquire Skills needed for Broadcast Employment:

During this Reporting Period, WTRF-TV maintained and expanded the formal internship program it established in 2004 to assist members in the community to acquire skills needed for employment in the broadcast industry and to provide a valuable learning experience. As part of this program, WTRF-TV contacts local colleges, universities and trade schools to inform them of the program and the criteria for the internship program, and how to apply for enrollment in the program. Acceptance into the program is without regard to race, creed, color, sex, age, national origin, religion, mental or physical disability or handicap, marital status, ancestry or veteran's status. During this Reporting Period, six members of the community were enrolled in the internship program at WTRF-TV. These interns were from six different schools.

Training to Management Level Personnel as to methods of ensuring equal employment opportunity and preventing discrimination

R. Charles Dusic III, Chief Financial Officer, routinely provides training and updates to Management Employees on methods of ensuring equal employment opportunities. These sessions are done at various times during the year and included a review of FCC EEO Rules and Policies and other Equal Employment Opportunity and Anti Discrimination Methods, Outreach Methods, and Contacts and Recruitment Ideas. Generally, these sessions are attended by the Chief Engineer, Production Managers, News Director, General Sales Manager, Promotions Director, and General Manager.

On October 13, 2010 and March 2, 2011, the Senior Management of WTRF-TV and its License Holder, West Virginia Media Holdings, LLC held a senior management meeting to review all the EEO Rules, Policies, and Procedures and to remind and update participants on our methods of ensuring Equal Employment Opportunity. This included Anti Discrimination, Outreach and Recruiting Methods. The discussion and training was lead by R. Charles Dusic, Chief Financial Officer.

On August 7, 2010, R. Charles Dusic, Chief Financial Officer, attended a training from West Virginia Broadcasters Association regarding EEO requirements.

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Sent Listings of Every Upper Level Job Opening to Job Banks and Media Trade Groups Whose Members Include Substantial Participation of Women and Minorities

WTRF-TV's standard Recruitment / Referral Sources includes: WV Division of Rehabilitation Services, WV Broadcasters Association, and National Alliance of State Broadcasters. Every opening, not just Upper-Level Openings, were sent to these media trade groups job bank for posting.

Training Programs to Enable Station Personnel to Acquire Skills That Could Qualify for Higher Level Positions:

Members of the technical and engineering departments received on the job training on equipment maintenance and repair that would qualify individuals for senior level positions.

Other Activities Designed to further the Goal of Disseminating Information about Employment Opportunities:

WTRF-TV makes available to community groups and schools tours of the station. These tours include an opportunity for the groups to view the operation and facilities in action, discuss the employees duties and activities, and discuss employment opportunities at the station and in the broadcast industry generally. During this Reporting Period eighteen group tours were given along with numerous individual and non group

WTRF-TV, on an ongoing basis, runs a 30 second spot on its air and posts a statement on its web site, that notifies all community groups and organizations of the availability of vacancy information and disseminates information about employment opportunities. During this Reporting Period the 30 second spot ran 105 times.