

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period 12/1/19 to 11/30/20.

1) Employment Unit: Atlanta Television Station WUPA Inc.

2) Unit Members (Stations and Communities of License): WUPA-TV Atlanta, GA

3) EEO Contact Information for Unit Member:

Mailing Address: 2700 Northeast Expressway Building A Atlanta, GA 30345	Telephone Number: 404-325-6969
	Contact Person: Keisha Lancelin
	E-mail Address: krlancelin@cwatlantatv.com

I. FULL TIME VACANCIES (identified by Job Title)

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hire
Research Analyst	2,3,9,11	11
Multi-Media Reporter	1,2,3,4,5,8,9,11,12,15,16,17,20	2
Creative Services Director	1,2,3,4,5,8,9,11,15,16,18,20	2

II. MASTER RECRUITMENT SOURCE LIST

Code	Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	Notification Request? (Yes or No)	Interviewed:
1	Internal Station Posting	Keisha Lancelin	2700 Northeast Expressway Building A Atlanta, GA 30345	404.325.6969	Yes	1
2	CBS Corporation website	Kathleen Kelly	513 W 57th St New York, NY 10019	212.975.5713	Yes	2
3	First Advantage America's job exchange Indeed.com Simplyhired.com Glassdoor.com Vetsuccess.com Disabledperson.com Asianhires.com Allhispanicjobs.com Africanamericanhires.com	Kathleen Kelly	513 W 57th St New York, NY 10019	212.975.5713	Yes	1
4	GA Department of Labor	Theresa Austin Theresa.austin@dol.state.ga.us	2943 North Druid Hills Rd Atlanta, GA 30329-3909 www.dol.state.ga.us	404.679.5200	Yes	

5	GAB Georgia Association of Broadcasters	Donna Highberger dhhighberger@gab.org	8046 Roswell Road, Ste 100 A Atlanta, GA 30350 www.careerpage.org www.gab.org	770.395.7200	No	
6	NAB National Association of Broadcasters	Romana Sultana Rsultana@nab.org	1771 N St. NW Washington, DC 20036 www.nab.org or www.nabef.org	202.429.5428	No	
7	Society of Broadcast Engineers	Scott Jones kjones@sbe.org	9102 N. Meridian St. Suite 150 Indianapolis, IN 46260	317.846.9000	No	
8	Latin American Association	main@latinamericanassoc.org	2750 Buford Hwy Atlanta, GA 30324 www.latinamericanassoc.org	404.638.1800	No	
9	Business Referrals	Various	Various	Various	Yes	
10	TVjobs.com	Mark Holloway markch@tvjobs.com	PO BOX 4116 Oceanside, CA 92052	760.754.8177	No	
11	Employee Referral	Various	Various	Various	Yes	4
12	Art Institute of Atlanta	Nicole Bradford nbradford@aia.edu	6600 Peachtree Dunwoody Rd. 100 Embassy Row Atlanta, GA 30328 www.aia.artinstitutes.edu	770.689.4870	Yes	
13	NATAS National Academy of TV Arts & Sciences	Cathy Bailly natasadmin@natassoutheast.tv	PO BOX 11613 Atlanta, GA 30355	404.386.1818	No	
14	SCAD Savannah College of Art & Design	Lynn Barrett lbarrett@scad.edu	1600 Peachtree St. Atlanta, GA 30309	404.307.1449	Yes	
15	NABJ National Association of Black Journalists	April O. Turner aturner@nabj.org	1100 Knight Hall, Ste. 3100 College Park, MD 20742 www.nabj.org	301.405.2592 866.476.NABJ	Yes	
16	AAJA Asian American Journalists Association	Marcia Santillan marcias@aja.org	5 Third Street, Ste. 1108 San Francisco, CA 94103 www.aja.org	415.346.2051 x 107	No	
17	Spots-n-Dots	Dai A. Korba dai@spotsndots.com	1635 Old Highway 41 NW, Ste. 112-338 Kennesaw, Ga 30152 www.spotsndots.com	888.884.2630	No	
18	PROMAX	Emily Little Emily@promaxbda.org	1522e Cloverfield Blvd. Santa Monica, CA 90404	310.789.1525	No	
19	Monster.com	Ronald Prater Ronald.prater@monster.xcom		843.773.3628		
20	Linked-In	Keisha Lancelin klrancelin@cbs.com	2700 NE Expressway Bldg. A-700 Atlanta, GA 30345	404.325.6969	Yes	2

III. SUPPLEMENTAL RECRUITMENT MEASURES

(a) Job Fairs

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
1. Thrive Graduate Transition Program assists young adults who have aged out of foster care to consider non-traditional job opportunities. WUPA provided a presentation on careers in broadcasting.	1/24/20	Keisha Lancelin, Public Affairs Director
2. Clark Atlanta University - WUPA participated in this career fair for CAU students and alumni.	2/7/20	Keisha Lancelin, Public Affairs Director
3. Inroads Atlanta Career Expo was held virtually to expose students and graduates to non-traditional business opportunities. WUPA participated to present broadcasting options.	11/6/20	Keisha Lancelin, Public Affairs Director
4. University of West Georgia – WUPA participated in this virtual career fair for students interested in media arts.	11/10/20	Keisha Lancelin, Public Affairs Director

(b) Internship/ Job Shadow

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
1. The University of Georgia partnership with Atlanta Broadcast Advertising Club matches sales executives with graduating seniors to mentor. CBS VP and Director of Sales matched and mentored student, Meghan Telling.	3 rd Qtr. 2020	Tim Bennett, Regional Sales Manager CBS

(c) Participation in Events

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
Atlanta University Center Career Panel – Participated in career panel discussion to expose students to opportunities in broadcasting.	1/27/20	Keisha Lancelin, Public Affairs Director
Odyssey Atlanta – Judged student entries for digital and media arts show proposals.	7/9/20	Keisha Lancelin, Public Affairs Director
Elon University held virtual mock interviews for graduating seniors.	9/23/20	Keisha Lancelin, Public Affairs Director
University of West Georgia held a panel discussion and Q&A for students interested in digital and media arts careers.	11/10/20	Keisha Lancelin, Public Affairs Director

(d) Training Management Personnel

Description of Recruitment Measure:	Personnel Involved:	Describe Training:
1. Minority Mental Health Awareness June 2020	VIACOM/CBS Office of Global Inclusion	Web based seminar focused on providing tips on how to create a safe space for minorities to bring their whole selves to work.
2. Diversity in Television with Tyler Perry September 2020	VIACOM/CBS Office of Global Inclusion	Web Based seminar centered around opening doors to include more diverse staffing.
3. Diversity and Inclusion Week September 2020	VIACOM/CBS Office of Global Inclusion	Web based seminars that discussed ways to engage the entire community in developing diverse and inclusive work spaces.
4. Supporting Veterans in Entertainment October 2020	VIACOM/CBS Veterans Support Network	Web based seminar that highlighted opportunities for veterans who may have different abilities post service.