

# **2019 Annual EEO Public File Report**

## **WGTA-TV 63329**

**Coverage Period:** December 1, 2018 to November 30, 2019

**Station's Comprising Station Employment Unit:** WGTA Toccoa, Georgia

[illegible]

**Total Number of Persons Interviewed During Applicable Period:**

<b>Section 2: Recruitment Source Information</b>		
<b>Recruitment Source</b> Company, Address, Phone #, Contact Person	<b>Total Number of Interviewees</b>	<b>Full-time Positions for Which Source Was Utilized</b>
Heather McIntosh	<b>0</b>	<b>Acct Exec/Media Specialist</b>
Middle Georgia State University		
Via Handshake.com		
Debi Grayson	<b>1</b>	<b>Acct Exec/Media Specialist</b>
University of Georgia		
Via Handshake.com		
Ramona Simien	<b>1</b>	<b>Acct Exec/Media Specialist</b>
Georgia State University		
Via Handshake.com		
Diane Farrell	<b>1</b>	<b>Acct Exec/Media Specialist</b>
University of North Georgia		
Via Handshake.com		
Indeed Job Search	<b>43</b>	<b>All Positions</b>
<a href="https://www.indeed.com">Indeed.com</a>		
Linked In	<b>1</b>	<b>Acct Exec/Media Specialist</b>
<a href="https://www.linkedin.com">www.linkedin.com</a>		
<b>TOTAL NUMBER OF INTERVIEWEES</b>	<b>47</b>	

### **Section 3: Supplemental Outreach Activities**

#### **1. Community speaking engagements regarding career opportunities in broadcasting**

General outreach efforts are bolstered by public speaking engagements by staff which includes, but is not limited to schools, civic and church organizations, and area colleges. This year's engagements include:

08/06/2019	GM and Sales Research Coordinator spoke at Duluth Business Network meeting
09/28/2019	GM, Sales Manager and AEs staffed booth at Duluth Fall Festival

#### **2. Internship Program**

The station provides spring and summer internship programs for college students. These programs are designed to assist students interested in pursuing a career in broadcasting. During this year, we accepted students from University of Georgia. Our internships are "for credit only".

Spring 2019	1 student – Sales & Research
Summer 2019	1 student – Video Production & Website

#### **3. Job Fairs**

The station participates in job fairs at colleges and high schools as requested/available. We provide materials that outline career opportunities in broadcasting as well as information on specific openings.

02/07/2019	University of Georgia Career Day attended by GM and Sales Research Coordinator
05/23/2019	Georgia Association of Broadcasters/Graduate Athens attended by GM

#### **4. Training regarding equal employment opportunities and discrimination prevention**

The station provides on-going training to all station personnel, including those at management level, designed to ensure equal employment opportunities and to prevent discrimination and harassment. All employees are required to view a video on sexual harassment during their onboarding process. Additionally, GM and Sales Manager attended webinar "Employee Recruitment Methods" on 12/13/2018.

#### **5. Staff Training**

The station provides introductory and on-going training for all positions. It is our policy to promote from within when possible and we work to strengthen staff skills and knowledge in preparation for advancement opportunities. Here are some examples of the training made available to staff:

02/02/2019	AdConnections Sales Training
03/08/2019	Nielsen Research Training
03/12/2019	Internet Marketing Webinar
03/26/2019	Internal Internet Product Training
04/19/2019	CRM Training
08/21/2019	New AE Webinar
09/12/2019	NAB Small Market Conference in Austin, TX attended by GM and GSM This 2-day conference has sessions on training, management, and recruitment.

**On Air Notice:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request WGTA to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, email address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices.

Requests should be directed to:  
General Sales Manager  
WGTA-TV  
626 Suite F Scenic Highway  
Lawrenceville, Georgia 30046

We appreciate your organization's help in publicizing our job openings. WGTA-TV is an Equal Opportunity Employer.