

**WCAX-TV/WYCI-TV
EEO PUBLIC FILE REPORT
12/1/20-11/30/21**

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcasting & Cable, 28 East 28th St, 12th floor, NY, NY 10016, P: 212-378-0400 www.broadcastingcable.com	No	
2	Burlington Free Press, 191 College St, Burlington, VT 05401, P: 802-863-3441 www.burlingtonfreepress.com	No	
3	Brigham Young University, Provo, UT 84602, P: 801-422-4636, www.byu.edu , Career Services	No	
4	Career Builder, 191 College St, Burlington, VT 05401, P: 802-863-3441, www.careerbuilder.com	No	
5	Champlain College, 163 So. Willard St, Burlington, VT 05401, P: 802-860-2700, www.champlain.edu Pat Boera	No	
6	Craigslist, www.craigslist.org	No	
7	Current Employee	No	
8	Emerson College, 120 Boylston Street, Boston, MA 02116, P: 617.824.8500, www.emerson.edu Career Services	No	
9	Employee Promotion	No	
10	Employee Referral	No	15
11	Indeed, P: 203-653-4944, www.indeed.com ,	No	13
12	Jobs in VT, P: 877-374-1088, www.jobsinvt.com	No	
13	Linked In, www.linkedin.com	No	2
14	Lyndon State College, PO Box 919, Lyndoville, VT 05851, P: 800-225-1998, www.lyndonstate.edu Career Services facebook	No	
15	Media Line, PO Box 51909, Pacific Grove, CA 93950, P: 800-237-8073, www.medialine.com	No	
16	Monster.com, www.monster.com	No	
17	National Press Photographers Association (NPPA), 3200 Croasdaile Dr, Ste 306, Durham, NC 27705 P: 919-383-7246, www.nppa.org	No	

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18	Roche and Company Broadcast Search Consultants, Boston, MA, P: 888-426-3900 rocheandcompany@att.net , David Roche	No	
19	Seven Days, 255 So. Champlain St, Ste 5, Burlington, VT 05401, P: 802-865-1020 www.sevendaysvt.com	No	
20	Society of Broadcast Engineers, 9102 No. Meridian St, Ste 150, Indianapolis, IN 46260, P: 317-846-9000 www.sbe.org	No	
21	Spots-n-Dots, www.spotsndots.com	No	
22	St. Michael's College, One Winooski Park, Colchester, VT 05446, P: 802-654-2000, www.smcvt.edu Ingrid Peterson	No	
23	Syracuse University, 900 So.Crouse Ave, Syracuse, NY 13244, P: 315-443-1870, www.syr.edu , Career Services	No	
24	TV Jobs, www.tvjobs.com	No	1
25	University of Vermont, Burlington, VT 05405, 802-656-3131, www.uvm.edu , via Handshake, see #43	No	
26	VT Association of Broadcasters, 500A Dalton Dr, Colchester, VT 05446, P: 802-655-5764 www.vab.org ,	No	
27	VT Dept of Employment and Training, P: 802-828-4000, http://labor.vermont.gov/	No	
28	VT Technical College, PO Box 500, Randolph Center, VT 05061, P: 802-728-1000, www.vtc.edu	No	
29	WCAX (website, facebook, twitter), www.wcax.com Link to Gray website	No	
30	WCAX – Monday “Help Wanted” section in morning news	No	
31	TV News Lab, www.newslab.org	No	
32	Burlington Area Newspaper Group (Citizen, Other Paper, Shelburne News, Stowe Reporter, Valley Reporter, Observer, Waterbury Record), PO Box 1158, Williston, Vt. 05495, 802-872-9000 Marianne@WillistonObserver.com , Marianne Apfelbaum	No	
33	Castleton University, Castleton, VT 05735, 800-639-8521, www.castleton.edu , Liz Phillips	No	
34	National Alliance of State Broadcasters Associations (NASBA), 2333 Wisconsin St. NE, Albuquerque, NM 87110, 505-881-4444 , Suzan Strong www.careerpage.org	No	

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35	Plattsburgh State University of New York, 101 Broad St, Plattsburgh, NY 12901, 518-564-2000 www.plattsburgh.edu via Handshake, see #43	No	
36	VT Human Resources Association, www.vthra.org	No	
37	Gray Television Group Employment Website People Matter https://www.gray.tv/index.pho?page=search-jobs	No	10
38	Media Recruiter, 9457 So. University Blvd #303, Highlands Ranch, CO 80126, Art Scott, 303-400-5150 www.mediarecruiter.com	No	
39	Vermont Businesses for Social Responsibility 225 S. Champlain Street, Suite 11 Burlington, VT 05401 www.vbsr.org	No	
40	Oswego State University of New York, 7060 State Route 104, Oswego, NY 13126 www.oswego.edu via Handshake, see #43	No	
41	Cortland State University of New York, P.O. Box 2000, Cortland, NY 13045 www.cortland.edu	No	
42	Liberty University, 1971 University Boulevard, Lynchburg, VA 24502 www.liberty.edu via Handshake, see #43	No	
43	Handshake, college recruiting source site for students and alumni. Postings at 25 colleges in addition to four indicated on list. joinhandshake.com	No	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			41

WCAX-TV/WYCI-TV

RECRUITMENT INITIATIVES FORM

December 1, 2020 – November 30, 2021

	Type of Recruitment Initiative (ex. Job Fair, Internship Program)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Station Tours to College/High School/Elementary and presentation at schools. In person and virtual	12/1/2019-11/30/2020	Station provides tours to groups with students interesting in applicable fields like science/meteorology, journalism/writing, TV/film/radio/production with various area elementary/high schools, colleges and youth organizations. 3/29/21 – General Manager conducted a virtual station tour with a Q&A with the main news anchors, station meteorologists and a technical media producer for Bellows Free Academy's Public Speaking Class. BFA is located in St. Albans, VT. 4/15/21 – Meteorologist provided a virtual tour to a class of third grade students from Bethel Elementary, Bethel, VT. 11/4/21 – Meteorologists did a zoom station tour with a K-2 nd grade class from Benson Village School, Benson, VT.
2.	Job Shadow Program for Elementary/High Schools and College/University Students		Students shadow employees for a limited time to see first-hand the requirements of daily work in a TV station. 9/30/21 – Meteorologist had a student shadow from Harwood Union High School, Moretown, VT.

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3.	Job & Internship Recruitment		<p>College students from area colleges and universities participate in duties alongside station employees and receive real-world experience and college credit each semester. Station employees address college classes and groups inform them on what a career in broadcast is from their experience.</p> <p>WCAX had three area college students participate in our Internship Program for college credit during the reporting period, with guidance by an Anchor. Two students participated from the University of Vermont and one participated from St. Michael's College.</p> <p>4/16/21 – MMJ had an Emerson College student reach out via Linked In for advice on her reel. Kayla provided advice and tips to the student.</p> <p>5/11/21 – Anchor did a virtual talk with a few classes of students at Derby Elementary School, Derby, VT.</p> <p>5/27/21 – Morning Anchor spoke about his job to students and staff at Orange County High School, Orange, VA (his alma mater).</p> <p>8/30/21 – General Manager spoke with a UVM student, Samantha Lacey, about her plans for a career in media as part of an opportunity provided by the Vermont Association of Broadcasters.</p> <p>9/19/21 – Meteorologist spoke to the AMS & NWA club at Northern Vermont University-Lyndon about her experiences in the field.</p> <p>9/23/21 – MMJ participated in a panel for the non-profit “College for Every Student”. They discussed pathways to journalism.</p> <p>11/8/21 – MMJ did a zoom station tour and career discussion for about 25 students in a University of Massachusetts journalism class.</p> <p>11/7/21 – MMJ to 50 students about his career in journalism for Springfield College’s open house weekend, Springfield, MA.</p>

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4.	Job Fairs		<p>News Director participated in the following job fairs during the reporting period:</p> <p>3/18/21 – Emerson College/virtual 4/1/21 – Vermont State College/virtual 10/5/21 – Emerson College/virtual 10/20/21 – SUNY-Plattsburgh/in person 10/29/21 – Norwich University/virtual</p> <p>News Director participated in an Employer Info Tabling event on 10/21/21 at Northern Vermont University-Lyndon</p>
5.	Training Initiatives		<p>5/11-6/10/21 – WCAX General Sales Manager and WCAX Asst. News Director, participated in Gray TV's Diversity, Equity and Inclusion training, weekly for six weeks. The program was called "Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gender language, race, class and ability, how to apologize effectively.</p>