

**WTOL-TV**

**EEO PUBLIC FILE REPORT**  
**Period Covered June 1, 2007 – May 31, 2008**

Recruitment Sources Used For Full-Time Vacancies  
See Attachment A

Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)  
[With Hiree's Recruitment Source In Brackets]

<u>Position</u>	<u>Recruitment Resources</u>	<u>Hiring Source</u>
Reporter	(1-54, 74, 76-78, 83)	[54]
Account Executive Trainee	(1-54, 83)	[83]
Internet Content Dir.	(1-54, 74, 83)	[54]
Chief Engineer	(1-54, 61, 76, 83)	[54]
Engineer	(1-54, 83, 84)	[47]
Meteorologist	(1-54, 76-78)	[17]
Producer	(1-54, 80, 83, )	[83]
Account Executive	(1-54, 83, 85)	[83]
Account Executive	(1-54, 83, 85)	[83]
Marketing Asst.	(1-54, 83)	[17]
Producer	(1-54, 83)	[17]

**Total Interviewees for all Full-Time Positions: 17**

**Number of Referrals From Sources Used**  
(17) = 3; (47) = 1; (54) = 5; (83) = 7; (85) = 1

**Supplemental Outreach Activities**  
See Attached

**MASTER LIST OF RECRUITMENT SOURCES**

(Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies.)

**LOCAL COMMUNITY SOURCES** (including name of contact person, address and phone number)

1. \*Adrian College, Mr. Kevin Trepanier, 110 S. Madison St., Adrian, MI 49221
2. American Women in Radio & TV Buckeye of Central Ohio, Mrs. Brenda Spencer, 1500 W. Third Ave. #300, Columbus, OH 43212
3. Asian American Journalists Association, Ms. Rene Astudillo, 1182 Market St., Suite 320, San Francisco, CA 94102, [www.jobs.aaja.org](http://www.jobs.aaja.org)
4. The Association for Women in Communication, 3337 Duke Street, Alexandria, VA 22314
5. \*Bible Way Church, Ms. Annie Ellison, 2335 Collingwood Blvd, Toledo, OH 43610
6. \*Bluffton College, Ms, Jacqui Singer, 1 University Drive, Bluffton, OH 45817
7. \*Bowling Green State University, Ms. JoAnn Kroll, Saddlemire Room 360, Bowling Green, OH 43403
8. \*James C. Caldwell Community Center, Mr. James Caldwell, P.O. Box 80056, Toledo, OH 43608
9. \*Calvary Baptist Church, Ms. Patrician McFarland, 702 Collingwood Blvd. Toledo, OH 43602
10. \*City of Toledo Human Resources Dept., 1 Government Center, Suite 2930, Toledo, OH 43604
11. \*Defiance College, Ms. Carol Thomas, 701 N. Clinton, Defiance, OH 43512
12. \*EOPA of Greater Toledo, Mr. Travis Parks, 505 Hamilton St., Toledo, OH 43602
13. \*Entech Personnel Services Inc., Dionnica Sylvester, 419-418-2320, 215 N. Summit Suite E, Toledo, OH 43604
14. \*Heidelberg College, Ms. Andrea Domacowski, 310 E. Market St., Tiffin, OH 44883
15. \*IBEW Local 245, Mr. Larry Tscherne, 705 Lime City Road, Rossford, OH 43460
16. \*Jerusalem Baptist Church, Rev. HM Crenshaw, 445 Dorr St., Toledo, OH 43603
17. \*Raycom Media, Clyde Baucom, 334-206-1400 201 Monroe St. 20<sup>th</sup> Floor, Montgomery, AL 36104 [www.raycommedia.com/careers/](http://www.raycommedia.com/careers/)
18. \*Raycom Media, Paula Wayne, 419-248-1111, [pwayne@wtol.com](mailto:pwayne@wtol.com), [www.wtol.com](http://www.wtol.com)
19. \*Lucas County Workforce Development, Marti Sorg, 1301 Monroe St., Toledo, OH 43624
20. \*Lourdes College, Ms. Kay Bishop, 6832 convent Blvd., Sylvania, OH 43560
21. \*Manpower, Ms. Patty Bernal, 340 W. Dussel Drive, Maumee, OH 43537
22. \*Miami University, Dr. Bruce Drushel, Director Mass Communications, 501 W. High Street, Oxford, OH 45056
23. \*Miami University, Mr. Rick Hearin, Director Career Placement, 241 Hoyt Hall, Oxford, OH 45056
24. \*Monroe County Community College, Ms. Maryann Biscorner, 1555 South Rainsville Road, Monroe, MI 48161
25. \*NAACP Toledo Branch, Recruitment Office, 525 Hamilton St. Suite 302A, Toledo, OH 43602

26. National Association of Black Journalists, Tanjie Newborn, 8701-A Adelphia Road, Adelphia, MD 20783
27. National Association of Hispanic Journalists, Ivan Roman, 1000 National Press Building, 529 14<sup>th</sup> St. Suite 1000, Washington, DC 20445 [www.nahj.org](http://www.nahj.org)
28. Native American Journalists Association, University of South Dakota, Mr. Ron Walters, 414 East Carl St., Vermillion, SD 57069, [www.naja.com](http://www.naja.com)
29. \*Northwest Ohio Black Media Association, Mr. Clyde Hughes, P.O. Box 322, Toledo, OH 43697
30. \*Northwest State Community College, Ms. Gloria Graber, 22600 State Route 34, Archbold, OH 43502
31. \*Ohio Northern University, Ms. Priscilla West, 525 S. Main St., Ada, OH 45810
32. \*Ohio State University, Ms. Amy Thaci, #5 Brown Hall, 190 West 17<sup>th</sup> Avenue, Columbus, OH 43210
33. \*Ohio State University College of Arts & Sciences Career Services, Mr. Tim Harmon, [ascrcruit@osu.edu](mailto:ascrcruit@osu.edu)
34. \*Ohio University, Mr. Thomas Korvas, 185 Lindsey Hall, Athens, OH 45701
35. \*Ohio Wesleyan College, Sharon Schrader, 740-368-3152, 61 S. Sandusky St., Delaware, OH 43015
36. \*Owens Community College, Ms. Gentry Dixon, P.O. Box 10000 Oregon Road, Toledo, OH 43699
37. RTNDA Diversity Recruitment Center, MS. Carol Knopes, 1600 K. Street, Suite 700, Washington, DC 20006
38. \*St. Mark's Baptist Church, Baptist Ministers Corp., Rev I.J. Johnson, 1419 N. Detroit Ave., Toledo, OH 43607
39. \*St. Paul AME Zion Church, Rev. Claude Christopher, 946 Belmont Ave., Toledo, OH 43607
40. \*Scott High School, Ms. Sandra Meeks, 2400 Collingwood Blvd. Toledo, OH 43620
41. \*Sienna Heights College, Ms. Melissa Gowden, 127 E. Sienna Heights Drive, Adrian, MI 49221
42. Society of Professional Journalists, Mr. Greg Jones, 3909 N. Meridian St., Indianapolis, IN 46208
43. \*Specs Howard School of Broadcasting, Mr. Kevin Scollin, 19900 West Nine Mile Rd., Southfield, MI 48075
44. \*Spring Arbor University, Ms. Kristy Taylor, 106 E. Main St., Spring Arbor, MI 49283
45. \*Terra State Community College, Ms. Joan Gamble, 2830 Napoleon road, Fremont, OH 43420
46. \*Tiffin University, Ms. Carol McDannell, 155 Miami Street, Tiffin, OH 44883
47. The Toledo Blade, Jeff Weckesser, 419-724-6445, [recruitment@toledoblade.com](mailto:recruitment@toledoblade.com)
48. Toledo Journal, Ms. Sandra Stewart, 3021 Douglas Road, Toledo, OH 43606
49. \*University of Akron, Ms. Shirley Shepherd, 302 Buchtel Mall, Akron, OH 44325
50. \*University of Findlay, Ms. Kathy Myers, 1000 N. Main Street, Findlay, OH 45840
51. \*University of Toledo, Ms. Mary Jo Borden, Mail Stop 112, Toledo, OH 43606
52. \*University of Toledo, Mr. Louis Escobar, Mail Stop 109, Toledo, OH 43606
53. \*University of Toledo Communications Department, Dr. Norbert Mills, 419-530-47902801 W. Bancroft St. #915, Toledo, OH 43606
54. \*WTOL.com, Kate Otis, 419-248-1111, 730 N. Summit, Toledo, OH 43604

## **ADVERTISING SOURCES** (Trades, Newspapers, Associations or Websites)

55. Broadcasting & Cable, Yuki Atsumi, 866-1075, [yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com)
56. Medialine, Mr. Mark Shilstone, 800-237—8073, [mark@medialine.com](mailto:mark@medialine.com)
57. Media Recruiters, Art Scott, 303-400-5150, [www.media recruiters.com](http://www.media recruiters.com)
58. National Association of Broadcasters, Career Center, Karen Hunter, 202-429-5498, [www.nab.org](http://www.nab.org)
59. NATAS Cleveland Chapter, Donna Kuehn, 330—273-5756, [www.natas cleveland.org](http://www.natas cleveland.org)
60. TV & Radio Jobs, Hal Abrams, 435-644-5992, [www.tvandradiojobs.com](http://www.tvandradiojobs.com)
61. Television Week, Eric Chasko, 323-370-2415, [classifieds@tvweek.com](mailto:classifieds@tvweek.com)
62. Media Staffing Network, Laurie Kahn, 312-944-9194 ext. 108, [www.mediastaffingnetwork.com](http://www.mediastaffingnetwork.com)
63. Spots N Dots, ATTN: Dai, 607-944-9194, [www.spotsndots.com](http://www.spotsndots.com)
64. Television Bureau of Advertising, Christopher Rohrs, 212-486-1111, [www.tvb.org](http://www.tvb.org)
65. Promax, Jim Chabin, 310-788-7600, [www.promax.com](http://www.promax.com)
66. Grame Newell-602 Communications, 704-543-1426, [gnewell@602communications.com](mailto:gnewell@602communications.com)
67. Society of Broadcast Engineers, Jim Bernier, 317-846-9000, [www.sbe.org](http://www.sbe.org)
68. Investigative Reporters Editors, Inc. Matthew Dickinson, 573-882-2042, [www.ire.org](http://www.ire.org)
69. NewsJobs.com, Monica Williams, 800-622-6358, ext. 3310, [www.newsjobs.com](http://www.newsjobs.com)
70. News Link, Eric K. Meyer, 217-355-0016, [www.newslink.org/joblink](http://www.newslink.org/joblink)
71. Radio & TV News Director Assoc., Barbara Cochran, 202-467-5205, [www.rtn da.org](http://www.rtn da.org)
72. Society of Professional Journalists, Eugene Pullam, 317-927-8000, [www.spj.org/careers](http://www.spj.org/careers)
73. Talent Dynamics, Inc., Sandra Connell, 214-630-9590, [www.talentedynamics.com](http://www.talentedynamics.com)
74. TVNewz.com, Jim Parisi, 502-579-0279, [www.tvnewz.com](http://www.tvnewz.com)
75. TV Spy Job Bank, Stephen, Warley, 212-366-4212 ext. 363, [www.tvspy.com/jobbank.com](http://www.tvspy.com/jobbank.com)
76. TV Jobs, [www.tvjobs.com](http://www.tvjobs.com) , [jobs@tvjobs.com](mailto:jobs@tvjobs.com)
77. Diversity Search, [www.diversitysearch.com](http://www.diversitysearch.com)
78. Career Women, [www.careerwomen.com](http://www.careerwomen.com)
79. IdeasADVANTAGE Newspaper, Scott James, 415-552-8965, [vobite@aol.com](mailto:vobite@aol.com)
80. Rick Gevers & Associates, Rick Gevers, 317-769-7900, [rick@rickgevers.com](mailto:rick@rickgevers.com)
81. TV Business Confidential, Jack Daniels, 800-678-4762, [tvbc@execpc.com](mailto:tvbc@execpc.com)
82. Talent/Recruiting Agents
83. Employee/Client Referral
84. Society of Broadcast Engineers, SBEjobs.com
85. Detroit Free Press, Malgorzata Jasica, [mjasica@dnps.com](mailto:mjasica@dnps.com)

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 1

Date(s) of Initiative Event(s): On-Going

Describe Nature of Initiative:

### **WTOL College Student Internship Program**

College students of various ethnicities complete internships in the WTOL News Department and WTOL Sports Department.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each year, ten to twelve communications majors are given the chance to work in the WTOL News and Sports Departments. Their responsibilities include all aspects of news story research, writing and editing for newscasts and sportscasts. Typical internships are 20-30 hours per week, and can extend for as long as a full semester. Students' performance is critiqued by the News Internship Coordinator. Each student earns college credit for his or her work.

Names of Station Personnel involved in Initiative:

Mitch Jacob - News Director  
Andi Roman - Assistant News Director and News Internship Coordinator  
Frank Seely - Assignment Editor

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 2

Date(s) of Initiative Event(s): On-Going

Describe Nature of Initiative:

### **WTOL High School Student “Shadowing” Program**

High school students of various ethnicities complete “shadowing” assignments in the WTOL News Department and WTOL Sports Department.

Describe Scope of Broadcasters’ Participation (including names of any other sponsoring or participating organizations):

During the school year, six to eight high school students with demonstrated interests in broadcast journalism are given the opportunity to “shadow” key members of the WTOL-TV News and Sports Departments. During their “shadowing” assignments which can last anywhere from one day to two weeks, the students are exposed to every aspect of TV news gathering and production. Anchors, reporters and producers take these individuals “under their wings” to give them an insider’s perspective on the TV news business.

Names of Station Personnel involved in Initiative:

Mitch Jacob - News Director  
Andi Roman - Assistant News Director and News Internship Coordinator  
Frank Seely - Assignment Editor  
Chrys Peterson - Anchor/Reporter  
Various Reporters and Producers

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 3

Date(s) of Initiative Event(s): On-Going

Describe Nature of Initiative:

### **WTOL Staff Training**

WTOL offers training to improve current job performance and to give employees the skills needed to qualify for higher level positions.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Training at WTOL is on-going and wide-ranging. This period included instruction in broadcast production, engineering, news, sales and web site creation. Some of the highlights included:

1) Jim Doyle sales training; 2) Greta Mueller news talent coaching; 3) Raycom Internet Conference and training; 4) Competitive market analysis training; 5) Operation of WTOL's new state-of-the-art TV production audio console; 6) Computer applications training: (a) Adobe Photoshop, (b) the WorldNow Producer Tool, (c) Microsoft SharePoint, (d) Electronic Invoice Imaging.

Names of Station Personnel involved in Initiative:

1) All sales account executives and sales managers; 2) all news anchors and many of the reporting staff; 3) Operations Manager Steve Israel; 4) Marketing Director Rob Boenau and members of the marketing team; 5) members of the station engineering staff; 6) (a) Creative Services Producer Paulino Villegas, (b) WTOL.COM team members Steve Israel, Kate Oatis and Lisa Strawbridge (c) department heads and support staff (d) station department heads and Sandy Jacobs of our Business Department

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 4

Date(s) of Initiative Event(s): \_\_\_\_\_ On-Going \_\_\_\_\_

Describe Nature of Initiative:

### **WTOL Staff Speaker's Bureau**

Members of our staff speak to scores of civic and educational organizations each year, often participating in special "career day" events sponsored by local schools.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

We believe that each time a member of our staff addresses a community organization, awareness of broadcasting as a career option is raised. Most presentations, especially those taking place in schools, conclude with a question and answer period. Frequently, our speakers will talk about the educational background and experience needed to work in broadcasting, their personal employment paths, and even compensation levels.

Names of Station Personnel involved in Initiative:

Jerry Anderson - News Anchor / Reporter  
Chrys Peterson - News Anchor / Reporter  
Brad Harvey - News Anchor / Reporter  
Shelly Brown - News Anchor / Reporter  
Melissa Voetsch - News Anchor / Reporter  
Dan Bumpus - News Anchor / Reporter  
Dan Cummins - Sports Anchor / Reporter  
Robert Shiels - Meteorologist  
Mike Stone - Meteorologist  
James Canterbury - Meteorologist  
Andi Roman - Assistant News Director  
Ryan Vetter - Chief Photographer

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 5

Date(s) of Initiative Event(s): On-Going

Describe Nature of Initiative:

### **Community Postings / Job Banks**

To recruit from a diverse pool of applicants, WTOL lists upper-level openings with job banks and media trade groups whose memberships include substantial participation by women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOL has assembled a comprehensive list of agencies and organizations which serve as clearing houses for notices of employment. A complete list is found in the "Recruitment Sources" section of this report.

Names of Station Personnel involved in Initiative:

Paula Wayne - Executive Assistant  
Steve Israel - Director of Operations

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 6

Date(s) of Initiative Event(s): August 29, 2007

Describe Nature of Initiative:

### **The 2007 University of Toledo Student Employment Job Fair**

This popular university-based job fair is specifically intended to help U.T. students find school year employment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each year, the WTOL staff endeavors to reach an ethnically and geographically diverse group by participating in a wide range of employment events. At each of these, we:

- a. Hand out a list of full-time and part-time openings that includes brief descriptions of each vacancy.
- b. Speak individually with each applicant and answer his or her questions.
- c. Collect resumes and discuss past employment with each applicant.
- d. Distribute a special 17 page informational piece which describes the breadth of jobs found in television stations. The pamphlet is based on the popular publication, "Careers in Television" published by the National Association of Broadcasters.

Names of Station Personnel involved in Initiative:

Steve Israel - Director of Operations

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 7

Date(s) of Initiative Event(s): September 5, 2007

Describe Nature of Initiative:

### **The University of Findlay Earn and Learn 2007 Job Fair**

This event, sponsored by the Career Services Office of Student Employment, is for students seeking part-time and seasonal employment opportunities during the 2007-2008 academic year.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each year, the WTOL staff endeavors to reach an ethnically and geographically diverse group by participating in a wide range of employment events. At each of these, we:

- a. Hand out a list of full-time and part-time openings that includes brief descriptions of each vacancy.
- b. Speak individually with each applicant and answer his or her questions.
- c. Collect resumes and discuss past employment with each applicant.
- d. Distribute a special 17 page informational piece which describes the breadth of jobs found in television stations. The pamphlet is based on the popular publication, "Careers in Television" published by the National Association of Broadcasters.

Names of Station Personnel involved in Initiative:

Steve Israel - Director of Operations

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 8

Date(s) of Initiative Event(s): Throughout the Report Period

Describe Nature of Initiative:

### **The JobLink 11 Campaign**

With dozens of area businesses laying-off staff, the ranks of the unemployed in Northwest Ohio have swelled. This unique broadcast initiative helped some of the Toledo area's unemployed find jobs, and helped many who were already employed find better jobs.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WTOL News aired a series of stories in our most highly viewed news shows about local residents who lost their jobs, but who, with the help of JOBSolutions got back on their feet. JOBSolutions is a one-stop federally-funded organization that provides a comprehensive range of employment services to Ohioans at no charge. Supplementary materials offering tips on how to find good jobs were posted on WTOL.COM.

On the following dates, WTOL News set up special phone banks here at the station, staffed by members of this non-profit agency. During each two hour period, the phones rang off the hook with more than 150 calls each night from viewers asking for employment help. The free services of JOBSolutions were offered to all area residents who called.

October 9, 2007	March 18, 2008
December 4, 2007	April 15, 2008
January 8, 2008	May 20, 2008
February 19, 2008	

Names of Station Personnel involved in Initiative:

Mitch Jacob - News Director  
Andi Roman - Assistant News Director  
Brad Harvey - News Anchor / Reporter  
Greg Stehlin - Account Executive  
Steve Israel - Director of Operations

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 9

Date(s) of Initiative Event(s): February 21, 2008

Describe Nature of Initiative:

### **The Tiffin University / Heidelberg College Career Fair**

These two Tiffin, Ohio based colleges combine to bring employers together with students who are seeking full time or internship employment opportunities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each year, the WTOL staff endeavors to reach an ethnically and geographically diverse group by participating in a wide range of employment events. At each of these, we:

- a. Hand out a list of full-time and part-time openings that includes brief descriptions of each vacancy.
- b. Speak individually with each applicant and answer his or her questions.
- c. Collect resumes and discuss past employment with each applicant.
- d. Distribute a special 17 page informational piece which describes the breadth of jobs found in television stations. The pamphlet is based on the popular publication, "Careers in Television" published by the National Association of Broadcasters.

Names of Station Personnel involved in Initiative:

Steve Israel - Director of Operations

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES - 10

Date(s) of Initiative Event(s): March 28, 2008

Describe Nature of Initiative:

### **The Lucas County Workforce Development Agency Job Fair 2008**

Northwest Ohio's largest employment event draws hundreds of job seekers representing great ethnic and economic diversity.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each year, the WTOL staff endeavors to reach an ethnically and geographically diverse group by participating in a wide range of employment events. At each of these, we:

- a. Hand out a list of full-time and part-time openings that includes brief descriptions of each vacancy.
- b. Speak individually with each applicant and answer his or her questions.
- c. Collect resumes and discuss past employment with each applicant.
- d. Distribute a special 17 page informational piece which describes the breadth of jobs found in television stations. The pamphlet is based on the popular publication, "Careers in Television" published by the National Association of Broadcasters

Names of Station Personnel involved in Initiative:

Steve Israel - Director of Operations