



EEO PUBLIC FILE REPORT
 November 21, 2007 – November 20, 2008

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program (#5)	<p>WLBZ offers the student/intern active participation in a professional broadcast organization. The intern learns to apply classroom theories as well as what works well in an actual workplace setting. Internships are available in News, Promotions and Production. Selection is based on an application, followed by an interview and orientation. The intern earns academic credit for participation in the program. Internships last one semester. During the reporting period there were 3 interns. The interns came from the University of Southern Maine and the University of Maine-Orono.</p>
2	Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions. (#1)	<p>January 30, 2008 the General Manager, Accounting Manager, and Business Manager participated in the University of Maine's Career Fair. The day long job fair had approximately 400 students in attendance and provided participants an opportunity to speak with over 39 students to discuss careers in broadcasting. Gannett's Talent Development Program was discussed with many of the students. The University has a New Media degree program that complements many of the positions in broadcasting. Additionally, the University has graduates in communication, engineering and business fields.</p>
3	Training programs established to develop station personnel for future higher level opportunities. (#8)	<p>Training is available to employees in all departments and requests for training are solicited by human resources and department heads on a regular basis. Our goal is to provide training that the employee is interested in which will allow the employee to learn new skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions within the television station and to develop skills for our emerging digital platforms.</p> <p>Gannett Talent Development has developed a long-term program that provides a pipeline of diverse and exceptional talent by recruiting, hiring and developing some of the nations top graduating seniors. One of the students that has</p>

completed the training has been hired and is currently working as a Multi-Media Journalist at WLBZ.

A full day retreat for managers and supervisors was held on September 29 and attended by seven employees. The topics presented were: new job description forms and job review formats, along with discussions on new Information Center technologies and policies in relationship to the transformation of the broadcast industry.

Three supervisors/managers participated in statewide department head meetings on a regular basis as part of our on going manager training.

During the reporting period, WLBZ employees had two days of individual training with talent coaches. The training occurred in May and July of 2008 and was attended by news reporters, anchors and a producer to work on a variety of performance and storytelling strategies.

Three engineers participated in Sprint/Nextel's 2G BAS Operator training via satellite on December 4, 2007.

Ten employees from various departments took part in the first round of Newsmaker training presented in our Information Center. Eleven employees from various departments have subsequently received basic training on Newsmaker 3.

'Professor Teaches' are computer based, self directed training courses focusing on a number of PC, Windows, Adobe and web related software that is offered to all employees in our training center. Excel, Photoshop, Digital Media, PowerPoint, Outlook, Flash and Adobe Image Ready have all been taken by employees. Six employees have taken advantage of Professor Teaches training modules during the reporting period.

Element K is another computer based, self directed training program offered to employees. We had two employees utilize this training in the following programs: PowerPoint, Adobe Flash CS3, After Effects Creating 2D Compositions, After Effects 4.1, Premiere 5.1 for Windows, Adobe Encore DVD 1.5 Basic Creation, Advanced Photoshop, and Color Correction Printing.

The General Manager attended a Gannett Broadcast Division General Managers meeting from April 7-9, 2008. Management development was an integral part of this meeting.

The Business Manager and Accounting Manager attended SHRM Maine State Council on Governmental Affairs mini-conference. The SHRM listens meeting was one of five held

		<p>nationally on proposed new federal public policy issues and discussions regarding the ADA restoration act. Information was later presented to the larger department head group.</p> <p>The Business Manager is a member of the Diversity Hiring Coalition of Maine. The coalition is a partnership to help employers recruit diverse workers. Additionally, the DHC provides scholarships to individuals furthering their education.</p> <p>Eleven employees received Maven training. Maven is the third party software used to display video on our website and provides a cross referenced database of available videos across Gannett.</p> <p>The General Manager and Creative Services Coordinator participated in search engine optimization training with SEO specialist Patty Fousek from Creative Mind Search Marketing.</p> <p>Two employees were trained as Pluck moderators. This is the software which engineers the photo galleries, bulletin boards, forums and social commentary portions of our website.</p> <p>The Executive Assistant and Promotion/Production Manager attended Gannett Planet Discover training in June.</p> <p>The Promotion/Production Manager attended HTML and Basic Web Design training through VTECH on April 22, 2008.</p> <p>The Accounting Manager, Promotion/Production Manager and Director attended Ripple 6 training for the new MomsLikeMe.com website in September, 2008.</p> <p>September 3-5, 2008, six employees from sales and management attended STAR training. Strategies to Attract and Retain Customers focuses on the changing sales world and the need to become more "customer centric".</p> <p>Two employees have been trained to use Mogulus video webcasting software.</p> <p>The Creative Services Videographer took a class in Lighting and Commercial Videography in August 2008.</p> <p>Five employees, including directors and producers, attended Axis graphics training in August. This is our new Gannett standardized graphics platform.</p> <p>Two Multi-Media Journalists were trained on Avid Newscutter.</p>
4	Participation in events sponsored by organizations representing groups present in the	Student Aspirations is a program for female, middle and high school students from around the state to learn about education

	<p>community interested in broadcast employment issues. (#4)</p>	<p>and employment opportunities. In April 2008 a Multi-Media Journalist and an Anchor, spoke to an audience of approximately 300 students about careers in broadcasting.</p> <p>The Managing Editor participated in a News Director panel at New England School of Communications on October 23, 2008. There were about 100 students present. The agenda included the future of broadcasting, how the public receives their news now versus how they will in the future, how to manage a newsroom and job opportunities in broadcasting.</p> <p>On March 18, 2008 a Producer spoke to approximately 55 students from New England School of Communications Freshman Success Seminar class. Students learned about the producer position, the job skills required and were shown examples of recent stories completed.</p> <p>In April 2008 a Production Associate participated in a Sophomore Career Day at Northern Penobscot Tech Region III High School in Lincoln to discuss careers in broadcasting. The 40 students in attendance were also told about the various roles of a production associate including shooting and editing.</p>
5	<p>On-air announcements for community organizations that distribute information on employment opportunities. (#16)</p>	<p>:15 public service announcement runs on-air an average of 20 times per month.</p>
6	<p>Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting. (#7)</p>	<p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, WLBZ supports the Emma L. Bowen Foundation through a grant from the Gannett Foundation Media Fund. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students. The foundation's program is unlike other intern programs in that students work for a partner company during summers and school breaks from the end of their junior year until they graduate from college. During that 5 year period, students learn many aspects of corporate operations and develop company specific skills. Corporations guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program.</p>
7	<p>List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities. (#12)</p>	<p>As part of our commitment to wide dissemination, WLBZ posts all positions with the Maine Human Right Commission, the N.A.A.C.P., the Maine Civil Liberties Union, the Penobscot Nation, the Passamaquoddy Tribe, and American Women in Radio & TV.</p>

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Any organization that distributes information about employment opportunities to job seekers or refers jobs seekers to employees may request to be placed on our opening notification list. To receive notice of openings you must provide your organization name, mailing address, email address, telephone and fax numbers, and contact person to: WLBZ 2, Attn: Human Resources, 329 Mt. Hope Ave, Bangor, Maine 04401.