

EEO PUBLIC FILE REPORT
 Employment Unit – WNWO-TV
 (Period Covered: June 1, 2007 through May 31, 2008)

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each.

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

Internet Content Manager	##1-49, #51, #61	#61
Sports Reporter	##1-52	#49
Production Director	##1-49, #51-52,	#49
Operations Engineer	##1-49, #51-52, #61, #66	#66
Sales Account Executive	##1-47, #51, #65	#65
Receptionist/Accounting Clerk (2)	##1-48, #51, #61, #65, #67	#51, #65
Sales Account Executive (2)	##1-47, #51	#51, #51
Operations Engineer	##1-47, #51, #65	#65
Morning Producer	##1-52	#49
News Photojournalist	##1-53, #55, #57, #60	#49
General Assignment Reporter	##1-51, ##53-57, #60	#54

Total Interviewees for all Full-Time Positions: 34

Number of Referrals From Sources Used

#48 (1 person), #49 (10 persons), #51 (10 persons), #52 (1 person), #54 (1 person), #61 (5 persons), #65 (5 persons), #67 (1 person)

Supplemental Outreach Activities

See attached summary

MASTER RECRUITMENT LIST**Vacancy
Notification
Requested**

1	50 Men & 50 Women of Toledo, Inc. P.O. Box 80056, Toledo, OH 43608	James C. Caldwell, Sr. 419-729-4004	No
2	Area Office on Aging of NW Ohio, Inc. 2155 Arlington Ave. Toledo, Oh 43609	Ed Kachmarik, Director "55 Plus" 419-382-0624	No
3	Aspira Association, Inc. 1444 I. St. NW, Suite 800 Washington, D.C. 20005	202-835-3600	No
4	B.G.S.U. 302 W. Hall Bowling Green, OH 43403	Coordinator & Adm. Asst. 419-372-2531	Yes
5	Board of Community Relations 110 N. Westwood Ave. Toledo, OH 43607		No
6	Central Ohio Technical College 1179 University Dr. Newark, OH 43055	Ms. Jane Williams 740-366-9494	No
7	Chicago State University 9501 South King Dr. Chicago, IL 60628	773-995-2000	No
8	Central State University P.O. Box 1004 Wilberforce, OH 45384	Dr. Lovette Chinwah 937-376-6011	No
9	Cincinnati Technical College 3520 Central Parkway, Cincinnati, OH 45223	Sue Dolan 513-861-7700	No
10	Cleveland Institute of Electronics 1776 E. 17 th Street Cleveland, OH 44114	Ted Sheronke, Advertising Manager 800-243-6446	No
11	Cleveland State University 2121 Euclid Ave. Cleveland, OH 44155	216-687-2000	No
12	Davis College 4747 Monroe St. Toledo, OH 43623	Nick Nigro Career Services Director 419-473-2700	No
13	ITT Technical Institute 1656 Henthorne Dr., Suite B Toledo, OH 43537	419-861-6500	No
14	Fifth Third Bank One Seagate 550 N. Summit Toledo, OH 43604	Larry Sykes 419-327-2498	No
15	Fredrick Douglas Community Association 1001 Indiana Ave. Toledo, OH	Bill Mangrum Executive Director 419-244-6722	No
16	Friendship Baptist Church	Pastor Duane Tisdale	No

	5301 Nebraska Ave. Toledo, OH 43615	419-531-3242	
17	Greater Toledo Urban League 608 Madison Ave., Suite 1525 Toledo, OH 43604	Coordinator of Placement Services 419-243-3343	No
18	I.R.C. 428 N. Erie St. Toledo, OH 43624	Rev. Fredrick Hasecke President	No
19	IBEW Local 245 705 Lime City Rd. Rossford, OH 43460	Larry Tscherne, Business Manager 419-666-7439	No
20	Jerusalem Baptist Church 445 Dorr St. Toledo, OH 43604	Pastor H.M. Crenshaw 419-248-2139	No
21	Lawrence Technical University 21000 W. Ten Mile Rd. Southfield, MI 48075	Office of Career Services 248-204-3140	Yes
22	Lourdes College 6832 Covent Blvd. Sylvania, OH 45360	Ms. Kay Bishop Career Coordinator 419-885-3211	No
23	Monroe County Community College 1555 South Raisinville Rd. Monroe, MI 48161	Mary Ann Biscorner Secretary 734-384-4270	Yes
24	National Association of Hispanic Journalist 1000 National Press Bldg., 529 14 th St. N.W. Washington, D.C. 20045	Ms. Nancy Tita 202-662-7145	No
25	National Association of Black Journalists 8701-A Adelphi Road Adelphi, MD 20783-1716	301-445-71000	No
26	NAACP 48005 Mt. Hope Drive Baltimore, MD 21215		No
27	Northwestern University 633 Clark Street Evanston, IL 60208	847-491-3741	No
28	Oberlin College Wilder Hall, Box 03 Oberlin, OH 44074	David Kamitsuka, Advisor 440-775-8121	No
29	Ohio State University 242 W. 18 th Ave. Columbus, OH 43210	Ann Powers 614-292-OHIO	No
30	Ohio University 185 Lindley Hall, Athens, OH 45701	Thomas Korvas 740-593-1000	No
31	Organization of Chinese Americans 1001 Connecticut Ave. NW, Suite 601 Washington, D.C. 20036	202-223-5500	No
32	Paine-Weber, Inc. One Seagate, 20 th Floor	Montriese King 419-248-3311	No

	Toledo, OH 43604		
33	Stautzenberger College 1796 Indianwood Circle Maumee, OH 43537	Career Services 419-866-0261	No
34	Society of Broadcast Engineers 9247 N. Meridian St. #305, Indianapolis, IN 46260	Scott Jones 317-846-9000	No
35	Society of Professional Journalist 3909 N. Meridian St., Indianapolis, IN 46208	317-927-8000	No
36	Specs Howard School of Broadcast Arts 19900 W. Nile Mile Rd., Southfield, MI 48075	Nicole LaDouceur, Placement Advisor 248-358-9000	Yes
37	St. Marks Baptist Church 1419 N. Detroit Ave., Toledo, OH 43607	Pastor 419-241-1726	No
38	State Farm Insurance Company 4806 Dorr St., Toledo, OH 43615	Jan Scotland 419-536-4200	No
39	The University of Findlay 1000 North Main St. Findlay, OH 45840	Kathy Myers Director of Career Plcmt 419-422-8313	Yes
40	Toledo Public Schools 420 E. Mahattan Blvd. Toledo, OH 43608	Superintendent 419-729-8200	No
41	Toledo Northwestern Ohio Foodbank 24 E. Woodruff Toledo, OH 43624	James Caldwell, Jr. Executive Director 419-242-5000	No
42	United Negro College Fund 120 Wall Street, 9 th Floor New York, NY 10005	212-820-0140	No
43	University of Michigan 515 East Jefferson, 3200 S.A.B. Ann Arbor, MI 48109	Job Bulletin Board 734-764-1817	No
44	University of Southern California Student Union 110 Los Angeles, Ca 90089-4897		No
45	University of Toledo 2801 W. Bancroft Toledo, OH 43606	Career Services 419-530-4341	Yes
46	Wilberforce University P.O. Box 1001, Wilberforce, OH 45384	937-376-2911	No
47	WSPD News Radio 125 S. Superior St. Toledo, OH 43602	Dir. Of Public & Corp Relations 419-244-8321	No

64	Personal Referral		No
65	WNWO-TV On-Staff Employee Referral		No
66	Walk-in/Phone Inquiry		No
67	Accountemps		No

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

Sponsorship of Job Bank for Get a Job Monday, the on-air program is shown from 7pm to 8pm every 1st Monday of the month. Jobs are listed in the community section of the NBC24 Website under Get a Job Monday.

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

WNWO-TV, Owens Community College and The Source have teamed up to bring Get a Job Monday. A one-stop center for matching people looking for jobs with businesses and organizations looking for new employees.

Names of Station Personnel involved in Initiative:

Pat Livingston – News Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

Student Internship Program- Marketing Dept., Business Office and News Dept.

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

The internship allows WNWO to provide a hands-on learning experience for students looking to gain knowledge about the broadcast industry. Students are eligible for an internship if they are enrolled at a college or university and can receive academic credit from that school for an internship. Students can investigate a potential career and acquire skills. Internships are offered in Marketing, News, and the Business Office.

Marketing Dept. – 1 student from Bowling Green State University and 1 from Siena Heights University

News Dept. – 1 student from Bowling Green State University and 1 student from The University of Toledo

Business Office – 1 Siena Heights University

Names of Station Personnel involved in Initiative:

Jack Scott – Marketing/Promotions Manager

Tim Livingston – Assist. News Director

Vicki Scott – Business Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): 04/29/2008

Describe Nature of Initiative:

Station Educational Tours

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

April 29, 2008 – Station tour given to the 4th grade class from West Side Montessori School (about 15 students)

Names of Station Personnel involved in Initiative:

Meteorologist – Norm Van Ness conducted tour

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

Career Days/Job Shadow/School Visits

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

Feb. 5, 2008 – Shenikwa Stratford spoke at George A Phillips Academy in Toledo
March 12, 2008 – Norm Van Ness St. Rose Elementary, Perrysburg
March 28, 2008 – Norm Van Ness Hilfiker Elementary, Gibsonburg
April 10, 2008 – Michael Schlesinger spoke at Crossgates Elementary School
May 7, 2008 – Norm Van Ness spoke to the 4th grade class at Ottawa River Elementary
May 12-16, 2008 – Student from Fremont, St. Joseph Central Catholic job shadowed Norm Van Ness
May 20, 2008 – Norm Van Ness spoke to 4th grade class at Webster Elementary

Names of Station Personnel involved in Initiative:

Evening Anchor/Reporter – Shenikwa Stratford
Meteorologist – Michael Schlesinger
Meteorologist – Norm Van Ness

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

Events/Meetings/Programs

Station Personnel participated in the following events, meetings or activities sponsored by organizations representing groups present in the community interested in broadcast employment issues or to further the goal of disseminating information as to employment opportunities in broadcasting to those who might otherwise be unaware of such opportunities.

Jan. 21, 2008 – Shenikwa Stratford announced awards at Martin Luther King Basketball Tournament
Jan. 24, 2008 – Shenikwa Stratford Spelling Bee announcer at McTigue Jr. High
Jan. 26, 2008 – Shenikwa Stratford emceed Toledo Excel Conference – Univ. of Toledo
Jan. 31, 2008 – Shenikwa Stratford Spelling Bee announcer at Ella P Stewart Academy for Girls
Feb. 9, 2008 – Shenikwa Stratford spoke at Gamma Phi Delta Breakfast at the Pinnacle
Feb. 16, 2008 – Shenikwa Stratford spoke at “I Need You to Survive/Women’s Group in Fremont
Feb. 23, 2008 – Shenikwa Stratford was a speaker at NAACP in Fremont
Feb. 27, 2008 – Shenikwa Stratford was speaker at Lourdes College Black History Event
Mar. 8, 2008 – Shenikwa Stratford spoke at Toledo Minority Golf Association
Apr. 25, 2008 – Shenikwa Stratford emceed Junior League Fashion Show
May 2, 2008 – Michael Schlesinger spoke to hundreds of school kids involved with the Monroe County 4-H club
May 6, 2008 – Norm Van Ness attended the Ottawa/Sandusky County Safety Day Presentation Terra Community College, Fremont
May 8, 2008 – Shenikwa Stratford participated in the McCullen Center Annual Fundraiser
May 23, 2008 – Shenikwa Stratford was the keynote speaker at the Stewart Academy graduation

Names of Station Personnel involved in Initiative:

Meteorologist – Michael Schlesinger
Evening Anchor/Reporter – Shenikwa Stratford
Meteorologist – Norm Van Ness

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

List every upper-level opening in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities.

The following upper level jobs were posted during this time period: Internet Content Manager, Sports Reporter, Production Director, Operations Engineer(2), Sales Account Executive(3), Receptionist/Accounting Clerk(2), Morning Producer, News Photojournalist and General Assignment Reporter. These positions were listed but not limited to the following: National Association of Hispanic Journalist, National Association of Black Journalist, NAACP, Organization of Chinese Americans, United Negro College Fund and 50 Men and 50 Women of Toledo.

Names of Station Personnel involved in Initiative:

HR Coordinator – Bernita Robinson

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.