

EEO PUBLIC FILE REPORT

Reporting Period: June 1, 2016 - May 31, 2017

Station Included in Report: WCPO-TV

I. List of Recruitment Sources

(including the number of interviewees referred during the reporting period)

* An asterisk next to the name of the source indicates that this source sought to receive notice of vacancies.

Code	Recruitment Source	Address	Contact Person	Phone	Number of Interviewees Referred
Common Sources					
C1	Employee Referral				44
C2	Internal Candidate / WorkLife				16
C3	Scripps.com	312 Walnut St Ste 2800 Cincinnati, OH 45202			114
C5	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	9
C6	America's Job Exchange	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C8	SimplyHired.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C9	Oodle.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C10	Job.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C11	AboutJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C12	Trovit U.S.	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C13	TheLadders - Jobs need: Min 40K , Full Time	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1

EEO PUBLIC FILE REPORT

C14	Flexjobs.com (Flexible schedule jobs only)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C15	JuJu.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C19	National Association of Black Journalists	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	2
C37	Monster.com (14 days) US Locations	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C39	TV Jobs/Broadcast Employment	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C43	Rensselaer Polytechnic Institute Career Development Center	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C44	JournalismJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C49	Indeed.com Sponsored Jobs 200 Click	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	4
C69	Yahoo	701 First Avenue Sunnyvale, CA 94089	www.yahoo.com		
C95	Facebook	1 Hacker Way Menlo Park, CA 94025	www.facebook.com		2
C97	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com		74
C98	Twitter	1355 Market Street Suite 900 San Francisco, CA 94103	www.twitter.com		
C100	Tvjobs.com	PO Box 4116 Oceanside, CA 92052	www.tvjobs.com	760-754-8177	3
C116	Online Sports.Com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C130	Face-to-face Networking				16
C131	Agency/Search Firm				23

EEO PUBLIC FILE REPORT

C132	Bing	One Microsoft Way Redmond, WA 98052-7329			
C134	Indeed	6433 Champion Grandview Way Building 1 Austin, TX 78750	www.indeed.com		26
C139	Rick Gevers & Assoc	PO Box 477 Zionsville, IN 46077	Rick Gevers rick@rickgevers.com	317-769-7900	1
C146	Development Test Emedia	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

Local Sources

L1	Advertising Club of Cincinnati/Job Bank	602 Main Street Suite 806 Cincinnati, OH 45202	Judy Thompson http://aafcincinnati.org	513-984-9990	
L2	Cincinnati Business and Professional Women	PO Box 6488 Cincinnati, OH 45206	Joann R. Marksberry cintibpw@yahoo.com www.cincinnatiBPW.org	513-241-9025	
L3	Cincinnati State Technical and Community College	3520 Central Parkway Cincinnati , OH 45223	Mary Beth Barnes marybeth.barnes@cincinnatiState.edu www.cincinnatiState.edu	513-569-1565	
L4	Cincinnati Works	708 Walnut St. Floor 2 Cincinnati , OH 45202	Everly Rose info@cincinnatiworks.org www.cincinnatiworks.org	513-744-5604	
L5	College of Mt. St. Joseph	5701 Delhi Road Cincinnati, OH 45233	Maggie Davis career_center@mail.msje.edu www.msje.edu	513-244-4721	
L6	Hyde Park Job Search Focus Group	1345 Grace Ave Cincinnati, OH 45208	Robert Pautke info@jobsearchfocusgroup.com www.jobsearchfocusgroup.com	513-871-0320	
L7	NAACP	4439 Reading Road Suite 202 Cincinnati, OH 45229	Robert Richardson info@cincinnatiNaACP.com www.cincinnatiNaACP.com	513-281-1900	
L8	US Department of Veteran Affairs	36 E. Seventh Street 210A Cincinnati, OH 45202	Thomas Jones thomas.jones@va.org	513-684-6901	
L9	Dress for Success	205 W. 4th St. #900 Cincinnati, OH 45202	Lisa Brown lbrown@dfscincy.org www.dfscincy.org		
L10	African American Cultural/Resource Center	60 W. Charlton St. Cincinnati, OH 45221	Ms. Moore mooreek@ucmail.uc.edu		

EEO PUBLIC FILE REPORT

L11	University of Cincinnati/Ethnic Programs	University of Cincinnati	brandi.elliott@uc.edu		
L12	Hispanic Chamber of Commerce	2637 Erie Ave Cincinnati, OH 45208	office@hispanicchambercincinnati.com www.hispanicchambercincinnati.com		
L13	African American Chamber of Commerce	2945 Gilbert Ave Cincinnati, OH 45206	Gino McGowens gino@african-americanchamber.com www.african-americanchamber.com		
L14	Northern Kentucky University	Nunn Drive Highland Heights, KY 41009	http://careerservices.nku.edu/employers/post position.html		
L15	Miami University Career Services	200 Hoyt Hall 521 S. Patterson Ave Oxford, OH 45056	careerservices@miamioh.edu www.miamioh.edu		
L16	Jobs Plus, City Gospel Mission	1805 Dalton Ave Cincinnati, OH 45214	M. Hill mhill@citygospelmission.org www.citygospelmission.org		
L17	Central State University	1400 Brush Row Rd. Wilberforce, OH 45384	csucareerservices@gmail.com www.centralstate.edu		
L18	University of Cincinnati	140 University Pavillion PO Box 210104 Cincinnati, OH 45221	Patti Carroll	513-556-3471	
L19	University of Cincinnati Clermont College	4200 Clermont College Drive Batavia, OH 45102	Mary Beth Bamber clermontcareerservices@uc.edu		
L20	Ohio Media School*	6703 Madison Rd. Cincinnati, OH 45227	TC Sommers tc@beonair.com www.beonair.com		

Total Number of Interviewees Referred: 336

EEO PUBLIC FILE REPORT

II. Full-Time Vacancies Filled During the Reporting Period

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
Account Exec, Integrated	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C1
Account Exec, Integrated	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C1
Assoc Account Exec, TV	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C3
Associate Producer	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C3
Evening Anchor, MMJ	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C130
Evening Anchor, MMJ	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C131
Exec Producer	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C95, C97, C98, C130, C131, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12, L13, L15, L16, L17, L18, L19	C1
Exec Producer	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C97, C131, C139, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19	C3
Mgr, Maintenance Engineering	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C97, C130, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C97
Multimedia Journalist	C1, C2, C3, C97, C131, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C131
Multimedia Journalist	C1, C2, C3, C5, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C130
National Sales Support - TV	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C2
News Producer	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C37, C49, C97, C100, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12, L13, L15, L16, L17, L18, L19	C3

EEO PUBLIC FILE REPORT

II. Full-Time Vacancies Filled During the Reporting Period

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
News Producer	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C37, C49, C97, C100, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12, L13, L15, L16, L17, L18, L19	C3
Photographer II	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C2
Photographer II	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C1
Reporter	C1, C2, C3, C5, C44, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C134
Reporter, Investigative	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C19, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12, L13, L15, L16, L17, L18, L19	C1
Specialty MMJ	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134, C146, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C1
Sr Account Executive	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C49, C97, C116, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12, L13, L15, L16, L17, L18, L19	C3
Sr Dir, News	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C19, C39, C95, C97, C98, C130, C131, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16, L17, L18, L19, L20	C2

EEO PUBLIC FILE REPORT

III. Non-Vacancy Specific Recruitment Efforts During Reporting

<p>Hosting at least one job fair.</p>	<p>30-50 students participated in WCPO's Careers in Media--High School Workshop for area high school students to learn about careers in media. This annual event was held at the station on February 25, 2017. Activities for the students included watching a live newscast, studying ethics in media, and participating in an open discussion on career opportunities in communications. WCPO media professionals were on hand to answer questions about their jobs in journalism, sales and engineering.</p>
<p>Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.</p>	<p>The station co-sponsored the NAACP convention career fair that occurred on July 19, 2016. The station aired :30 spots during our programming, invited the board members of the NAACP to speak about the career fair during our programming. Station managers and staff attended the day-long career fair.</p>
<p>Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p>	<p>Multimedia Journalist, Evan Millward, was a guest speaker at Ohio University's E.W. Scripps School of Journalism on Saturday, January 28, 2017 at an event called Senior Saturday. He spoke to the group of students about the broadcast news industry as well as helping seniors understand job search requirements and first job expectations.</p>
	<p>Multimedia Journalist, Rose-Ann Aragon, attended a session on July 8, 2016 called Breakthrough Cincinnati. The attendees of the event were 8th grade students residing in urban Cincinnati. Rose-Ann spoke to the group about her career path as a journalist, steps she had to take and the steps the groups has to take when facing career dreams, she also spoke to the group about setbacks and challenges she faced.</p>
<p>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	<p>Human Resources Director Katherine Rawe coordinates WCPO's college intern program that allows college broadcasting students the opportunity to get practical hands-on experience in broadcasting employment. During this reporting period, one student attending college participated in an internship in news, sports, investigative reporting, production, and digital media. The program ran from May 16, 2016 - August 8, 2016.</p>
	<p>WCPO's long-standing Careers in Media--Minority Internship Program, developed by Community Affairs Director Mona Morrow, continued to give high school students exposure to careers in the media industry during the reporting period. Applications and brochures were mailed to every high school in the market. Eight students were selected to participate at WCPO in this unpaid internship program from June 6 through July 29, 2016. WCPO has worked to expand this successful effort to broaden the community's understanding about opportunities in broadcast and print media by partnering with other local media outlets.</p>

EEO PUBLIC FILE REPORT

III. Non-Vacancy Specific Recruitment Efforts During Reporting

	<p>During the period, WCPO continued its involvement in the DePaul Cristo Rey Corporate Work Study Program by providing on-the-job training to a student at the DePaul Cristo Rey High School, an institution devoted to building a pipeline to college for young people from diverse urban backgrounds who have limited educational options. The student worked with the Station's Community Affairs Director learning project manager responsibilities. The student works at the station weekly between the dates September 7, 2016 through May 25, 2017.</p>
<p>Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</p>	<p>On January 6, 2017, WCPO's Human Resource Director communicated to all staff our participation with the Ohio Association of Broadcaster's kids scholarship availability.</p>
<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>The station's Human Resource Director conducted Growth Planning workshops February 28, 2017 - March 2, 2017. This workshop is designed to help employees identify their professional development goals, and where they want to grow, and what trainings and development is needed to help employees grow in their career by creating a growth plan.</p> <p>WCPO and its employees participate in The E.W. Scripps Company's Career Management Program that includes training to help employees develop their career skills. In addition, all WCPO employees enjoy the opportunity to pursue career advancement through online training in station-related skills such as management and leadership, career growth planning, job interviewing, and a variety of specific skill-sets. This eLearning system is also used for EEO training and other mandatory compliance training.</p>
<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>Meteorologist Jennifer Ketchmark visited Elda Elementary School and conducted a Severe Weather presentation on April 5, 2017.</p> <p>Meteorologist Jennifer Ketchmark visited Georgetown Elementary School and conducted a Severe Weather presentation on March 22, 2017.</p> <p>Meteorologist Jennifer Ketchmark visited Moyer Elementary School and conducted a Severe Weather presentation on March 15, 2017.</p> <p>Meteorologist Jennifer Ketchmark visited Our Lady of Lourdes and conducted a Severe Weather presentation on March 8, 2017.</p> <p>Meteorologist Jennifer Ketchmark visited Pattison Elementary school and conducted a Severe Weather presentation on March 6, 2017.</p>

EEO PUBLIC FILE REPORT

III. Non-Vacancy Specific Recruitment Efforts During Reporting

	Meteorologist Jennifer Ketchmark visited Woodford Paideia Elementary School and conducted a Severe Weather presentation on February 27, 2017.
Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Station management attended a half-day session on January 11, 2017 where they were trained on our compliance and their role with employment law. Specific training topics included: anti-harassment, taking complaints, EEO laws, disability and leave issues, performance management, and terminations.