

**WALB, ALBANY, GA
EEO PUBLIC FILE REPORT**

(December 01, 2016– November 30, 2017)

SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): December 01, 2016 – ongoing

Describe Nature of Initiative:

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.

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

Using job banks of media trade groups whose membership includes substantial participation by women and minorities to promote all upper level category openings with our station. Such job banks include: hirediversity.com, diversitysearch.com, careerwomen.com, and naja.com (sponsored by the Native American Journalist Association), as well as diversity sites on the EEO1 Sources.

Names of Station Personnel involved in Initiative:

Rhonda Bailey, Business Office Coordinator – person responsible for posting jobs in job banks and sending out notifications to other job posting resource sites.

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SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 16, 2017

Describe Nature of Initiative:

Career Fair

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

Participated in the Albany State University West 2017 Job Fair. Assistant News Director was able to represent WALB and present several opportunities to students who were interested in broadcasting employment.

Names of Station Personnel involved in Initiative:

Liz Zamora, Assistant News Director

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SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 23, 2017

Describe Nature of Initiative:

Career Fair

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

WALB participated in the Valdosta State University's Spring Career Expo. Our Assistant News Director provided Mass Communication students with valuable information about career opportunities in Broadcasting.

Names of Station Personnel involved in Initiative:

Liz Zamora, Assistant News Director
Kelli Roberts, Local Sales Manager

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SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): December 1, 2016 – ongoing

Describe Nature of Initiative:

Internship program designed to assist members of the community to acquire skills needed for broadcast employment.

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

In conjunction with the University of Georgia College of Journalism and Mass Media, Mississippi State University, Albany State University, and Edward Waters College, WALB has established an internship program designed to assist students in acquiring skills to pursue careers in Broadcasting. We had 1 intern from Edward Waters College (fall semester), 1 intern from Mississippi State University, (Summer semester) 2 interns from Albany State University, (Fall and Winter semesters)and 2 interns from University of Georgia College of Journalism (both Summer semesters)

Names of Station Personnel involved in Initiative:

Liz Zamora, Assistant News Director, Aaryn Valenzuela, Assignment Editor and Producer, Jim Bernhardt, Creative Services Manager, Wes Keaton Marketing Producer and WALB Meteorology team, Yolanda Amadeo, Chris Zelman, and Andrew Gorton.

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SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): December 12, 2016

Describe Nature of Initiative:

From FCC Menu Category #7 – Participate in broadcast career scholarship programs (including solicitation, screening, and selection of scholarship recipients).

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

WALB contributed toward the E. Lanier Finch Scholarship sponsored by the Georgia Association of Broadcasters, ran the spots promoting the scholarship program, and participated in the selection process among qualified applicants. Applicants were judged upon their application and the ballot was sent to Program Director. The PSA announcements were provided by the GAB for this scholarship. WALB also contributed a monetary donation to the scholarship.

Names of Station Personnel involved in Initiative:

VP and General Manager, Jim Wilcox, judged the applicants and sent in the ballot, and Jim Bernhardt, Marketing Director, entered orders for the PSA's

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SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 7, 2017

Describe Nature of Initiative:

Career Fair

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

Our News Director attended the Annual Career and Job Fair at the University of Georgia and was sponsored by the NATPE Educational Foundation. WALB News Director was part of a panel that demonstrated to Broadcasting Journalism students on how to be better and improve themselves in the Journalism field. Our News Director took the part on the panel to demonstrate how to do a job interview when looking for a job in Broadcasting.

Names of Station Personnel involved in Initiative:

Bari Soash, News Director

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 11, 2017

Describe Nature of Initiative:

Career Fair

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

WALB News Director was asked to observe and help guide a news source class on their stories, the stacking of their 5pm newscast with script approval. She then critiqued their 5pm broadcast in front of the students on the live show that they play on UGA's campus.

Names of Station Personnel involved in Initiative:

Bari Soash, News Director