

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 397</b></p>		Approved by OMB 3060-0922 (September 2002)  FOR FCC USE ONLY		
<b>BROADCAST MID-TERM REPORT</b>		FOR COMMISSION USE ONLY FILE NO. -		
Legal Name of the Licensee WFMY TELEVISION CORP.				
Mailing Address C/O GANNETT CO., INC. 7950 JONES BRANCH DRIVE				
City MCLEAN		State or Country (if foreign address) VA		
Telephone Number (include area code) 7038546899		E-Mail Address (if available) LCARDUCC@GANNETT.COM		
FCC Registration Number 0001952456		Facility ID Number 72064	Call Sign WFMY-TV	
<b>TYPE OF BROADCAST STATION:</b>	Commercial Broadcast Station <input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV	
<b>Application Purpose</b> <input type="radio"/> New Program Report <input checked="" type="radio"/> Amendment to Program Report				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
[Station List]				
<b>Station List</b>				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WFMY-TV	72064	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	GREENSBORO, NC	<input type="radio"/> Yes <input checked="" type="radio"/> No

**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:**

Name ROBERT M. SHERMAN, ESQ.		Street Address 1201 PENNSYLVANIA AVENUE	
City WASHINGTON	State DC	Zip Code 20004-	Telephone Number 2026625115

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio?  Yes  No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent DEBORAH HOOPER
Title PRESIDENT AND GENERAL MANAGER	Telephone No. ( include area code) 3363795700
Date 8/4/2008	

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

**Section II**

**RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DEBORAH HOOPER	Title: PRESIDENT AND GENERAL MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

**Section III**

**MID-TERM REPORT**

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]
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**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

**Exhibits**

**Exhibit 1**

**Description:** PURPOSE FOR AMENDMENT AND EEO REPORTS

THIS APPLICATION IS AMENDED TO UPDATE THE PHONE NUMBER OF THE GENERAL MANAGER.

**Attachment 1**

Description
2006 - 2007 Report
2007 - 2008 Report

**WFMY**  
**EEO PUBLIC FILE REPORT**  
07/22/06 – 07/21/07

**I. MASTER RECRUITMENT SOURCE LIST (MSRL)**

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	Number of Interviewees Referred by RS over Period
1	Human Resources Ms. Linda Mack Bennett College 900 E Washington Street Greensboro, NC 27401-3239	No	
2	Guilford Technical Community College P. O. Box 309 Jamestown, NC 27282	No	
3	Varo Duffins HR Director Moses Cone Health System 1200 N Elm St Greensboro NC 27401	No	
4	John C. Conway University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, NC 27599-3365	No	
5	Mr. John Shaw Human Relations Department City of Greensboro Drawer W-2 Greensboro, NC 27402	No	
6	Ms. Karen Thompson Placement Director Elon University Elon College, NC 27244	No	
7	Mrs. Nagatha Tonkins North Carolina A&T State University 312 Crosby Hall Greensboro, NC 27411	No	1
8	Michael Crenshaw Weaver Education Center 300 S. Spring Street Greensboro, NC 27410	Yes	

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification (Yes/No)</b>	<b>Number of Interviewees Referred by RS over Period</b>
9	Vera Batten Employment Security Commission 2005-B South Elm-Eugene St Greensboro, NC 27406	Yes	
10	Director National Association of Hispanic Journalists 1193 National Press Bldg. Washington, D.C. 20045	No	
11	Tiffany Johnson Mt Zion Baptist Church 1301 Alamance Church Greensboro NC 27406	No	
12	Ms. Chris Thompson The Center for Personal Growth P. O. Box 22074 Greensboro, NC 27420	No	
13	N. C. Association of Broadcasters P. O. Box 627 Raleigh, NC 27602	No	
14	Brian C. Blount, ED. D Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110	No	
15	National Association of Black Journalists 3100 Taliaferro Hall College Park, MD 20742-7717	No	
16	Dr. Elazer J. Barnette North Carolina A&T State University 103 Price Hall Greensboro, NC 27411	No	
17	Dr. Michael Frierson University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, NC 27412-5001	No	
18	Howard Allen Chubbs, Pastor Providence Baptist Church 1106 Tuscaloosa Street Greensboro, NC 27406	Yes	

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification (Yes/No)</b>	<b>Number of Interviewees Referred by RS over Period</b>
19	Mr. Earl Jones 21 Loney Circle Greensboro, NC 27406-9253 (North Carolina Legislature)	No	
20	Ms. Hazel E. Brown Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, NC 27101	No	
21	Greensboro News & Record Classified Advertising (336) 274-5710	No	11
22	WFMY Internal Job Posting self nomination	No	5
23	WFMY Job Posting Employee Referral or walk-in	No	28
24	Charlie Tuggle (Professor UNC Chapel Hill)	No	2
25	Graeme Newell (602 Communications Consultant)	No	2
26	Medialine Website (Medialine.com)	No	
27	Career Page Website (Careerpage.org)	No	
28	NAB.org, National Association of Broadcasters website.	No	1
29	TDGA.org, Online job recruitment website for Traffic Managers. (Traffic Directors Guild of America)	No	2

**WFMY**  
**EEO PUBLIC FILE REPORT**  
07/22/06 – 07/21/07

MASTER RECRUITMENT SOURCE LIST (MRS� ON LINE)

RS Number	RS Information	Source Entitled to Vacancy Notification (No/No)	Number of Interviewees Referred by RS over Period
30	TV Jobs Website (Tvjobs.com)	No	28
31	Careerbuilder.com Online job recruitment website.	No	3
32	Gannett Co., Inc. website (Gannett.com)	No	1
33	WFMY Website (WFMY.com)	No	36
34	NPPA (National Press Photographers Association) www.nppa.org	No	
35	National Association of Hispanic Journalists NAHJ.org	No	
36	Opportunity Updates (Gannett internal publication distributed by email to general managers and human resource managers at Gannett TV stations)	No	1
37	Spots 'n Dots Fax 607-729-7331 <a href="http://www.spotsndots.com">www.spotsndots.com</a> (daily newsletter of TV sales)	No	7
38	B-Roll.net Website for Photojournalists	No	

**Total number of interviewees**

**128**

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

**II. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Product Associate, Full-Time	1-21,23,26,27,30,32,33,36	33
Photojournalist	1-21,27,30,26,32,33,34,36,38	30
Editor	1-21,23,26,27,30,32,33,36,	23
Editor	1-21,23,26,27,30,32,33,36,	30
Reporter	1-20,23,24,26,27,30,32,33,36,	33
Assignment Desk Manager	1-21,26,27,30,32,33,36,	33
Computer Broadcast Technician	1-21,23,26,27,30,32,33,36,	33
Account Executive	1-21,23,28,32,33,36,37	23
Backpack Journalists	1-21,27,28,30,26,32,33,36	33
Director Night side	1-21,23,27,28,32,33,36	23
Director of Marketing	1-23,27,28,32,33,36	36
News Producer	1- 20,23,24,26,27,28,30,32,33,36	23
Graphics Artist	1-21,22,23,25,26,27,30, 32,33,35,36	23
Account Executive	1-23,26,30,32,33,36,	22
Account Executive	1-23,26,30,32,33,36	23
Computer Broadcast Technician	1-21,26,27,30,31,32,33,36	30
Director Weekend	1-21,23,26,27,30,31,32,33,36	22
Producer	1-20,23,26,27,30,32,33,36	33
Traffic Manager	1- 21,26,27,29,30,31,32,33,36,37	32
Product Associate Full-Time	1-21,26,27,30,31,32,33,32,36	23

**WFMY**  
**EEO PUBLIC FILE REPORT**  
07/22/06 – 07/21/07

**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY &amp; SCOPE OF BROADCASTER'S PARTICIPATION</b>
<b>1</b>	Internship Program	<p>The WFMY internship program offers the student/intern active participation in a professional broadcast organization. The intern learns to apply classroom theories as well as what works in a live work environment. The intern earns academic credit for their participation in the program.</p> <p>WFMY offers an Internship Program to help college students acquire skills necessary to obtain employment in the broadcast industry. The students earn academic credit for their participation.</p> <p>WFMY offers a range of internship opportunities for students interested in broadcasting. Our goal is to provide students with career orientation, educational development, and the opportunity to acquire skills needed for broadcast employment.</p> <p>WFMY offered 30 internships this period to students. The program offers the student/intern active participation in a professional broadcast organization and allows them to gain the necessary skills needed to obtain employment in the broadcast industry. Internships are available in news and marketing. Selection is based on a formal interview, application, coursework, and references. Interns earn school credit. Internships generally last one semester.</p> <p>WFMY 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</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

		<p>for participation in the program. Internships last one semester.</p> <p>Internships were given to students attending Appalachian State University, Bennett College, Elon University, North Carolina A&amp;T State University, North Carolina State University, University of North Carolina Greensboro, Meredith College and Duke University. The number of interns in each program is limited, in order to maximize the benefit to each participant. During the reporting period, we had 30 interns from 8 colleges; 18 of whom were female and 17 were minorities. During their internships, students are involved in many areas of station operations, including news, production, sales, community relations and promotions.</p> <p>WFMY also participated in the Talent Development Program developed by Gannett. This program is designed to recruit and then train recent college graduates about career opportunities in broadcasting. WFMY has one participant in the program from June through August 2007. Our participant is a minority female.</p>
<p style="text-align: center;"><b>2</b></p>	<p>Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>Business Manager participated in mock interviews for communication students at North Carolina A&amp;T State University on November 30, 2006. More that 30 students participated in the session. During this mock interview students were informed about career opportunities in broadcasting.</p> <p>Business Manager and Community Relations Project Manager participated in mock interviews for communication students at North Carolina A&amp;T State University on April 26, 2007. More that 30 students participated in the session. During this mock interview students were informed about career opportunities in broadcasting.</p> <p>Station Sports anchor is an adjunct faculty member in the School of Communications at Elon University. He teaches a Sports Broadcasting, course which helps aspiring sports journalists learn</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

the basic principles and techniques required to be successful in the broadcast industry. During the 2006 fall semester, there were 18 students enrolled in the course.

Program Director met with students enrolled in a Media Workshop Class from North Carolina A&T. Part of the curriculum for the students is to have lunch with a person in the media industry. The lunch occurred on November 9, 2006. During this session the student was informed about career opportunities in broadcasting.

Station Meteorologist spoke to approximately 100 students at Lincoln Middle School on August 31, 2006 about broadcasting and career opportunities in broadcasting.

Station Morning Show Anchor spoke to approximately 60 students at Florence Elementary School on September 12, 2006 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 75 students at South Elementary School in Caswell County on September 28, 2006 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 100 students at Faulkner Elementary School on September 29, 2006 about broadcasting and career opportunities in broadcasting.

Station Sports Anchor spoke approximately 100 6<sup>th</sup> grade students at Florence Elementary School on September 30, 2006 about broadcasting and career opportunities in broadcasting.

Station Reporter participated in the Black Child Development Institute role model luncheon where 250 adults and children were present on November 18, 2006. She spoke with local children about careers in the news business. She discussed the ins and outs of the job and talked about setting personal goals. She also answered a lot of

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

		<p>questions from the students about college and how to get a job in news.</p> <p>Station Morning Show Anchor spoke to approximately 30 students at Florence Elementary School on December 18, 2006 about broadcasting and career opportunities in broadcasting.</p> <p>Station Morning Show Anchor spoke to approximately 30 students at Stokesdale Elementary School on January 26, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Sports Anchor spoke to approximately 75 athletes at North Carolina A&amp;T on February 13, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Sports Anchor spoke to 250 athletes and guests at Guilford College on April 15, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Reporter participated in the Student Mentoring Awareness Resource Team Summit at Greensboro Technical Community College on April 21, 2007 about opportunities in broadcasting and her job as an education reporter. Approximately 100 people were in attendance.</p> <p>Station Sports Anchor spoke to approximately 60 students at Rockingham Middle School career day on May 18, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Morning Show Anchor spoke to approximately 75 students at Oak Ridge Elementary School on June 8, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Reporter spoke to approximately 20 Morehead Recreation Center Summer Camp participants on June 19, 2007 about opportunities in broadcasting and her job as an education</p>
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**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

<p style="text-align: center;"><b>3</b></p>	<p>Training programs established to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>reporter.</p> <p>WFMY encourages employees to participate in skills training programs. During the reporting period, training classes have been attended by employees in Sales, News, Production, Operations, G &amp; A and Marketing.</p> <p><b>August 2006</b> Laredo Group-Internet Media Sales Training Poynter Institute – News training for Covering Race &amp; Immigration</p> <p><b>September 2006</b> IT Training and Solutions Bryan School – UNCG Program for Finance &amp; Accounting for Non-Financial Managers Women in Photojournalism Conference Poynter’s Leadership Academy North Carolina Ethics class for Certified Public Accountants.</p> <p><b>October 2006</b> AVID 307 Unity Class North Carolina Association of Broadcasters Dare to Air Seminar Bisk Education Accounting Seminars RSI Tower Safety Seminar Greensboro Chamber of Commerce – Other Voices leadership training Center for Creative Leadership – Making Invisible Visible Gannett HR Summit</p> <p><b>November 2006</b> Grass Valley Switcher Training Planet Discover Learning Call Producer training Online Flash Media Courses Ad Club of the Triad-Advertising Seminar</p> <p><b>December 2006</b> Mistake Free Grammar &amp; Proofreading Writing &amp; Producing Seminar provided by 602 Communications</p>
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**WFMY**  
**EEO PUBLIC FILE REPORT**

07/22/06 – 07/21/07

Creating Peace, University of North Carolina  
Greensboro Graduate School Class  
Visual Studio.Net training  
Greensboro Merchants Association Workplace  
Workshop Seminar – No Excuses  
Network All In One PC training  
Gannett “Winning in Marketing”

**January 2007**

Marketron WebEx Sales Seminar – Selling against  
Cable  
Lodestone Digital – After Effects Video editing  
training seminar  
TIDE Sales Training  
Business Development Sales Training Seminar  
National Press Photographers Association – News  
Video Workshop  
Leadership & Teambuilding Skillpath Conference  
Nielsen, Arianna Software Training  
National Press Photographers Association  
Workshop  
ComTrain LLC – Certified Tower Climbing Safety  
& Rescue  
Poynter’s Multi Media Storytelling Course

**February 2007**

Web Training Session – Starting the Sales Call  
National Broadcasters Education Foundation  
Making News Broadcast Journalism for Non News  
Executives.

**March 2007**

Poynter Institute Producer Training  
North Carolina State University – Tools, Principles  
and Practices for Project Management  
Southeastern Severe Storms Conference  
North Carolina Association of Broadcasters  
Techniques to Technology  
Gannett “Winning in News”

**April 2007**

National Association of Broadcasters WebEx –  
Negotiating & Closing the Sale  
National Press Photographers Association –  
Multimedia Immersion Program  
Fred Pryor Seminar Outstanding Receptionist

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

		<p>Pluck Training  North Carolina Association of Broadcasters –  How to become a Million Dollar Rep -High Tech,  High Dollar Program  TVB WebEx – Prospecting  Network Medical Automatic External Defibrillator  Training  Center for Creative Leadership Webinar – Do Less  &amp; Accomplish More  Center for Creative Leadership Webinar –  Adaptability</p> <p><b>May 2007</b>  Moral Mazes a University of North Carolina  Greensboro Graduate School Class  North Carolina Association of Broadcaster  Seminar – Disaster Info Reporting System  Gannett “Winning in Sales”</p> <p><b>June 2007</b>  LYNDA.COM Online Training Library  National Association of Broadcasters and the  Television Bureau of Advertising - Account  Executive Sales Seminar  Moral Mazes, University of North Carolina  Greensboro Graduate School Class  Credit Professional Conference  Gannett General Manager’s meetings</p> <p><b>July 2007</b>  Webmaster Certificate Program  Gannett Video Convergence Training BPJ  Leadership Greensboro</p>
<p style="text-align: center;"><b>4</b></p>	<p>Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting</p>	<p>WFMY funded one scholarship for the 2006-2007 school year at the University of North Carolina Greensboro to a female student in the amount of \$1,000.</p> <p>WFMY offers a tuition assistance program designed to encourage further education development through undergraduate and/or graduate course work. exceptions may be made for non-credit courses and other programs which in the judgment of the management will benefit both the employee and WFMY. During this reporting</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/06 – 07/21/07**

		<p>period one employee participated in this program. During this reporting period one employee participated in this program.</p> <p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, WFMY 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 in high school until they graduate from college. During that five-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>
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**WFMY**  
**EEO PUBLIC FILE REPORT**  
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**I. MASTER RECRUITMENT SOURCE LIST (MSRL)**

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4	John C. Conway University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, NC 27599-3365	No	
5	Mr. John Shaw Human Relations Department City of Greensboro Drawer W-2 Greensboro, NC 27402	No	
6	Ms. Brittain Cheek Director Of Communications Internships Elon University Elon College, NC 27244	No	
7	Mrs. Nagatha Tonkins North Carolina A&T State University 312 Crosby Hall Greensboro, NC 27411	No	
8	Michael Crenshaw Weaver Education Center 300 S. Spring Street Greensboro, NC 27410	Yes	

**WFMY**  
**EEO PUBLIC FILE REPORT**  
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12	Ms. Chris Thompson The Center for Personal Growth P. O. Box 22074 Greensboro, NC 27420	No	
13	N. C. Association of Broadcasters P. O. Box 627 Raleigh, NC 27602	No	
14	Brian C. Blount, ED. D Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110	No	
15	National Association of Black Journalists 3100 Taliaferro Hall College Park, MD 20742-7717  8701-A Adelphi Road Adelphi, MD 20783-1716	No	
16	Dr. Elazer J. Barnette North Carolina A&T State University 103 Price Hall Greensboro, NC 27411	No	
17	Dr. Michael Frierson University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, NC 27412-5001	No	
18	Howard Allen Chubbs, Pastor Providence Baptist Church 1106 Tuscaloosa Street Greensboro, NC 27406	Yes	

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20	Ms. Hazel E. Brown Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, NC 27101	No	
21	Greensboro News & Record Classified Advertising (336) 274-5710	No	6
22	Kim Johnson University of North Carolina Wilmington Fisher Univ Union 2035, Campus Box 5924 Wilmington, NC 28403 Added 10/16/07	No	
23	Dr Charles Tuggle University of North Carolina Chapel Hill Campus Box 3365 Chapel, NC 27599	Yes	
24	Mr Frank Donaldson Department of Broadcasting & Cinema University of North Carolina at Greensboro Greensboro, NC 27402-6170	Yes	
25	Dr Terry Bloom University of Miami 2012 Wolfson Bldg 5100 Brunson Drive Coral Gables, FL 33146 Added 10/29/07	Yes	
26	Broadcast Engineering (Monthly Magazine for broadcast engineers)	No	1
27	Graeme Newell (602 Communications Consultant)	No	1
28	WFMY Internal Job Posting self nomination	No	8
29	WFMY Job Posting Employee Referral or walk-in	No	37

**WFMY**  
**EEO PUBLIC FILE REPORT**  
07/22/07 – 07/21/08

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification (Yes/No)</b>	<b>Number of Interviewees Referred by RS over Period</b>
30	Opportunity Updates (Gannett internal publication distributed by email to general managers and human resource managers at Gannett TV stations)	No	

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

**MASTER RECRUITMENT SOURCE LIST (MRS� ON LINE)**

RS Number	RS Information	Source Entitled to Vacancy Notification (No/No)	Number of Interviewees Referred by RS over Period
31	B-Roll.net Website for Photojournalists	No	2
32	Careerbuilder.com Online job recruitment website.	No	10
33	Career Page Website (Careepage.org)	No	
34	Gannett Co., Inc. website (Gannett.com)	No	1
35	Medialine Website (Medialine.com)	No	
36	NAB.org, National Association of Broadcasters website.	No	
37	National Association of Hispanic Journalists NAHJ.org	No	
38	NPPA (National Press Photographers Association) www.nppa.org	No	
39	Spots 'n Dots Fax 607-729-7331 <a href="http://www.spotsndots.com">www.spotsndots.com</a> (daily newsletter of TV sales)	No	3
40	TV Jobs Website (Tvjobs.com)	No	15
41	WFMY Website (WFMY.com and then digtriad.com)	No	14

**Total number of interviewees**

**98**

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

**II. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Traffic Assistant	1- 20,21,23,24,29,32,33,34,35,36, 40,41	41
Multi-Media Executive Producer	1- 20,21,23,24,28,29,30,32,33,34, 35,36,40,41	28
Senior Director	1- 20,21,23,24,28,30,32,33,34,35, 36,40,41	41
Photojournalists	1- 20,23,24,29,30,31,32,33,34,35, 38,40,41	31
Creative Services Editor	1- 20,21,23,24,28,30,32,33,34,35, 40,41	28
Editor	1- 20,23,24,29,30,32,33,34,35,40 41	29
Multi-Media Promotion Producer	1-20,22- 25,26,27,29,30,32,33,34,35,40, 41	29
Multi-Media Journalists – Sports	1-21,22- 25,29,30,32,33,34,35,40,41	40
Account Executive	1-20,22- 25,29,30,32,33,34,35,36,39,40, 41	29
Multi-Media Journalists – On-air	1-20,22- 25,29,30,32,33,34,35,40,41	40
Product Associate	1-20,21,22- 25,30,32,33,34,35,40,41	41
Multi-Media Journalists – Video	1-20,22- 25,29,30,31,32,33,34,35,40,41	41
RF Technician	1-20,21,22- 25,26,29,30,33,34,35,36,40,41	29
Multi-Media Content Producer	1-20,21,22- 25,28,30,32,32,33,34,35,36,40. 41	28
Multi-Media Journalists On-air	1-20,22- 25,29,30,32,33,34,35,36,40,41	29
Multi-Media Journalists - Video	1-20,21,22- 25,30,32,33,34,35,36,40,41	41
Multi-Media Journalists - Video	1-20,21,22- 25,30,32,33,34,35,36,40,41	41

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-20,21,22- 25,29,30,32,33,34,35,36,39,40, 41	29
Account Executive	1-20,21,22- 25,29,30,32,33,34,35,36,39,40, 41	29

**WFMY**  
**EEO PUBLIC FILE REPORT**  
07/22/07 – 07/21/08

**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY &amp; SCOPE OF BROADCASTER'S PARTICIPATION</b>
<b>1</b>	Internship Program	<p>The WFMY internship program offers the student/intern active participation in a professional broadcast organization. The intern learns to apply classroom theories as well as what works in a live work environment. Our goal is to provide students with career orientation, educational development, and the opportunity to acquire skills needed for broadcast employment.</p> <p>WFMY offered 21 internships this period to students. Internships are available in News, Marketing, Community Relations and Production. Selection is based on a formal interview, application, coursework, and references. The intern earns academic credit for participation in the program. Internships last one semester.</p> <p>Internships were given to students attending Bennett College, Elon University, High Point University, North Carolina A&amp;T State University, University of North Carolina Greensboro and University of North Carolina Asheville. The number of interns in each program is limited, in order to maximize the benefit to each participant. During the reporting period, we had 21 interns from 7 colleges; 12 of whom were female and 14 were minorities.</p> <p>WFMY also participated in the Talent Development Program developed by Gannett. This program is designed to recruit and then train recent college graduates about career opportunities in broadcasting. WFMY has one participant in the program from June through August 2007. Our participant is a minority female recruited from the University of North Carolina – Chapel Hill. She transferred into a full time producer position in September 2007.</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>WFMY has a participant in the NABEF Broadcast Technology and Engineering Internship Program. The program is for highly motivated individuals interested in working with digital audio and video, computer technology, HD Radio or HD television. The participants selected for the program will attend NAB Show, the World's Largest Electronics Media Show in Las Vegas, participate in a one-day session, and tour the exhibit show floor. Attendance at NAB Show will be paid for by NABEF</p> <p>The selected participants will also be provided with an eight-week paid internship in engineering and technology at a radio or television station during the summer of 2008. The program is designed to reinforce the broadcast industry's diversity efforts by increasing the number of women and people of color entering the broadcast engineering field.</p>
2	Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.	<p>Business Manager participated in mock interviews for communication students at North Carolina A&amp;T State University on November 28, 2007. More than 25 students participated in the session. During this mock interview students learned about career opportunities in broadcasting.</p> <p>Business Manager talked to 2 classes at North Carolina A&amp;T State University on October 10, 2007. More than 40 students participated in the session. During the classes the students learned about career opportunities in broadcasting and interviewing do's and don'ts.</p> <p>Station Reporter talked to 2 classes at North Carolina A&amp;T State University on October 30, 2007. More than 40 students participated in the session. During the classes the students learned about career opportunities in broadcasting.</p> <p>Station Editor talked to students at North Carolina A&amp;T State University on November 07, 2007. More than 20 students participated in the session. During the class students learned about career opportunities in broadcasting, making the</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

transition from student to professional and the changes that are occurring in our industry.

Business Manager talked to 2 classes at North Carolina A&T State University on February 27, 2008. More than 40 students participated in the session. During the classes the students learned about career opportunities in broadcasting and interviewing “do’s and don’ts.”

Business Manager participated in mock interviews for communication students at North Carolina A&T State University on April 14, 2008. More than 25 students participated in the session. During this mock interview students learned about career opportunities in broadcasting.

The 2 Wants To Know Team spoke at North Carolina A&T State University on April 10, 2008 as a part of the annual lecture series to approximately 60 students and teachers in the Mass Communications Program. The Team discussed careers in broadcasting.

Multi-Media Journalist On-air met with a student enrolled in a Media Workshop Class from North Carolina A&T State University. Part of the curriculum for the students is to have lunch with a person in the media industry. The lunch occurred on April 13, 2008. During this session the student learned about career paths and opportunities in broadcasting.

Station Meteorologist spoke to approximately 30 people at the Eden NC Rotary Club on September 8, 2007 about her job in broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 40 people at Summit Rotary Club on September 24, 2007 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 84 students at South Mebane Elementary School in Mebane NC on October 2, 2007 about

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 10 students at B-nai Shalom Day School on October 3, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 25 students at Grimsley High School on October 10, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 85 2<sup>nd</sup> grade students at Guilford Elementary School on October 15, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 100 middle school students at Reidsville Middle School on October 15, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Multi-Media Journalist On-air spoke to approximately 25 high school students at the North Carolina A&amp;T State University High School Media day on October 11, 2007. She talked about a career path into broadcasting.</p> <p>Station Meteorologist spoke to approximately 100 students at Sedgefield Elementary School on October 17, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Multi-Media Journalist On-air spoke to approximately 20 students at Wingate University on October 29, 2007 about a career path in broadcasting.</p> <p>Station General Manager provided career counseling to an Eastern Carolina University Senior who is pursuing a career in broadcasting as well as another Senior who is pursuing a career in public relations.</p> <p>Station Multi-Media Journalist On-air spoke to</p>
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**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>approximately 30 fourth grade students at Frazier Elementary School on November 13, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Multi-Media Journalist On-air spoke to approximately 60 third grade students at Pearce Elementary School on November 14, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Multi-Media Journalist On-air spoke to approximately 30 students at North Carolina A&amp;T State University on November 30, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Multi-Media Journalist Video Specialists spoke to approximately 10 Girl Scouts on December 2, 2007 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 70 students at Lindley Park Elementary School on January 14, 2008 about broadcasting and career opportunities in broadcasting.</p> <p>Station Promotion Producer hosted approximately 50 University of North Carolina at Greensboro students. The students watched a live news cast and participated in a Q&amp;A session with station staff in which career paths in broadcasting were discussed.</p> <p>Station Meteorologist spoke to approximately 60 students at Hampton Academy on January 24, 2008 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 90 5<sup>th</sup> grade students at Gray's Chapel Elementary on January 28, 2008 about broadcasting and career opportunities in broadcasting.</p> <p>Station Meteorologist spoke to approximately 95 2<sup>nd</sup> grade students at Leaksville Elementary on</p>
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**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

February 6, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 60 2<sup>nd</sup> grade students at Oakwood School on February 19, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 65 2<sup>nd</sup> grade students at Draper Elementary on February 27, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 80 2<sup>nd</sup> grade students at Greensboro Academy on March 6, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 75 5<sup>th</sup> grade students at Alderman Elementary on March 13, 2008 about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 50 boy scouts on April 12, 2008 about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air participated in a panel during a Teen Summit at Smith Homes. He spoke to approximately 30 teenagers on April 12, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 80 students at N graham Elementary on April 16, 2008 about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 50 six grade students who were participating in the Entering the College Zone Role Model Program on April 19, 2008 about broadcasting and career opportunities in broadcasting.

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

Station Meteorologist spoke to approximately 95 2<sup>nd</sup> grade students at Williamsburg Elementary on April 22, 2008 about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 150 people at Stokesdale Elementary. He spoke to the group about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 70 2<sup>nd</sup> grade students at Brooks Global School on April 22, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 100 2<sup>nd</sup> grade students at Starr-Biscoe Elementary School on May 7, 2008 about broadcasting and career opportunities in broadcasting.

Station Meteorologist spoke to approximately 110 2<sup>nd</sup> grade students at Reeds Elementary School on May 28, 2008 about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 250 people at New Market School in Randolph County. She spoke to the group about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 300 people at Sedge Market Elementary. She spoke to the group about broadcasting and career opportunities in broadcasting.

Station Multi-Media Journalist On-air spoke to approximately 250 people at Claxton Elementary School. She spoke to the group about broadcasting and career opportunities in broadcasting on June 11, 2008.

Station Multi-Media Journalist On-air spoke to approximately 40 people at St James Presbyterian

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		Church. He spoke to the group about broadcasting and career opportunities in broadcasting on July 10, 2008.
3.	Training programs established to enable station personnel to acquire skills that could qualify them for higher level positions.	<p>WFMY encourages employees to participate in skills training programs. During the reporting period, training classes have been attended by employees in Sales, News, Production, Operations, G &amp; A and Marketing.</p> <p><b>August 2007</b>  Center For Creative Leadership- Leadership development workshop  National Association of Broadcaster &amp; Television Bureau Television Bureau of Advertising-Account Executive Sales Seminar  Leadership Greensboro Class 2007-2008 - Leadership Development Program  National Association of Broadcasters - 2008 Political Advertising Rules</p> <p><b>September 2007</b>  Winning in Sales</p> <p><b>October 2007</b>  Managing Conflict  Fraud Prevention Conference  How to Sell Online by Margie Albert  North Carolina Association of Broadcasters  Political Advertising Rules Seminar  LYNDA.COM Online Training Library - for editing</p> <p><b>November 2007</b>  National Press Photographers Association 2008 Workshop</p> <p><b>January 2008</b>  National Association of Broadcasters "Outshining Your Competition"  February 2008  Carole Kneeland Project Multimedia News  Director Training</p> <p><b>March 2008</b>  National Press Photographers Association 2008</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>Workshop</p> <p><b>April 2008</b>  Career Track (Essential Skills for the 1st Time Manager)  PB Conference Webinar (Tips &amp; Tricks to Create Compelling Presentations)  Goal Setting: The Truth About L.U.C.K  Wage and Hour Labor Law Training Part I  Sales Webex by Jim Doyle for "Health Care 2008"  Poynter Institute "Strategies for Online Leaders"  NC State University "Webmaster Certificate Program"  "Turning Prospects into Gold" National Association of Broadcasters/Television Advertising Bureau  PB Conference Webinar PowerPoint</p> <p><b>May 2008</b>  Associated Press Annual Training Meeting  Wage &amp; Hour Law Basics Part 2 Web Seminar  Mobile Broadcasting-The Next Profit Center is Today  Winning in News  Gannett Sports Retreat  Multi-Media Journalists Video Training  Gannett General Managers Meeting</p> <p><b>June 2008</b>  Wide Orbit Traffic System User Conference  Poynter Institute "Complete TV Producer"</p> <p><b>July 2008</b>  Axis Training -On-air Graphics Package  Strategies to Attract and retain Sales clients</p>
<p><b>4.</b></p>	<p>Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting</p>	<p>WFMY raised \$6,250 in Scholarship funds to help endow the Dr. Lee Kinard Jr. Scholarship Fund at University of North Carolina Greensboro to recognize his legacy on the 50<sup>th</sup> anniversary of the GMS.</p> <p>Through the Gannett Foundation, WMFY made a contribution to Guilford Technical Community College to provide financial assistance to college students who would otherwise be unable to attend</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>college due to the financial constraints.</p> <p>WFMY offers a tuition assistance program designed to encourage further education development through undergraduate and/or graduate course work. Exceptions may be made for non-credit courses and other programs which in the judgment of the management will benefit both the employee and WFMY. During this reporting period one employee participated in this program.</p> <p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, WFMY 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 in high school until they graduate from college. During that five-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>
<p style="text-align: center;"><b>5</b></p>	<p>Other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	<p>Seventeen students from 10 local colleges attended a one-day program on July 21, 2008 that we call Broadcast Development. This program allows the students to learn about all departments in the TV station. Each department does a presentation and the students ask questions to that presenter. The schools included Bennett College, Elon university, Greensboro College, Guilford College, High Point University, North Carolina A&amp;T State University, Salem College, University of North Carolina at Asheville, University of North Carolina at Greensboro and Wake Forest University. The 17</p>

**WFMY**  
**EEO PUBLIC FILE REPORT**  
**07/22/07 – 07/21/08**

		<p>students include 14 of whom were female and 13 were minorities.</p> <p>Sixteen students attended a WFMY News 2 Experience day for high school students involved with Peer Education program with Guilford County Health Department. The students participated in the editorial process, talked to WFMY staff, watched a news broadcast and learned about career paths in broadcasting.</p> <p>Station Producer participated as a panel spokesperson in the Gannett Talent Development Program. This program is designed to recruit and then train recent college graduates about career opportunities in broadcasting.</p> <p>Through the Gannett Foundation , WFMY made a contribution to the Greensboro Chamber foundation to support the Chambers work with businesses and local schools to address long-term workforce preparedness and educational programs.</p>
<p><b>6</b></p>	<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.</p>	<p>During the reporting period, WFMY posted all upper-level category openings with organizations whose membership includes substantial participation of women and minorities such as the National Association of Black Journalists and National Association of Hispanic Journalists.</p>