

EEO Public File Report

WWAY-TV -- Wilmington, NC
August 1, 2004 - July 31, 2005

Full Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)	Number Interviewed	Number Hired
1	Internet Sales Director	7/14/2004	8/3/2004	Recruitment Source List (see attached) WWAY Website UNCW	2 1	1 0
2	Director	7/14/2004	8/2/2004	Recruitment Source List (see attached) Wilmington Star News In-House Candidate	1 1	1 0
3	Promotions Manager	9/2/2004	11/29/2004	Recruitment Source List (see attached) WWAY Website In-House Candidate Referral	2 1 2	1 0 0
4	Reporter/One Man Band	9/2/2004	9/20/2004	Recruitment Source List (see attached) Referral WWAY Website Medialine.com	1 1 1	1 0 0
5	Local Account Executive	10/25/2004	12/1/2004	Recruitment Source List (see attached) Spots N Dots WWAY Website	1 1	1 0
6	Local Account Executive	12/24/2004	1/17/2005	Recruitment Source List (see attached) Referral In-House Candidate	3 1	1 0

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)	Number Interviewed	Number Hired
7	Chief Meteorologist	3/1/2005	3/23/2005	Recruitment Source List (see attached) Charlotte Observer Liberty Job Website Referral In-house Candidate Medialine.com	2 2 1 1 1	1 0 0 0 0
8	News Director	3/1/2005	5/9/2005	Recruitment Source List (see attached) TVJOBS.com/Rick Gevers Medialine.com WWAY Website Newsblues.com	5 1 2 1	1 0 0 0
9	Account Executive	3/9/2005	5/9/2005	Recruitment Source List (see attached) Wilmington Star News UNCW WWAY Website	6 1 1	1 0 0
10	Internet Director	4/11/2005	5/2/2005	Recruitment Source List (see attached) UNCW WWAY Website	1 4	1 0
11	Master Control Operator	4/14/2005	6/20/2005	Recruitment Source List (see attached) WWAY Website	2	1
12	General Sales Manager	5/3/2005	6/15/2005	Recruitment Source List (see attached) Referral In-house Candidate Liberty Website	1 1 2	1 0 0
13	Broadcast Director/Supervisor	5/5/2005	6/27/2005	Recruitment Source List (see attached) Referral In-house Candidate	1 1	1 0

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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Wilmington Star News PO Box 840 Wilmington, NC 28402	910-343-2000 Advertising Department	7	N
2	WWAYTV3.com 615 North Front Street Wilmington, NC 28401	910-762-8581 Kimberly Franklin	15	N
3	Media Line PO Box 51909 Pacific Grove, CA 93940-6909	800-237-8073 Mark Shilstone	3	N
4	UNCW 601 S. College Road Wilmington, NC 28403	910-962-3174 Francis Carr	3	N
5	The Leadership Institute 1101 N. Highland Street Arlington, VA 22201	703-247-2000 Cara Putnam	0	N
6	Miller Motte 606 S. College Road Wilmington, NC 28403	910-392-4660 Personnel Department	0	N
7	Vorhees College Career Planning Services Learning Demark, SC 29042	803-798-3351 Lavina Freeman	0	N
8	UNC Chapel Hill School of Journalism Box 3365 Chapel Hill, NC 27559-3365	919-962-4518 Billie Hagelschmidt	0	N
9	Brunswick Community College PO Box 30 Supply, NC 28462	800-754-1050 Bea Haik	0	N
10	Morris College Career Planning/Media Center Sumter SC 29150	803-934-3230 Janet Clayton	0	N
11	NAACP PO Box 2199 Wilmington, NC 28402	910-762-5990 Human Resources	0	N
12	Wilmington Journal PO Box 1020 Wilmington, NC 28402	910-762-5502 Robin Allen	0	N

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
13	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401	910-251-5143 Quyen York	0	N
14	Francis Marion College PO Box 100547 Florence, SC 29501-0547	843-661-1677 Lisa Mills Woodham	0	N
15	CableVantage 811-H Montague Avenue Greenwood, SC 29649	803-775-6909 Nancy O'Bryant	0	N
16	Brubach Enterprises PO Box 34949 Bethesda, MD 29827	301-571-0102 Opportunities in Public Affairs	0	N
17	United Negro College Fund 120 Wall Street, Flr 10, New York, NY 10005-3902	212-820-0140 Human Resources	0	N
18	State Conference NAACP PO Box 1148 Columbia, SC 29202	803-754-4584 Human Resources	0	N
19	National Association of Media 157 West 126th Street New York, NY 10027	212-424-0100 Human Resources	0	N
20	National Urban League 120 Wall Stree, Flr 7 New York, NY 10005-3902	212-558-5300 Human Resources	0	N
21	Libery Corp/Website 135 S. Main Street Greenville, SC 29601	864-241-5400 Human Resources	4	N
22	WAVE TV 120 Wall Street, Flr 7 New York, NY 10005-3902	502-585-2201 Kathy Doran	0	N
23	WSFA TV 12 East Delano Avenue Montgomery, AL 36105	334-288-1212 Lou Dailey	0	N
24	KPLC TV PO Box 1490 Lake Charles, LA 70602	337-437-7508 Veronica Bilbo	0	N

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
25	KAIT TV PO Box 790 Jonesboro, AR 72403	870-933-8888 Linda Wheeler	0	N
26	KGBT TV 9201 W. Expressway 83 Harlingen, TX 78552-9395	956-36-4494 Vickie Vazquez	0	N
27	WALB TV PO Box 3130 Albany, GA 31706	912-446-1010 Tarma Zeigler	0	N
28	WIS TV PO Box 367 Columbia, SC 29202	803-758-1203 Linda Hughes	0	N
29	WFIE TV 1115 Mount Auburn Road Evansville, IN 47712	812-426-1945 Sam Schaeffer	0	N
30	WTOL TV PO Box 715 Toledo, OH 43695	419-248-1111 Jan Bylow	0	N
31	WLOX TV PO Drawer 4596 Biloxi, MS 29535	228-896-1313 Wilma Peters	0	N
32	KCBD TV 5600 Avenue A Lubbock, TX 79404	806-744-1414 Personnel	0	N
33	WLBT TV 715 S. Jefferson St Jackson, MS 39201	601-960-4361 Personnel	0	N
34	KLTV TV 105 W. Ferguson Street Tyler, TX 75702	903-597-5588 Cathy Carmichael	0	N
35	KTRE TV Highway 69 North Lufkin, TX 75901	936-853-5873 Kathy Brown	0	N
36	Charlotte Observer 600 South Tryon Charlotte, NC 28202	800-532-5350 C. Dobson	2	N
37	TV JOBS.com PO Box 4116 Oceanside, CA 92052	800-374-0119 Advertising Dept.	5	N
38	Newsblues.com 8989 NW 187th Lane Newsblues, FL 32686	352-591-2951 Advertising Dept	1	N
39	Spots N Dots 167 Oakdale Road Johnson City, NY 13790	888-884-2630 Advertising Dept	1	N

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
Information Regarding Supplemental Recruitment Sources Contacted for Full-Time Vacancies				
1	In-House Candidate	910-762-8581 WWAYTV 3	6	N
2	Referral (Unknown)	910-762-8581 Employee	9	N
			56	

EEO Public File Report

WWAY-TV -- Wilmington, NC

August 1, 2004 - July 31, 2005

Prong 3 Longer-Term Recruitment Initiatives Implemented During Reporting Period

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	August 1, 2004-July 31, 2005	Speakers Bureau	WWAY supplies speakers for events sponsored by civic and community organizations and schools. Each time a staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event.	During the reporting period, WWAY personnel spoke at organizations: Methodist Home for Children, College Park Elementary-Book Week, Juvenile Diabetes-Walk a thon, JC Roe Pre-K, Burgaw Middle School, Sunset Park Elementary, Juvenile Diabetes Research Foundation, Town of Bolivia, Cape Fear Community College, Wrightsville Beach Flotilla, Warsaw Elementary, North Topsail Elementary, Ashley High School, Black Exp. 2005, March of Dimes Walk America, Project Protege, L&L Monetssori, Winterpark Optimist, Blair Elementary, Cape Fear Maternity & Baby Expo, Cape Fear Center for Inquiry, St. Marks Catholic School, Cape Fear Academy, Brick Landing Womens Club, Wrightsville Beach Elementary, Bellamy Elementary, Belville Elementary, UNCW, Murray Middle School, Hoggard High School, NHC Health Dept, NHC Nursing Homes, St. Mark's School Station Tour, Read Across America, YWCA, Communication Mediation Center, Community United Effort, Cape Fear Optimist Club, Azalea Festival Parade, Mayfaire Town Center, NHC League of Women Voters, Brunswick County Relay for Life, Brunswick Memorial Day Celebration, Carolina Beach Mistic Festival, St. James Palntation	Kim Ratcliff - Anchor, Jon Evans - Anchor/managing Editor, Carissa Lawson - anchor, Jeff Lennox - Reporter, Emma Zak - Reporter, March Cuevas - Reporter, Jerry Jackson - Meteorologist, Amber Zeller - Producer, James Smith - General manager, Chris Phillips - Chief meteorologist, Chris Marshall - Meteorologist, Erica Loughran - Assignment Manager, Ann Burgh - Station Admin Assistant
	August 1, 2004-July 31, 2005	Speakers Bureau	WWAY supplies speakers for events sponsored by civic and community organizations and schools. Each time a staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event.	Bill Talker Radio, Habitat for Humanity, Susan B. Komer Breast Cancer Foundation, Wilmington Christian Academy Station Tour, WHQR 91.3 Public Radio, Wilmington Hammerheads (6:30-8:15pm), 98.3 channel 2 Radio Station (5:30am-10:00am), Cure by Design, Cub Scouts Pack 211, Air Force Association, Easter Seals, Duke Children's Hospital, Trask Middle School, Tiger Scouts, NHC Human Relations Commission, Cape Fear Literacy Council, Hibernians Order of Wilmington, NHC Special Olympics, Wilmington Hammerheads, NHC Community Health Center, South Brunswick Rotary, Community United Effort, Wilmington Interfaith Hospitality Network	Jon Evans - Anchor

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
2	August 1, 2004 - July 31, 2005	Job Shadowing	Job shadowing is open to high school and college students who wish to spend a day in television in order to observe the day to day operations. In addition, shadows attend news planning meetings with key news personnel; sit at the assignment desk and talk to producers.	Allows students to shadow an employee/department in the broadcast career of interest. During the reporting period, WWAY hosted 2 students from area high schools and colleges.	Mark McGinnis-Chief Meteorologist, Kim Ratcliff-Anchor, Erica Loughran-Assignment Manager
3	August 1, 2004 - July 31, 2005	Training Program	Training is ongoing - including to of station classes/seminars, and in-house coaching.	Training during the reporting period included: Talent Dynamics - 4/11/05-4/12/05, Doyle Conference Biloxi, MS-2/14/05-2/17/05, Doyle Conference Call-2/22/05, ISD Conference-Stlanta-2/27/05-3/1/05, Wide Orbit Training, Marshall Marketing/Jim Filippi-3/29/05-3/30/05, Women's Conference @UNCW-4/07/05, Doyle Conference Call/follow-up from Biloxi Trip-6/10/05, TVB WebCast Training on NTR-6/29/05, TVB WebCast Training on NTR-6/29/05, Bill Taylor Visit-6/28/05-6/30/05, Sales Training 7/18/05,7/20/05,7/22/05,7/26/05,7/29/05	Jon Evans-Anchor, Kim Ratcliff-Anchor, Carissa Lawson-anchor, Daniel Seamans-anchor, Heidi York-anchor, Chris Marshall-Meteorologist, Mark Gentner-General Sales manager, Candy Dunn-Local Sales Manager, Eric Krebs-Account Executive, Nicole Chamber-Account Executive, Geralyn Marshburn-Account Executive, Dorene Field-Account Executive, Paula Luten, Account Executive, Della Dennis-Account Executive, George Allen-Account Executive, Sarah Brooks-Internet Web Director, Kitty Kinnin-Hometown/Healthbeat Show, Tim Horton-Creative Services Director, Erin Reilly-Producer, Beck Byrd-Producer, Erica Loughran-Assignment Manager
4	3/24/2005	Job Fair	UNCW Job Fair 3/24/05	WWAY had a booth set up at job fair to recruit applicants for various/future job openings	Kim Ratcliffe-Anchor, Tim Horton-Creative Services Director, Erica Loughran-Assignment Manager, Mark Gentner-General Sales Manager, Jeff Johnson-Promotions Manager
5	4/26/2005	Job Fair	Cape Fear Community College - 4/26/05	WWAY had a booth set up at job fair to recruit applicants for various/future job openings	Mark Gentner-General Sales Manager, Kim Franklin-Business Manager
6	3/23/2005	Job Fair	Brunswick Community College	WWAY had a booth set up at job fair to recruit applicants for various/future job openings	Jack Becknell-Chief Engineer
7	2/1/2005	Job Fair	Career Expo 05 & Diversity Reception	Attended the 2005 Career Expo	Kimberly Franklin-Business Manager, Robb Atkinson-News Director

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
8	August 1, 2004 - July 31, 2005	Internship Program		WWAY has had a long and active internship program, providing hands-on television broadcast experience for college students. Interns during the reporting period: Shannon Hatch-UNCW 9/04-12/04, Liz Calandrello-UNCW 1/05-4/05, Dana Brancato-UNCW 1/05-4/05, Mary E. Mowery-UNCW 1/05-4/05, Sara halterman-WCU 6/06-7/05 (Sales Intern), Barbara J. Twigg-UNCW 5/05-6/05, John Kirtley-ECU 5/05-8/05, Danielle Carlson-University of Alaska Fairbanks 5/05-8/05, Meghan Cate-NC State 5/05-8/05, Jennifer Michels-East Carolina 5/05-7/05, Kaitlin Powers 7/05-8/05	
		Promotions Internship	Training in Videography applications	Intern performs a variety of functions including designs for on-air use, write daily topical copy, edit topical/image/public service announcements, and basic web updates	
		News Internship	Training in News	Gain specific knowledge of how the news desk operates as well as the overall television news options including learning broadcast news writing with scripts written for actual airing by the anchors; accompany news crews in the field and provide necessary assistance; monitor the network news.	
		Production Internship	Training on how to operate TV broadcast equipment including teleprompter and studio camera	Attends post-newscast meetings, observes every aspect of the production department	
		Sports Internship	Gain specific knowledge of how sales department operates	The intern met with all departments to observe day-to-day operations	

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1				Recruitment Source List (see attached)		1 0 0 0 0
2				Recruitment Source List (see attached)		1 0
3				Recruitment Source List (see attached)		1 0
4				Recruitment Source List (see attached)		0 0 0 1

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1	resource name address address	number name		
2	resource name address address	number name		
3	resource name address address	number name		

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No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	date-date				
2	date-date				
3	date-date				