

EEO Public File Report

WWAY-TV -- Wilmington, NC  
August 1, 2005 - July 31, 2006

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
#185	SPORTS REPORTER	7/1/2005	8/15/2005	TV JOBS MEDIA LINE IN HOUSE CANDIDATE	2 1 2	1 0 0
#186	INTERNET SALES DIR.	7/27/2005	8/8/2005	STAR NEWS	2	1
#187	PHOTOGRAPHER	9/1/2005	10/10/2005	IN HOUSE CANDIDATE WSFA TV	5 1	1 0
#188	LOCAL SALES MANAGER	9/8/2005	10/12/2005	IN HOUSE CANDIDATE SPOTS N DOTS REFERRAL (UNKNOWN)	1 3 1	1 0 0
#189	ONE MAN BAND/RPTR	9/21/2005	11/1/2005	TV JOBS	8	1
#190	MASTER CONTROL OPER	9/29/2005	11/18/2005	STAR NEWS WWAY WEBSITE REFERRAL (UNKNOWN)	1 2 2	1 0 0
#191	ACCOUNT EXECUTIVE	10/7/2005	11/21/2005 & 2/21/06	STAR NEWS WWAY WEBSITE	5 1	2 0
#192	PRODUCER	10/14/2005	11/14/05	IN HOUSE CANDIDATE	1	1
#193	ASST CHIEF ENGINEER	12/9/2005	POSITION NOT FILLED PER JACK BECKNELL			
#194	AM ANCHOR	12/9/2005	1/25/2006 3/26/2006	IN HOUSE CANDIDATE-MARCY CUEVAS TV JOBS-KEVIN WUZZARDO	2 3	1 1
#195	ONE MAN BAND/RPTR	1/3/2006	3/20/06 & 4/10/06	TVJOBS	3	2
#196	BROADCAST DIR.	1/23/2006	3/8/2006	WWAY WEBSITE	2	1
#197	PT MC OPERATOR	3/30/2006	4/24/2006	STAR NEWS WWAY WEBSITE	2 2	1 0
#198	ACCOUNT EXECUTIVE	3/30/2006	6/19/2006	REFERRAL (UNKNOWN)	4	1
#199	WEEKEND MTRGSGT	4/17/2006	6/8/2006	TV Jobs	2	1
#200	CHIEF ENGINEER	04/17/06	5/22/2006	INDUSTRY CANDIDATE IN HOUSE CANDIDATE	3 1	1 0
#201	NEWS PRODUCER	4/24/2006	5/15/2006	IN HOUSE CANDIDATE	2	1
#202	OFFICE ADMIN ASST	5/19/2006	6/5/2006	STAR NEWS	5	1
					69	20

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**Information Regarding Recruitment Sources Contacted for Full-Time Vacancies**

<b>No</b>	<b>Recruitment Source</b>	<b>Contact</b>	<b>Total Interviewed</b>	<b>Entitled to Notification</b>
1	Wilmington Star News PO Box 840 Wilmington, NC 28402	910-343-2000 Advertising Department	15	N
2	WWAYTV3.com 615 North Front Street Wilmington, NC 28401	910-762-8581 Kimberly Franklin	7	N
3	Media Line PO Box 51909 Pacific Grove, CA 93940-6909	800-237-8073 Mark Shilstone	1	N
4	UNCW 601 S. College Road Wilmington, NC 28403	910-962-3174 Francis Carr	0	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	0	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	1	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	0	N
37	TV JOBS.com PO Box 4116 Oceanside, CA 92052	800-374-0119 Advertising Dept.	18	N
38	Newsblues.com 8989 NW 187th Lane Newsblues, FL 32686	352-591-2951 Advertising Dept	0	N
39	Spots N Dots 167 Oakdale Road Johnson City, NY 13790	888-884-2630 Advertising Dept	3	N

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification

No	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
<b>Information Regarding Supplemental Recruitment Sources Contacted for Full-Time Vacancies</b>				
1	In-House Candidate	910-762-8581 WWAYTV 3	14	N
2	Referral (Unknown)	910-762-8581 Employee	10	N
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**Prong 3 Longer-Term Recruitment Initiatives Implemented During Reporting Period**

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	August 1, 2005-July 31, 2006	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.	<p>During the reporting period, WWAY personnel spoke at organizations: Methodist Home for Children, Juvenile Diabetes Research Foundation, The Salvation Army-Angel Tree and Red Kettle Kickoff, North Grove Christmas Production, Alderman Elementary School, Island of Lights Committee, Wilmington Parks &amp; Recreation, Cub Scouts, NC Flotilla, DARE, College Park Elementary, Brunswick Arts Council, Justice For Victims Vigil, UNCW Communication Studies, Whiteville Chamber of Commerce, Wilmington Kiwanis Club, Wrightsville Beach Elementary School, Duke Children's Miracle Network, Thalian Association, Boy Scouts of America, WNQQ, UNCW, NC Association of Insurance Women, UNCW CFEC Fundraiser, Wilmington Rotary Club, Cape Fear Power Squadron, Domestic Violence Shelter Services, Winter Park Elementary, Habitat for Humanity, March of Dimes, Communities of Schools, CONA/UNCW, Residents of Old Wilmington, Institute of Political Leadership, Red Cross of Cape Fear, Friends of Oak Island Lighthouse, Oktoberfest/Mayfaire Towne Center, Greater Ms. North Carolina Sweetheart Pageant, NHC Pender Medical Society, Bladen County's Groundhog Job Shadow Day, NH Regional Medical Center Foundation, Trask Middle School, WHQR</p> <p>NHC Schools, NHC Special Olympics, CONA/UNCW, Coastal Horizons, Wilmington Children's Museum, Salvation Army, March of Dimes, Coastal Christian High School, Cape Fear Garden Club, Salvation Army Womens Auxiliary, Cape Fear Habitat for Humanity,</p>	<p>Jon Evans-Anchor, Kim Ratcliff-Anchor, Heidi York-anchor, Chris Marshall-Meteorologist, Marcy Cuevas-Anchor, Jeremy Godwin-Reporter, Jerry Jackson-Meteorologist, Carissa Lawson-Anchor, Chris Marshall-Meteorologist, Chris Phillips-Chief Meteorologist, Rachel Lewis-Producer, Anna Kooiman-Reporter, Ben Baird-Reporter, Ronica Reid-Reporter, Robert Metzger-Sports Reporter, Aziz Mooshoolov-Reporter,</p> <p>Gene Motley-Sports Anchor, Ken Watlington-Anchor, Emma Zak-Reporter</p>
2	August 1, 2005 - July 31, 2006	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. Also, William Curtis Caison, graphic artist, shadowed Lynnette for several days	Kim Ratcliff-Anchor, Erica Loughran-Assignment Manager, Lynnette Higgins-Graphic Artist
3	August 1, 2005 - July 31, 2006	Training Program	Training is ongoing - including station classes/seminars, and in-house coaching.	Training during the reporting period included: Sales Training 7/18/05, 7/20/05, 7/22/05, 7/25/05, 7/26/05, 7/27/05, 7/29/05, 8/11/05, 8/15/05, 11/07/05, 01/12/06, 01/19/06, LIVE TRUCK TRAINING, 10/05, Bill Taylor-06/29/05-06/30/05 and 11/9/05-11/10/05, Greta Muller, Talent Coach, 10/3/05-10/04/05, Weekly Sales training for all Sales staff	Jon Evans-Anchor, Kim Ratcliff-Anchor, Heidi York-anchor, Chris Marshall-Meteorologist, Marcy Cuevas-Anchor, Jeremy Godwin-Reporter, Jerry Jackson-Meteorologist, Carissa Lawson-Anchor, Chris Marshall-Meteorologist, Chris Phillips-Chief Meteorologist, Rachel Lewis-Producer, Anna Kooiman-Reporter, Ben Baird-Reporter, Ronica Reid-Reporter, Robert Metzger-Sports Reporter, Aziz Mooshoolov-Reporter, Gene Motley-Sports Anchor, Ken Watlington-Anchor, Emma Zak-Reporter, Andy Combs-GSM, Eric Krebs-LSM, Nicole Chambers-Account Executive, Geralyn Marshburn-Account Executive, Dorene Field-Account Executive, Della Dennis-Account Executive, George Allen-Senior Account Executive, Rose Glinski-Account Executive, Taylor Kimbrell-Internet Sales Director, Chase Clark-Web Director, Kitty Kinnin Hometown/Healthbeat Show, Tim Horton Creative Services Director, Erin Reilly-Producer, Becca Byrd-Producer, Erica Loughran-Assignment Manager, Scott Barclay-Creative Services

No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
4	August 1, 2005 - July 31, 2006	Job Fair	Name Of College/Business That Held Fair: Phoenix Employment Ministries and Wilmington Star News, UNCW, Brunswick County	WWAY Has Booths Set Up And/Or Attends Job Fairs For Recruiting Purposes Brunswick County Job Fair 3/21/06, UNCW Job Fair March 9, 2006,	Kim Franklin, Andy Combs, Adam Henning, Jack Becknell, Tim Horton, Jeff Johnson and Eric Krebs
8	August 1, 2005 - July 31, 2006	News Internship	Internship programs in News	WWAY has had a long and active internship program, providing hands-on television broadcast experience for college students. Interns during the reporting period: BJ-UNCW 09/02/05-11/19/05, KP-UNCW 08/19/05-12/15/05, JM-ECU 05/31/05-08/03/05, DM-UNCW 08/25/06-01/01/06,MM- New York University 5/192006-8/4/2006,FP - Elon University 6/1/2006-7/31/2006,	Erica Loughran, Assignment Manager, Ronica Reed, Reporter, Adam Henning, News Director
	August 1, 2005 - July 31, 2006	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	
	August 1, 2005 - July 31, 2006	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	
	August 1, 2005 - July 31, 2006	Sports Internship	Gain specific knowledge of how sales department operates	The intern met with all departments to observe day-to-day operations, specifically with sports.	