

EEO Public File Report

WWAY-TV, Wilmington, NC

July 27, 2021 - July 26, 2022

Full-Time Positions Filled

Full-time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations)	Number Interviewed	Number Hired	Recruitment Source
Yes	480 - Weekend Meteorologist/Reporter	May 11, 2021	May 26, 2022	All Except: 7, 11, 18, 27, 32, 34, 54, 61	3	1	DH found on YouTube
Yes	481 - Weekend Anchor/Reporter	May 19, 2021	November 22, 2021	All Except: 7, 11, 18, 27, 32, 34, 54, 61	1	1	WWAY Employee
Yes	484 - Master Control Operator	July 15, 2021	August 5, 2021	All Except: 7, 11, 18, 25, 27, 32, 34, 51, 52, 54, 61	1	1	Indeed.com
Yes	485 - Production Assistant	July 15, 2021	August 2, 2021	All Except: 7, 11, 18, 25, 27, 32, 34, 51, 52, 54, 61	1	1	WWAYTV3.COM
Yes	486 - Digital Operations Specialist	July 21, 2021	September 7, 2021	All Except: 7, 11, 18, 27, 32, 34, 51, 52, 54, 61	1	1	Intercompany Transfer - WTVG
Yes	488 - Traffic-Copy Assistant	July 30, 2021	August 23, 2021	All Except: 7, 11, 18, 27, 32, 34, 51, 52, 54, 61	1	1	Employee Referral
Yes	489 - Producer Editor	July 30, 2021	September 13, 2021	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	2	1	In House
Yes	490 - Strategic Digital Sales Account Executive	August 5, 2021	October 11, 2021	All Except: 7, 11, 18, 27, 32, 34, 51, 52, 54, 61	5	1	Client Referral
Yes	491 - Multimedia Journalist	August 26, 2021	March 22, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	4	1	LinkedIn
Yes	492 - Producer - Video Journalist	August 24, 2021	October 25, 2021	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	2	1	Indeed.com
Yes	493 - Production Assistant (2 Positions Available)	August 24, 2021	September 14, 2021 & September 24, 2021	All Except: 7, 11, 18, 27, 32, 34, 51, 52, 54, 61	4	2	NCDOL/ESC/Indeed.com
Yes	494 - Multimedia Account Executive (2 positions Available)	September 13, 2021	11/23/2021 - 2 hired same day	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	13	2	Indeed.com
Yes	495 - Broadcast IT Manager	October 11, 2021	October 25, 2021	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	2	1	Indeed.com
Yes	496 - Master Control Operator	October 15, 2021	December 8, 2021	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	1	1	In House
Yes	497 - Production Assistant	October 15, 2021	November 15, 2021	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	2	1	Indeed.com
Yes	498 - Promotions Producer	November 12, 2021	December 16, 2021	All Except: 5, 7, 11, 18, 19, 27, 32, 34, 51, 52, 54, 61	4	1	Indeed.com
Yes	499 - Chief Engineer	November 17, 2021	December 16, 2021	All Except: 7, 11, 18, 19, 27, 32, 34, 51, 52, 54	1	1	In House
Yes	500 - Production Assistant	December 7, 2021	December 20, 2021	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	1	1	WWAYTV3.com
Yes	501 - Web Content Producer - Meteorologist	December 14, 2021	February 1, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	1	1	In House
Yes	502 - Strategic Digital Sales Account Executive	December 16, 2021	Closed - Not Filled / No Longer Needed	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	0	0	N/A
Yes	503 - Production Assistant	December 30, 2021	February 1, 2022	All Except: 7, 11, 18, 19, 27, 32, 34, 51, 52, 54, 61	2	1	Indeed.com
Yes	504 - Master Control Operator	December 30, 2021	January 12, 2022	All Except: 7, 11, 18, 19, 27, 32, 34, 51, 52, 54, 61	1	1	Indeed.com
Yes	505 - Digital Operations Specialist	January 7, 2022	April 13, 2022	All Except: 7, 11, 18, 19, 27, 32, 34, 54, 61	11	1	Indeed.com
Yes	506 - News Producer	January 7, 2022	March 17, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	1	1	In House
Yes	507 - Building Maintenance Engineer	February 1, 2022	April 20, 2022	All Except: 7, 11, 18, 19, 27, 32, 51, 52, 54, 61	2	1	WWAYTV3.com
Yes	508 - Production Assistant (3 Positions Available That Took Multiple Months to Fill)	February 1, 2022	March 14, 2022, April 4, 2022, & May 2, 2022	All Except: 7, 11, 18, 19, 27, 32, 51, 52, 54, 61	7	3	Indeed.com/WWAY Careers
Yes	509 - Evening Anchor	February 16, 2022	April 4, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	5	1	In House
Yes	510 - Sales Assistant	February 16, 2022	April 11, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	10	1	Indeed
Yes	511 - Master Control Operator	February 17, 2022	March 16, 2022	All Except: 7, 11, 18, 19, 27, 32, 34, 51, 52, 54, 61	1	1	Indeed.com
Yes	512 - Receptionist - Administrative Assistant	February 24, 2022	March 14, 2022	All Except: 7, 11, 18, 19, 27, 32, 34, 51, 52, 53, 54, 61	6	1	Indeed.com
Yes	513 - Multimedia Account Executive	March 18, 2022	June 20, 2022	All Except: 7, 11, 18, 27, 32, 51, 52, 54, 61	12	1	Indeed.com
Yes	514 - Digital Sales Manager	April 27, 2022	May 23, 2022	2, 4, 5, 6, 8, 12, 13, 19, 20, 21, 24, 26, 28, 29, 32, 48, 49, 53	3	1	In House
Yes	515 - Sales Assistant	May 25, 2022	June 27, 2022	All Except: 7, 11, 22, 34, 51, 52, 54, 61	14	1	Indeed.com
Yes	516 - Multimedia Journalist	June 9, 2022	Still Open As of July 26, 2022	All Except: 11, 13, 22, 24, 51, 52, 61	0	0	N/A
Yes	517 - Multimedia Account Executive	June 21, 2022	Still Open As of July 26, 2022	All Except: 7, 11, 14, 22, 24, 34, 51, 52, 54, 61	0	0	N/A
Yes	518 - Producer / Editor	June 22, 2022	July 18, 2022	All Except: 7, 11, 22, 24, 51, 52, 54, 61	1	1	Indeed.com

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Number	Recruitment Source	Contact	Total Interviewed	Entitled to Notification?
1	Arizona State University	1151 S Forest Ave. #329, Tempe, AZ 85287 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
2	Bladen Community College	PO Box 266, Dublin, NC 28332 <a href="mailto:bladen@bladencc.edu">bladen@bladencc.edu</a>	0	N
3	Boston University	595 Commonwealth Avenue, Boston, MA 02215 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
4	Brunswick Community College	PO Box 30 Supply, NC 28462 <a href="mailto:janthom@brunswickcc.edu">janthom@brunswickcc.edu</a>	0	N
5	Cape Fear Community College	411 N. Front Street Wilmington NC 28401 <a href="http://www.collegecentral.com/cfcol">www.collegecentral.com/cfcol</a>	0	N
6	Central Carolina Community College	11054 Kelley Dr Sanford, NC 27330 <a href="mailto:rparker@ccc.edu">rparker@ccc.edu</a>	0	N
7	Client Referral	N/A	2	N
8	Coastal Carolina Community College	444 Western Blvd. Room 108, Jacksonville, NC 28546 <a href="mailto:career@coastalcarolina.edu">career@coastalcarolina.edu</a>	0	N
9	Coastal Carolina University	PO Box 261954, Conway, SC 29528 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
10	Coker College	300 East College Ave Hartselle SC 29550 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
11	Drop In	N/A	0	N
12	Eliot University	100 Campus Drive, Eliot, NC 27244 <a href="http://www.eliot-univ.com/employment">www.eliot-univ.com/employment</a>	0	N
13	Employee Referral	N/A	2	N
14	East Carolina University	701 East 5th Street, Greenville, NC 27838 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
15	Eastern Kentucky University	216 Park Dr., CPO #2 Whitlock Building, Room 468, Richmond, KY 40475 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
16	Florida State University	32206 100 S Woodcrest Ave, Tallahassee, FL 32304 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
17	Francis Marion University	PO Box 100547, Florence SC 29501-0547 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
18	Full Sail University	3300 University Boulevard, Winter Park, FL 32792 <a href="http://www.fullsail.com">www.fullsail.com</a>	0	N
19	High Point University	833 Montieu Ave., High Point, NC 27422 <a href="mailto:career@highpoint.edu">career@highpoint.edu</a>	0	N
20	Indeed Website	N/A <a href="http://www.indeed.com">www.indeed.com</a>	88	N
21	In House	N/A	10	N
22	Intern	N/A	0	N
23	Louisiana State University	198 LSU Student Union Building, Baton Rouge, LA 70803 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
24	Media Lite	1209 Wood Valley Road, Augusta, GA 30909 <a href="mailto:media@medialite.com">media@medialite.com</a>	0	N
25	Midlands Technical	PO Box 2438 Columbia SC 29202 <a href="mailto:jobpost@midlandstech.edu">jobpost@midlandstech.edu</a>	0	N
26	Mitler Motte Business College	5000 Market Street Wilmington NC 28405 <a href="mailto:rachel_merritt@mitler-motte.edu">rachel_merritt@mitler-motte.edu</a>	0	N
27	Morris College	100 W. College Street, Sumter, SC 29150 <a href="mailto:janegh@morris.edu">janegh@morris.edu</a>	0	N
28	NC Dept of Commerce, DIV Workforce (ESC)	5300-7 Main Street, Charlotte, NC 27470 <a href="mailto:marcell_hatten@nccommerce.com">marcell_hatten@nccommerce.com</a>	1	N
29	NC State	2831 Thurman Drive, Raleigh, NC 27695 <a href="mailto:CareerServices@ncsu.edu">CareerServices@ncsu.edu</a>	0	N
30	Northwestern University	620 Lincoln St., Evanston, IL 60001 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
31	Ohio State University	1640 Neil Ave., Columbus, OH 43210 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
32	Other	N/A	0	N
33	Temple University	1913 N Broad St., Philadelphia, PA 19122 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
34	TV Jobs	tvjobs.com <a href="mailto:edmon@tvjobs.com">edmon@tvjobs.com</a>	0	N
35	The University of Colorado Boulder	2249 Willard Loop Dr., Boulder, CO 80305 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
36	The University of Georgia	825 S. Lumpkin St., Athens, GA 30602 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
37	The University of Kentucky	408 Rose St., Lexington, KY 40508 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
38	The University of Missouri-Columbia	309 Lowry Mall, Columbia, MO 65211 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
39	The University of Mount Olive	634 Henderson Street, Mt. Olive, NC 28365 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
40	The University of Oklahoma	900 Asp Ave #125, Norman, OK 73019 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
41	The University of South Carolina	1322 Greene Street, Columbia, SC 29208 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
42	UNC Charlotte	5201 University City Blvd., Charlotte, NC 28223 <a href="http://www.career.uncc.edu/hire-a-ringer">www.career.uncc.edu/hire-a-ringer</a>	0	N
43	UNC Chapel Hill	Howell Hall Campus, Box 3365, Chapel Hill, NC 27599 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
44	UNC Greensboro	1 Elliott University Center-Ground Floor, Greensboro, NC 27402 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
45	UNC Pembroke	1 University Drive, Pembroke, NC 28372 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
46	UNC Wilmington	601 S. College Road, Wilmington, NC 28403 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
47	Valparaiso University	1509 Chapel Dr., Hanes Union Room 100, Valparaiso, IN 46383 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
48	Voorhees College	PO Box 678 Denmark SC 29542 <a href="mailto:humanresources@voorhees.edu">humanresources@voorhees.edu</a>	0	N
49	Western Carolina University	206 Milliam Annex, Cullowhee, NC 28723 <a href="http://www.careers.wcu.edu">www.careers.wcu.edu</a>	0	N
50	Western Kentucky University	1506 College Heights Blvd., Bowling Green, KY 42101 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
51	WWAYTV3 Facebook	N/A	0	N
52	WWAYTV3 Twitter	N/A	0	N
53	WWAY TV3 Website	N/A <a href="http://WWW.WWAYTV3.COM">WWW.WWAYTV3.COM</a>	9	N
54	Spotts N Dots	N/A	0	N
55	UNC Asheville	1 University Heights, Asheville, NC 28804 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
56	Chaffin University	400 Macedonia Street, Orangeburg, SC 29115 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
57	Stony Brook University	Stony Brook, NY 11794 <a href="http://www.johndhandshake.com">www.johndhandshake.com</a>	0	N
58	WWAYTV Job Fair	N/A <a href="http://www.wwaytv.com/jobfair">www.wwaytv.com/jobfair</a>	0	N
59	Morris Multimedia	27 Abercorn Street, Savannah, GA 31401 <a href="http://www.morrismultimedia.com/broadcast">www.morrismultimedia.com/broadcast</a>	0	N
60	WXV	14531 Hwy 49 North Gulfport, MS 39063 <a href="http://www.wxv.com/jobfair">www.wxv.com/jobfair</a>	0	N
61	Media Recruiter	6702 Spicewood Dr Harlingen, TX 78502 <a href="mailto:rt1@mediarecruiter.com">rt1@mediarecruiter.com</a>	0	N

62	JazzHR	N/A	<a href="http://www.jazzhr.com">www.jazzhr.com</a>	6	N
63	Youtube	N/A	<a href="http://www.youtube.com/jcdg">www.youtube.com/jcdg</a>	3	N
64	LinkedIn	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>	4	N
	WTVO	6940 Main O Vlar Blvd, Lexington, KY 40509	<a href="http://www.wtvo.com">www.wtvo.com</a>	1	N

**Name of Initiative: 1**

**Speakers Bureau**

**Date of Initiative:**

**7/27/21-7/28/22**

**Description of Initiative:**

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.

**Scope of employment unit's participation:**

During the reporting period, WWAY personnel spoke at the following events/organizations:

Special Needs Holiday Market  
Thalian Association Community Theatre  
American Legion Post 167  
Leland Hurricane Expo  
VFW Post 12196  
Habitat for Humanity Brunswick Co.  
Knights of Columbus  
Champions of Compassion  
Upscale/Resale Design Challenge for Cape Fear Habitat for Humanity  
Girls Leadership Academy of Wilmington  
Malpass Corner Elementary School  
NC Azalea Festival Parade Emcees

The Salvation Army of the Cape Fear  
Red Cross Blood Drive  
NC Rice Festival  
Children's Museum of Wilmington  
Mary C Williams Elementary School  
Columbus Career & College Academy Career Day  
City of Southport Hurricane Expo  
Brunswick Community College Foundation Fundraiser  
American Legion Blood Drive  
VFW Leland Lodge Blood Drive  
Autism Society of NC Charity Run  
City of Leland EMA Hurricane Expo

100 Black Men of Coastal North Carolina Golf Event  
Knights of Columbus Council 1074 Golf Tournament Promo  
NC Public Relations Society of America PR Lunch & Learn Event  
Make A Wish Eastern NC - Wish Upon A Chef Event  
Special Needs Holiday Market with Freedom Baptist Church in Wilmington  
Communities in Schools of the Cape Fear at Burgaw Middle

**Description of Initiative:**  
Monthly station tours given to civil groups and school groups.

Temporarily Suspended due to Covid

**Name of Initiative: 2.**

**Date of Initiative:**

**WWAY Station Tours**

**7/27/21-7/28/22**



**Name of Initiative: 4**

**Job Fairs**

**Description of Initiative:**

Creative Services/Promotions Manager

WWAY Virtual Job fair

**Date of Initiative: Ongoing**

Link: <https://www.wwaytv.com/jobfair>

**Description of Initiative:**

Scope of employment unit's participation:

WXXV Virtual Job fair

**Date of Initiative: Ongoing**

Link: <https://www.wxxv.com/jobfair>

**Description of Initiative:**

Scope of employment unit's participation:

Local Community College Job Fair

C/CC Career Development Career Fair

**Date of Initiative: 4/8/22**

**Titles of station personnel involved in initiative:**

News Director  
Chief Engineering  
General Sales Manager  
Creative Services/Promotions Manager

**Name of Initiative: 5.**

**Internship Program**

**Date of Initiative:**

**7/27/21-7/28/22**

**Description of Initiative:**

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 services announcements, and basic web updates.

News Internship-

Gains specific knowledge of how the news desk operates as well as the overall television news operations, 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-

Receives training on how to operate television broadcast equipment including teleprompter and studio cameras; attends post-newscast meetings; observes every aspect of the production department

Sports Internship-

Gains knowledge of how a sportscast is produced and broadcast. Student is trained to edit, conduct interviews in the field, write scripts and learn to do stand-ups

Meteorologist Internship-

Intern learns the various tasks involved in typical Broadcast Meteorologist's job. Interns observe how analyze weather data through various websites and use meteorological theory to formulate a forecast. learn how to create and produce weather graphics through our graphics systems, observe weather presentations and practice their own delivery on the key wall to strengthen their own communications skills in delivering a weather presentation to the public.

Sales Internship-

Provided knowledge of how the sales department operates including but not limited to: how to gain new clients and grow current clients, creating new schedules, budget assignments, and basic sales product knowledge.

**Scope of employment unit's participation:**

Limited due to Covid

WWAY has had a long and active internship program, providing hands-on television broadcast experience for college students. Interns during the reporting period included:

Interns during the reporting period include:

**News:**  
UNC Charlotte

**Meteorology:**  
UNC Wilmington

**News:**  
UNC Wilmington