

EEO Public File Report

WWAY-TV, Wilmington, NC
July 27, 2015 - July 26, 2016

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	Recruitment Source
Yes	340 - Multimedia Journalist	June 2, 2015	September 4, 2015	All except: 2,5,12,13,19,26,28,29,30,34, 37,39, 40,41,42,43,44	11	1	TV Jobs
Yes	341 - Account Executive	July 14, 2015	September 8, 2015	All except: 3,5,12,26,28,29,30,34,37,38, 40,41,42,43,44	2	1	WWAYTV3.COM
Yes	342 - Chief Engineer	July 17, 2015	September 8, 2015	All Except: 3,5,12,13,26,28,29,30,34,37,38,41,42,43,44	4	1	Employee Referral
Yes	343 - News Producer	September 1, 2015	October 1, 2015	All Except: 3,5,12,13,23,26,28,29,30,34,37,38,40,41,42,43,44	5	1	Employee Referral
Yes	344 - Account Executive	September 11, 2015	November 1, 2015	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43,44	2	2	Indeed Indeed
Yes	345 -Promotions Producer	December 4, 2015	Did Not Fill	All Except: 3,5,23,26,28,29,30,34,37,38,40,41,42,43,44	5	0	
Yes	346 - Account Executive	February 3, 2016	April 4, 2016 July 15, 2015	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43,44	2	2	Indeed Indeed
Yes	347 - Marketing/Promotions Director	February 8, 2016	March 1, 2016	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43	2	1	Employee Referral
Yes	348 - Digital Marketing Specialist	February 4, 2016	Did Not Fill	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43	0	0	
Yes	350 - Morning News Anchor/Reporter	February 23, 2016	May 13, 2016	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43,44	5	1	TV Jobs
Yes	351 - Promotions Producer	April 1, 2016	May 11, 2016	All Except: 3,5,12,23,26,28,29,30,34,37,38,40,41,42,43,44	9	1	Indeed
Yes	352 - Multimedia Account Executive	April 22, 2016	June 6, 2016	All Except: 5,23,37,38,40,	13	4	Indeed Indeed
Yes	353 - Local Sales Manager	May 12, 2016	June 13, 2016	All Except: 5,23,40,42,43,44	10	1	Indeed
Yes	354 - Evening News Anchor	May 3, 2016	June 16, 2016	All Except: 5,23,37,38,39,40,41,42,43,44	4	1	Indeed
Yes	355 - Morning Meteorologist/Co-Anchor	May 12, 2016	July 1, 2016	All Except: 5,23,37,38,39,40,41,42,43,44	6	1	TV Jobs
Yes	356 - Promotions Producer	June 9, 2016	June 28, 2016	All Except: 5,23,37,38,39,40,41,42,43,44	7	1	Indeed
Yes	357 - Graphic Artist	June 15, 2016	Still Open	All Except: 5,23,37,38,39,40,41,42,43,44			
Yes	358 - Multimedia Account Executive	June 23, 2016	Still Open	All Except: 5,23,37,38,39,40,41,42,43,44			
Yes	359 - Multimedia Journalist	June 30, 2016	Still Open	All Except: 5,23,37, 38,39,40,41,42,43,44			
*See Attached List of Recruitment Sources for Contact Information							

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Number	Recruitment Source			Contact	Total Interviewed	Entitled to Notification?
1	Bladen Community College	PO Box 266, DUBLIN, NC 28332		Tommy Raines 910863-6002		N
2	Brunswick Community College	PO Box 30 Supply, NC 28462	coxc@brunswickcc.edu	Christen Cox 800-754-1050		N
3	Cape Fear Community College	411 N. Front Street Wilmington NC 28401	www.cfcc.edu , dewilson107@cfcc.edu	David Wilson 910-362-7846		N
4	Central Carolina Community College	11054 Kelley Dr Sanford, NC 27330	mparker@cccc.edu	Mary Parker 919-775-5401		N
5	Client Referral	N/A			2	N
6	Coastal Carolina Community College		careerservices@coastalcarolina.edu	Dr. James Anderson 910-938-6761		N
7	Coker College	300 East College Ave Hartsville SC 29550	inere@coker.edu	Jeremy Nere 843-383-8185		N
8	Drop In	N/A				N
9	Elon University		careerservices@elon.edu	Career Services 336-278-5724		N
10	Employee Referral (Breakroom posting)	N/A			8	N
11	Francis Marion University	PO Box 100547, Florence SC 29501-0547	rmiller@fmarion.edu	Ronald Miller 800-368-7551		N
12	High Point University		careerservices@highpoint.edu	Bridget Holcomb		N
13	Indeed Website	indeed.com		www.indeed.com	46	N
14	In House (Breakroom posting)	N/A			3	N
15	Intern	N/A				N
16	Media Line	medialine.com	medialine@medialine.com	Don Matthews 706-364-7564		N
17	Midlands Technical	PO Box 2408 Columbia SC 29202	jobpost@midlandstech.edu	Janet Walker 803-822-3538		N
18	Miller Motte Business College	5000 Market Street Wilmington NC 28405	rachel.merritt@miller-motte.edu	Rachel Merritt 910-392-4660		N
19	Morris College	Career Planning Media Center Sumter SC 29150		Dr. Gloria Seabrook-Wright 803-773-3687		N
20	National Assc of Broadcasters	1771 N Street NW Washington DC 20036	rmann@nab.org	Nate Mann 212-558-5300		N
21	National Urban League	120 Wall St, FL 7 New York NY 10005-3902		recruitment1@nul.org 212-558-5300		N
22	NC Dept of Commerce, DIV Workforce (ESC)		joseph.stanley@nccommerce.com	Joseph Stanley 910-251-5777		N
23	Other	N/A				N
24	State Conference NAACP	PO Box 1148 Columbia SC 29202				N
25	The Links, INC	1200 Massachusetts Ave Washington DC 20001		Eris T. Sims 202-842-8686		N
26	The University of Mount Olive		mmcmurry@umo.edu	Marna McMurry 910-256-0255		N
27	UNC Chapel Hill	School of Journalism - PO Box 3365 Chapel NC 27599-3365		Amy Wittmayer 919-962-3593		N
28	UNC Charlotte		jnovak4@uncg.edu	Jim Novak 704-687-0795		N
29	UNC Greensboro		knqoise@uncg.edu	336-334-5454		N
30	UNC Pembroke		brenda.bullard@uncc.edu	901-521-6270		N
31	UNC Wilmington	4716 Alderman DR Wilmington NC 28403	careercenter@uncw.edu	910-962-3174		N
32	United Negro College Fund	120 Wall Street Floor 10 NY NY 10005-3902		career Planning 800-331-2244		N

33	<u>Voorhees College</u>	P-O Box 678 Denmark SC 29042	lsalley@voorhees.edu	Gerald De Vaughn 803-798-3351		N
34	<u>Western Carolina University</u>		careerservices@wcu.edu	Theresa Cruz Paul 828-227-7133		N
35	<u>WWAY TV3 Website</u>	N/A		wwaytv3.com 910-762-8581	1	N
36	<u>Craigslist</u>	N/A			1	N
37	<u>Spots N Dots</u>	spotsndot.com		Ben Croom 800-368-7551	4	N
38	<u>602 Communications</u>		Gnewel@602communications.com	Gnewel@602communications.com		N
39	<u>TV Jobs</u>	tvjobs.com	admin@tvjobs.com		19	N
40	<u>Society of Broadcast Engineers</u>				3	N
41	<u>Cape Fear Jobs</u>	capefearjobs.com		910-782-2142		N
42	<u>NC State</u>		Careerservices@ncsu.edu			N
43	<u>Northeastern University</u>		cnelso@husky.neu.edu			N
44	<u>The Leadership Institute</u>			202-842-8686		N

Name of Initiative: 1.

Speakers Bureau

Date of Initiative:

7/27/15-7/26/16

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:

Thalian Association - It Takes Two: Take Three	Wilmington School of Ballet	Azalea Festival Home Tour
Muscular Dystrophy Assc. Toast to Life Gala	Alderman School	Cape Fear Garden Club
Children's Museum of ILM	Salvation Army	Make a Wish
Pleasure Island Seafood Blues & Jazz Festival	Union Elementary School	Downtown Sundown 7/12
Novant Health Foundation Glitz, Glamour & Glow Event	Thalian Association Community Theater	
Women of Hope Hope Ball	Osher Life Long Learning	
The Care Project Gala	Taking Control of Your Health Fair	
Hope Harbor Biker Rally	Wilmington Wine and Chocolate Festival	
Coker College Questionnaire	Evergreen Elementary	
NC Kids Fashion Weekend Fashion Show	Staycation	
Relay for Life Cancer Society	Brunswick Community College	
Oasis Center for Autism	Habitat for Humanity	
Wilma Expo	Read Across America	
Women of Hope luncheon	Wilmington Biz Expo	
New Hanover Law Enforcement	Read Across America	
Women of Hope Champion of Hope committee	WRAAP	
Wilmington Railroad Museum	Union Baptist Church	
The Nutcracker 12/19	Hometown Hero's	
The Nutcracker 12/20	Walk MS	
NC School PR Association	Wilmington Symphony	
Town Creek Elementary	Pender County Spring Festival	
Wilmington Chamber of Commerce	Lower Cape Fear Historical Society Shrimp-a-roo	
Cape Fear Elementary	Downtown Sundown 6/24	
Hometown Hearos	Wilmington Biz Expo Lunch	

Name of Initiative: 2.

Job Shadowing

Date of Initiative:

7/27/15-7/26/16

Description of Initiative:

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.

Scope of employment unit's participation:

Allows students to shadow an employee/department in the broadcast career of interest

In addition, shadows attend news planning meetings with key news personnel; sit at the assignment desk and talk to producers.

NONE

Name of Initiative: 3.

Training Program

Date of Initiative:

July 27, 2015 - July 26, 2016

Description of Initiative:

Training is ongoing, including out of station classes/seminars, and in-house coaching.

Scope of employment unit's participation:

Training during the reporting period included:

Sales Training 9/29/15

Sales Manager
AE
Digital Specialist
AE
AE
AE

System 21 - Sales 11/18/15 & 11/19/15

Local Sales Manager
Digital Specialist
Sr AE
AE
AE
AE
AE
AE

Variation Reports 11/30/15

Mater Control Op
Operations Manager

Variation Reports 12/1/15

Mater Control Op
Operations Manager

Virtual Set Operations 12/8/15

Operations Manager
PA

Master Control Training 1/6/16

Operations Manager
Master Control Op

Mock News Training 1/11/16

Report
Reporter
Producer
PA
PA
Operations Manager
PA
Intern
Production Supervisor

Mock News 1/18/16

Reporter
Producer
Intern
Production Supervisor
PA
PA
Reporter
PA
Reporter
Producer

Dejero SDI Set-Up 1/7/16

Reporter
Reporter
Producer
Producer
Anchor
Managing Editor
Producer

Dejero SDI Set-Up 1/7/16

Producer
Intern
Anchor
Videojournalist

Media Vault Training 1/27/16

Reporter
Reporter
Meteorologist
Producer
Reporter
Producer
Managing Editor
Producer
Reporter
Anchor
Reporter
Producer
Anchor

Dejero & Generator Training 1/22/16

Reporter
Reporter
Managing Editor
Producer
Producer
Intern
Meteorologist
Anchor
Reporter
Meteorologist
Producer

AdMall 2/3/16

Local Sales Manager
AE
AE
AE
AE
AE
AE
AE
AE
AE

Master Control Training 1/7/16

Operations Manager
Master Control Op

Master Control Training 1/8/16

Operations Manager
Master Control Op

Master Control Training 1/9/16

Operations Manager
Master Control Op

Master Control Training 1/10/16

Operations Manager
Master Control Op

AdMall 2/17/16

Local Sales Manager
AE
AE
AE
AE
AE
AE
AE

AdMall 2/25/16

Local Sales Manager
AE
AE
AE
AE
AE
AE
AE

AdMall 3/2/16

Local Sales Manager
AE
AE
AE
AE
AE
AE
AE

OSI 3/26/16

Marketing Director

Social News Desk 4/7/16

Promotions Manager
Creative Service Producer
Creative Service Producer

Rentrak 4/6/16

AE
AE
National Sales Manager

Wide Orbit 4/6/16

AE
AE
National Sales Manager

ABC Affiliate Training 4/12/16

Promotions Manager

Tricaster Training 4/14/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer

Social News Desk 4/7/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer
Creative Service Producer

Camera Training 4/14/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer

Film Mentoring Program 4/14/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer
Creative Service Producer

MGNONLINE.COM , Image & Video Rights 4/13/16

Reporter
Reporter
Meteorologist
Managing Editor
Reporter
Reporter
Producer
Producer
Anchor
Anchor
Anchor

Camera/Equipment 5/18/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer

Creative Design 5/17/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer

Weather Camera 5/17/16

Promotions Manager
Creative Service Producer
Creative Service Producer
Creative Service Producer

Weather Camera 5/16/16

Creative Service Producer
Creative Service Producer
Creative Service Producer

OSI 6/21/16

Creative Service Producer

Ad Server Training 6/30/16

Director of Digital Operations

Admall 7/7/16

AE
AE
AE
AE

Rentrak 7/7/16

AE
AE
AE
AE

OSI 7/12/16

AE
AE
AE
AE

Promotions Manager

OSI Training 7/15/16

Traffic Manager
Local Sales Manager

OSI 7/11/16

Traffic Manager
Traffic Assistant

VizRT 1/28/16
Operations Manager
Production Supervisor

Router Training 1/29/16
Operations Manager
Master Control Op

Field 59 2/2/16
Production Manager
Operations Manager

Mock Show 1/20/16
Reporter
Reporter
PA
PA
PA
PA

Mock Show 1/13/16
Reporter
reporter
Intern
PA
PA
PA
Operations Manager

Mock Show 1/13/16
Reporter
reporter
Intern
PA
PA
PA
Operations Manager

Mock Show 1/14/16
Reporter
reporter
reporter
Intern
PA
PA
PA

Name of Initiative: 3. (Cont.)

Date of Initiative:

Mock Show 1/14/16
Reporter
reporter
reporter
Intern
PA
PA
PA
PA

Mock Show 1/21/16
Reporter
Reporter
Reporter
Production Specialist
PA
PA

Mock Show 1/25/16
Production Specialist
PA
PA
PA
PA

Training Program (Cont.)

7/27/15-7/26/16

OSI 6/9/16
Promotions Manager

Promotion Producers Light Meter 6/9/16
Operations Manager
Promotions Manager

VizRT 6/9/16
Operations Manager
Promotions Manager

News Training 6/20/16-6/24/16 Daily
Operations Manager
PA

News Training 6/27/16-7/1/16 Daily
Operations Manager
PA

News Training 7/3/16
Operations Manager
PA

Teleprompter 6/27/16-7/1/16
PA
PA

Teleprompter 7/7/16
PA
PA

Description of Initiative: Cape Fear Community College Job Fair

Scope of employment unit's participation:
WWAY had booth set up at job fair to recruit applicants for various job openings

Names and titles of station personnel involved in initiative:
Business Manager
Production Manager
Chief Engineer
News Director
Operations Manager

Name of Initiative: 4. **Job Fair**
Date of Initiative: 4/18/2016

Description of Initiative: UNCW Career Event

Scope of employment unit's participation:
WWAY had a booth set up at job fair to recruit applicants for various job openings

Names and titles of station personnel involved in initiative:
Local Sales Manager
General Manager
ChartLocal Director

Name of Initiative: 4. **Job Fair**
Date of Initiative: 10/21/2015

Name of Initiative: 5.

Internship Program

Date of Initiative:

7/27/15-7/26/16

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

Scope of employment unit's participation:

providing hands-on television broadcast experience for college

News -

Washington State University	1
Western Carolina University	2
Elon University	1
University of North Carolina at Greensboro	1
University of North Carolina at Pembroke	1
East Carolina University	1
North Carolina State University	1
University of North Carolina at Wilmington	4
Cape Fear Community College	1

News Production -

Cape Fear Community College	1
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