

EEO Public File Report

WWAY-TV, Wilmington, NC  
July 27, 2016 - July 26, 2017

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	357 - Graphic Artist	August 15, 2016	December 1, 2016	All Except: 5,8,15,23,32,37,38	10	1	Full Sail University.
Yes	358 - Multimedia Account Executive	June 23, 2016	September 2, 2016	All Except: 5,8,15,23,32,37,38	2	1	WWAYTV3 Website
Yes	359 - Multimedia Journalist (2 openings)	June 30, 2016	8/11/2016 & 8/29/16	All Except: 5,8,15,23,37,38	6	2	WWAYTV3 Website
Yes	361 - Multimedia Account Executive	August 15, 2016	November 14, 2016	All Except: 5,8,15,23,32,37,38	3	1	Employee Referral
Yes	362 - Web Content Producer	August 26, 2016	December 19, 2016	All Except: 5,8,15,23,32,37,38	5	1	Indeed.com
Yes	363 - Promotions Producer	September 7, 2016	September 26, 2016	All Except: 5,8,15,23,32,37,38	14	1	Indeed.com
	Numbers 364-368 not used				NA	NA	NA
Yes	369 - Receptionist/Administrative Assistant	October 4, 2016	December 16, 2016	All Except: 5,8,15,23,32,37	2	1	First Premier
Yes	371 - Building Maintenance Engineer	November 8, 2016	January 3, 2017	All Except: 5,8,15,16,23,32,37,38	7	1	Indeed.com
Yes	372- Digital Operations Specialist	December 10, 2016	December 5, 2016	All Except: 5,8,15,16,23,32,37,38	5	1	Employee Referral
Yes	373 - Production Assistant	October 20, 2016	December 20, 2017	All Except: 5,8,15,16,23,37,38	9	1	Indeed.com
Yes	374 - Master Control Operator	October 20, 2016	December 28, 2016	All Except: 5,8,15,16,23,32,37,38	3	1	Indeed.com
Yes	375- Multimedia Journalist	December 19, 2016	February 6, 2017	All Except: 5,8,15,16,23,37,38	4	1	TVJobs.com
Yes	376- Multimedia Account Executive	December 26, 2016	June 16, 2017	All Except: 5,8,15,16,23,32,37,38	11	1	Indeed.com
Yes	377 - Sports Reporter/Anchor	February 17, 2017	April 4, 2017	All Except: 5,8,15,16,23,37,38	3	1	In House
Yes	378 - Web Content Producer	March 10, 2017	April 5, 2017	All Except: 5,8,15,16,23,32,37,38	1	1	In House
Yes	379 - Multimedia Journalist	March 10, 2017	April 6, 2017	All Except: 5,8,15,16,23,37,38	1	1	Intern

Yes	382 - Newscast Production Assistant	March 23, 2017	April 10, 2017	All Except: 5,8,15,16,23,37,38	1	1	Indeed.com	
Yes	383 - Sales/Traffic Assistant	March 31, 2017	April 17, 2017	All Except: 5,8,15,16,23,32,37,38	3	1	Facebook	
Yes	384 - Weekend Anchor/Reporter	April 5, 2017	June 5, 2017	All Except: 5,8,15,16,23,37,38	2	1	WWAYTV3 Website	
Yes	385 - Weekend Meteorologist/Reporter	April 5, 2017	April 27, 2017	All Except: 5,8,15,16,23,37,38	2	1	Employee Referral	
Yes	386 - Producer/Editor	April 13, 2017	April 25, 2017	All Except: 5,8,15,16,23,37,38	2	1	TVJobs.com	
Yes	388 - Digital Operations Specialist	May 8, 2017	June 12, 2017	All Except: 5,8,15,16,32,37,38	6	1	Recruited from LinkedIn	
Yes	389 - News Producer	May 12, 2017	May 26, 2017	All Except: 5,8,15,16,23,37,38	1	1	Employee Referral	
Yes	390 - Wordpress Web Developer/Designer	May 30, 2017	June 12, 2017	All Except: 5,8,15,16,32,37,38	1	1	Recruited from LinkedIn	
Yes	391 - Promotions-Creative Services Director	May 30, 2017	June 15, 2017	All Except: 5,8,15,16,23,32,37,38	1	1	WWAYTV3 Website	
Yes	392 - Production Assistant	June 27, 2017	June 28, 2017	14,31,35	1	1	Indeed.com	
Yes	393 - Custodian/Building Maintenance Engineer	June 30, 2017	Still Open	All Except: 5,8,15,16,23,32,37,38				
Yes	394 - Creative Services/Promotions Producer	July 3, 2017	Still Open	All Except: 5,8,15,16,23,32,37,38				
*See Attached List of Recruitment Sources for Contact Information					106	27		

**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	<a href="mailto:trains@bladenc.edu">trains@bladenc.edu</a>	Tommy Raines 910-863-6002		N
2	Brunswick Community College	PO Box 30 Supply, NC 28462	<a href="mailto:gidlowk@brunswickcc.edu">gidlowk@brunswickcc.edu</a>	Kelly Gidlow 800-754-1050		N
3	Cape Fear Community College	411 N. Front Street Wilmington NC 28401	<a href="http://CFCC-CSM.SYMPPLICITY.COM">CFCC-CSM.SYMPPLICITY.COM</a>	David Wilson 910-362-7846		N
4	Central Carolina Community College	11054 Kelley Dr Sanford, NC 27330	<a href="mailto:mparker@cccc.edu">mparker@cccc.edu</a>	Mary Parker 919-775-5401		N
5	Client Referral	N/A			1	N
6	Coastal Carolina Community College	<a href="mailto:careerservices@coastalcarolina.edu">careerservices@coastalcarolina.edu</a>		Dr. James Anderson 910-938-6761		N
7	Coker College	300 East College Ave Hartsville SC 29550	<a href="mailto:jnere@coker.edu">jnere@coker.edu</a>	Jeremy Nere 843-383-8185		N
8	Drop In	N/A				N
9	Elon University	<a href="http://myinterfase.com/elon/employer">myinterfase.com/elon/employer</a>		Career Services 336-278-5724		N
10	Employee Referral (Breakroom posting)	N/A			17	N
11	Francis Marion University	PO Box 100547, Florence SC 29501-0547	<a href="mailto:rmiller@fmarion.edu">rmiller@fmarion.edu</a>	Ronald Miller 800-368-7551		N
12	High Point University	<a href="mailto:careerservices@highpoint.edu">careerservices@highpoint.edu</a>		Bridget Holcomb		N
13	Indeed Website	indeed.com		<a href="http://www.indeed.com">www.indeed.com</a>	50	N
14	In House (Breakroom posting)	N/A				N
15	Intern	N/A			2	N
16	Media Line	medialine.com	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	Don Matthews 706-364-7564		N
17	Midlands Technical	PO Box 2408 Columbia SC 29202	<a href="mailto:jobpost@midlandstech.edu">jobpost@midlandstech.edu</a>	Janet Walker 803-822-3538		N
18	Miller Motte Business College	5000 Market Street Wilmington NC 28405	<a href="mailto:rachel.merritt@miller-motte.edu">rachel.merritt@miller-motte.edu</a>	Rachel Merritt 910-392-4660		N
19	Morris College	Career Planning Media Center Sumter SC 29150	<a href="mailto:gwright@morris.edu">gwright@morris.edu</a>	Dr. Gloria Seabrook-Wright 803-773-3687		N
20	National Assc of Broadcasters	1771 N Street NW Washington DC 20036	<a href="mailto:nmann@nab.org">nmann@nab.org</a>	Nate Mann 212-558-5300		N
22	NC Dept of Commerce, DIV Workforce (ESC)	<a href="mailto:joseph.stamley@nccommerce.com">joseph.stamley@nccommerce.com</a>		Joseph Stanley 910-251-5777		N
23	Recruited from LinkedIn	N/A			8	N
24	The University of Mount Olive	<a href="mailto:mmcmurry@umo.edu">mmcmurry@umo.edu</a>		Marna McMurry 910-256-0255		N
25	UNC Charlotte	<a href="http://career.uncc.edu/hire-a-niner">career.uncc.edu/hire-a-niner</a>	<a href="mailto:jnovak4@uncc.edu">jnovak4@uncc.edu</a>	Jim Novak 704-687-0795		N
26	UNC Greensboro	<a href="http://uncg-csm.symplicity.com/employers">uncg-csm.symplicity.com/employers</a>	<a href="mailto:kngaise@uncg.edu">kngaise@uncg.edu</a>	336-334-5454		N
27	UNC Pembroke		<a href="mailto:brenda.bullard@uncp.edu">brenda.bullard@uncp.edu</a>	901-521-6270		N
28	UNC Wilmington	4716 Alderman DR Wilmington NC 28403	<a href="mailto:careercenter@uncw.edu">careercenter@uncw.edu</a>	<a href="tel:910-962-3174">910-962-3174</a>	3	N

29	<u>Voorhees College</u>	P>O Box 678 Denmark SC 29042	<a href="mailto:lsalley@voorhees.edu">lsalley@voorhees.edu</a>	Gerald De Vaughn 803-798-3351		N
30	<u>Western Carolina University</u>		<a href="mailto:careerservices@wcu.edu">careerservices@wcu.edu</a>	Theresa Cruz Paul 828-227-7133		N
31	<u>WWAY TV3 Website</u>	N/A		wwaytv3.com 910-762-8581	11	N
32	<u>TV Jobs</u>	tvjobs.com	<a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>		7	N
33	<u>NC State</u>	<a href="mailto:Careerservices@ncsu.edu">Careerservices@ncsu.edu</a>				N
34	<u>Northeastern University</u>	<a href="mailto:cnelso@husky.neu.edu">cnelso@husky.neu.edu</a>				N
35	<u>WWAYTV3 Facebook</u>	N/A			1	N
36	<u>WWAYTV3 Twitter</u>					N
37	<u>Full Sail University</u>				5	N
38	<u>First Premier Staffing Solutions</u>	3806 Park Ave D Wilmington, NC 28403		910-793-1010	1	N
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**Name of Initiative: 1.**

**Speakers Bureau**

**Date of Initiative:**

**7/27/16-7/26/17**

**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:

Muscular Dystrophy Assc. Toast to Life Gala	Historic Wilmington Foundation
Novant Health Foundation Glitz, Glamour & Glow Event	Red Cross Phone-A-Thon
Salvation Army	Southport Day of Service
Lower Cape Fear Historical Society Secret Garden Tour	The Latimer House
Wilmington Railroad Museum - Polar Express	Harlem Globetrotters
Wilmington Ballet Company	NC Azalea Festival
CFCC Wilson Center - MOC for Sleeping Beauty	Carousel Center
CFCC Wilson Center - MOC for the Nutcracker	Wine, Women, and Chocolate
UNCW Homecoming Step Show	Hope Abounds Celebrate Hope Weekend
American Red Cross	Brunswick Resource Center
Evergreen Elementary	Lower Cape Fear Hospice
Brunswick Community College Foundation	Historic Wilmington Foundation - Home Tour
NC Christmas Scholarship Pageant	Ladies & Gentlemen of the Cape Fear
Town of Leland	
Kelly House	
Cape Fear Presbyterian Church - Senior Young at Heart Group	
Port City Heroes Officer Awards Ceremony	
Got to Be NC Competition dining	
Port City Ribfest	
Wilmington Preparatory Academy	
SE NC Martin Luther King Dinner	
SE NC Martin Luther King UNC Panel	
SE NC Martin Luther King Parade	

**Name of Initiative: 2.**

**Job Shadowing**

**Date of Initiative:**

**7/27/16-7/26/17**

**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, 2016 - July 26, 2017**

**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:

**Graphic Design Training - 8/17/16**

Graphic Artist  
Creative Services Producer

**Graphic Design Training - 8/24/16**

Graphic Artist  
Creative Services Producer

**OSI - Sales 9/12/16**

Traffic Manager  
Digital Sales Manager  
General Sales Manager  
National Sales Manager  
Account Executive  
Account Executive  
Account Executive  
Account Executive  
Account Executive  
Regional Account Manager

**SocialNewsDesk 2.0 10/25/16**

News Director  
Managing Editor  
Creative Services Producer  
Anchor  
Anchor  
Creative Services Producer  
Senior Producer  
Production Assistant  
Production Assistant  
Operations Manager  
Creative Services Producer  
Producer  
Anchor  
AM Production Supervisor  
Production Assistant  
Production Assistant  
Meteorologist

**SocialNewsDesk 2.0 10/26/16**

News Director  
Reporter  
Producer  
Producer  
Anchor  
Chief Meteorologist  
Reporter  
Videojournalist

**SocialNewsDesk 2.0 10/27/16 & 10/28/16**

News Director  
Production Assistant  
Reporter  
Reporter

**Master Control Training 1/5/16**

Operations Manager  
Master Control Operator  
Master Control Operator  
Master Control Operator  
Master Control Operator  
Master Control Operator

**Master Control Training 4/5/16**

Operations Manager  
Master Control Operator  
Master Control Operator  
Master Control Operator  
Master Control Operator  
Master Control Operator

**Production Training 11/1/16 - 12/31/16**

Operations Manager  
Production Assistant

**Production Training 12/15/16**

Production Assistant  
Production Assistant

**Production Training 1/16/17**

Operations Manager  
Production Assistant  
Production Assistant

**Production Training 1/17/17**

Production Assistant  
Production Assistant  
Production Assistant

**Production Training 3/15/17**

Operations Manager  
Production Assistant

**Production Training 4/15/17**

Production Assistant  
Production Assistant

**Production Training 3/1/17 - 4/30/17**

AM Production Supervisor  
Operations Manager  
AM Production Supervisor

**Production Training 3/1/17 - 4/30/17**

Production Assistant  
Production Assistant  
AM Production Supervisor  
Operations Manager

**Master Control Training - Trouble Shooting 4/27/17**

Operations Manager  
Master Control Operator  
Master Control Operator

**Production Training 6/5/17**

Operations Manager  
AM Production Supervisor

**Production Training 6/6/17**

Operations Manager  
AM Production Supervisor

**Name of Initiative: 4.** Job Fair  
**Date of Initiative:** 10/19/2016

**Description of Initiative:** UNC Wilmington - Fall Career Fest

**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:**  
General Sales Manager  
Promotions Manager

**Name of Initiative: 4.** Job Fair  
**Date of Initiative:** 11/18/2016

**Description of Initiative:** Job Fair & Expo - Presented by New Hanover/Pender County Career Centers & Lower Cape Fear Human Resource Association

**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:**  
General Sales Manager  
Promotions Manager  
Chief Engineer  
News Director  
Operations Manager

**Name of Initiative: 4.** Job Fair  
**Date of Initiative:** 2/15/2017

**Description of Initiative:** UNC Wilmington - Spring Career Fest

**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:**  
General Sales Manager  
Promotions Manager

**Name of Initiative: 4.** Job Fair  
**Date of Initiative:** 4/18/2017

**Description of Initiative:** Cape Fear Community College Job Fair

**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:**  
General Sales Manager  
Promotions Manager  
News Director  
Operations Manager



**Name of Initiative: 5.**

**Internship Program**

**Date of Initiative:**

**7/27/16-7/26/17**

**Description of Initiative:**

Training in Videography applications.

Promotions Internship -

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 task involved in a 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.

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

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

**News -**

University of North Carolina at Wilmington

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**Production -**

University of North Carolina at Wilmington

2

**Meteorology -**

University of North Carolina at Wilmington

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