

EEO Public File Report

WWAY-TV, Leland, NC
July 27, 2018 - July 26, 2019

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	412 - Promotions Producer	June 16, 2018	October 1, 2018	All Except: 7,11,31,34,36,50,56,57,58,59	1	1	Employee Referral
Yes	413 - Weekend Meteorologist/Reporter	June 25, 2018	July 9, 2018	All Except: 7,11,31,34,50,56,57,58,59	5	1	Employee Referral
Yes	414 - Producer/Editor	June 28, 2018	August 1, 2018	All Except: 7,11,12,31,34,50,56,57,58,59	5	1	Indeed.com
Yes	416 - Sales Assistant	July 16, 2018	October 15, 2018	All Except: 1,3,7,9,11,14,15,16,23,31,32,33,34,35,36,37,38,39,40,42,43,45,49,52,56,57,58,59	4	1	Indeed.com
Yes	417 - Multimedia Account Executive	July 17, 2018	October 3, 2018	All Except: 1,3,7,9,11,14,15,16,23,31,32,33,34,35,36,37,38,39,40,42,43,45,49,52,56,57,58,59	5	1	Indeed.com
Yes	418 - Sports Reporter/Anchor	July 25, 2018	August 20, 2018	All Except: 7,11,31,34,56,57,58,59	5	1	TV Jobs
Yes	419 - News Producer	August 13, 2018	August 24, 2018	All Except: 7,11,31,34,56,57,58,59	1	1	Indeed.com
Yes	420 - Video Journalist	September 21, 2018	October 17, 2018	All Except: 7,11,28,31,34,56,57,58,59	2	1	Indeed.com
Yes	421 - Producer/Editor	September 24, 2018	October 24, 2018	All Except: 7,11,28,31,34,36,53,54,56,57,58,59	2	1	Indeed.com
Yes	422 - Multimedia Account Executive	October 15, 2018	January 28, 2019	All Except: 7,11,28,31,34,36,56,59	4	2	Indeed/Employee Referral
Yes	423 - Multimedia Journalist	October 22, 2018	December 27, 2018	All Except: 7,11,28,31,34,56,57,58,59	8	1	Wwaytv3.com
Yes	424 - Sales Assistant	October 26, 2018	January 2, 2019	All Except: 7,11,28,31,34,36,56,58,59	10	1	Indeed.com
Yes	425 - Senior Level Account Executive	October 26, 2018	January 16, 2019	All Except: 7,11,28,31,34,36,56,58,59	3	1	Employee Referral
Yes	427 - Production Assistant	October 31, 2018	December 5, 2018	All Except: 7,11,28,31,34,36,56,58,59	5	2	Indeed.com (2)
Yes	428 - News Producer	November 2, 2018	November 21, 2018	All Except: 7,11,28,31,34,56,58,59	3	1	In House
Yes	429 - Promotions Producer	November 19, 2018	December 10, 2018	All Except: 7,11,28,31,34,36,56,57,58,59	2	1	WWAY Event
Yes	430 - Producer/Editor	November 21, 2018	November 26, 2018	All Except: 7,11,28,31,34,56,58,59	1	1	Intern
Yes	431 - Producer/Editor	January 23, 2019	February 27, 2019	All Except: 7,11,28,31,34,36,56,57,58,59	3	1	Wwaytv3.com
Yes	433 - Strategic Digital Marketing Account Executive	February 19, 2019	Did Not Fill				
Yes	434 - Multimedia Account Executive	February 20, 2019	April 18, 2019	All Except: 7,11,28,31,34,53,54,56,59	4	1	Employee Referral
Yes	435 - Strategic Digital Sales Account Executive	March 8, 2019	Did Not Fill				
Yes	437 - Multimedia Account Executive	April 17, 2019	July 1, 2019	All Except: 7,11,28,31,34,53,54,56	5	1	Employee Referral
Yes	438 - Weekend Anchor Reporter	May 9, 2019	Still Open	All Except: 7,11,28,31,34,36,56			
Yes	439 - Multimedia Journalist	May 9, 2019	Still Open	All Except: 7,11,28,31,34,36,56			
Yes	440 - Chief Meteorologist	May 15, 2019	Still Open	All Except: 7,11,28,31,34,53,54,56			
Yes	441 - Production Assistant	June 10, 2019	July 10, 2019	All Except: 7,11,28,31,34,36,53,54,56	6	1	Indeed.com
Yes	442 - Multimedia Account Executive	June 27, 2019	Still Open	All Except: 7,11,28,31,36,41,53,54,55,56			
Yes	443 - Sales Assistant	July 8, 2019	July 15, 2019	All Except: 7,11,28,31,34,36,53,54,56	8	1	Indeed.com
Yes	444 - Master Control Operator	July 18, 2019	Still Open	All Except: 7,11,28,31,34,36,41,53,54,55,56			

*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	Arizona State University	1151 S Forest Ave. #329, Tempe, AZ 85287	www.joinhandshake.com	Career Services 480-965-2350		N
2	Bladen Community College	PO Box 266, Dublin, NC 28332	cbryan@bladencc.edu	Carlton Bryan 910-863-6002		N
3	Boston University	595 Commonwealth Avenue, Boston, MA 02215	www.joinhandshake.com	Career Development 617-353-3590		N
4	Brunswick Community College	PO Box 30 Supply, NC 28462	gardner@brunswickcc.edu	Onya Gardner 800-754-1050		N
5	Cape Fear Community College	411 N. Front Street Wilmington NC 28401	www.collegecentral.com/cfo/	David Wilson 910-362-7846		N
6	Central Carolina Community College	11054 Kelley Dr Sanford, NC 27330	mparker@ccpc.edu	Mary Parker 919-775-5401		N
7	Client Referral	N/A				N
8	Coastal Carolina Community College	444 Western Blvd. Room 108, Jacksonville, NC 28546	careerservices@coastalcarolina.edu	Department of Continuing Ed 910-938-6761		N
9	Coastal Carolina University	PO Box 261954, Conway, SC 29528	www.joinhandshake.com	Career Development 843-347-3161		N
10	Coker College	300 East College Ave Hartsville SC 29550	hnormet@coker.edu	Heather Normet 843-383-8185		N
11	Drop In	N/A				N
12	Elon University	100 Campus Drive, Elon, NC 27244	www.elon-csm.symplicity.com	Career Services 336-278-5724		N
13	Employee Referral (Breakroom posting)	N/A			16	N
14	East Carolina University	701 East 5th Street, Greenville, NC 27858	www.joinhandshake.com	Career Services 252-3286050		N
15	Eastern Kentucky University	216 Park Dr., CPO 62 Whitlock Building, Room 468, Richmond, KY 40475	www.joinhandshake.com	Career Center 859-622-1296		N
16	Florida State University	32306 100 S Woodward Ave, Tallahassee, FL 32304	www.joinhandshake.com	Career Center 850-644-6431		N
17	Francis Marion University	PO Box 100547, Florence SC 29501-0547	rmiller@fmarion.edu	Ronald Miller 800-368-7551		N
19	High Point University	833 Montlieu Ave., High Point, NC 27262	careerservices@highpoint.edu	Doug Hall 336-841-9338		N
20	Indeed Website		www.indeed.com		56	N
21	In House (Breakroom posting)	N/A			2	N
22	Intern	N/A			3	N
23	Louisiana State University	158 LSU Student Union Building, Baton Rouge, LA 70803	www.joinhandshake.com	Career Center 225-578-2162		N
24	Media Line	1209 Wood Valley Road, Augusta, GA 30909	medialine@medialine.com	Don Matthews 706-364-7564		N
25	Midlands Technical	PO Box 2408 Columbia SC 29202	jbpost@midlandstech.edu	Janet Walker 803-822-3538		N
26	Miller Motte Business College	5000 Market Street Wilmington NC 28405	rachel.merritt@miller-motte.edu	Rachel Merritt 910-392-4660		N
27	Morris College	100 W. College Street, Sumter, SC 29150	gwright@morris.edu	Dr. Gloria Seabrook-Wright 803-773-3687		N
28	National Assc of Broadcasters	1771 N Street NW Washington DC 20036	tdotson@nab.org	Tim Dotson 212-658-5300		N
29	NC Dept of Commerce, DIV Workforce (ESC)	5300-7 Main Street, Shallotte, NC 27470	marcell.hatten@nccommerce.com	Marcell Hatten 910-754-6120		N
30	NC State	2831 Thurman Drive, Raleigh, NC 27695	careerservices@ncsu.edu	Bridget Hartsfield 919-515-3249		N
31	Northeastern University	360 Huntington Ave, Boston, MA 02115	recruiting@neu.edu	Employer Relations 617-373-2434		N
32	Northwestern University	620 Lincoln St, Evanston, IL 60201	www.joinhandshake.com	Career Advancement Center 847-491-3700		N
33	Ohio State University	1640 Neil Ave, Columbus, OH 43210	www.joinhandshake.com	Career Counseling 614-688-3898		N
34	Other	N/A			6	N
35	Temple University	1913 N Broad St, Philadelphia, PA 19122	www.joinhandshake.com	Career Center 215-204-7981		N
36	TV Jobs	tvjobs.com	admin@tvjobs.com		3	N
37	The University of Colorado Boulder	2249 Willard Loop Dr., Boulder, CO 80305	www.joinhandshake.com	Career Center 303-492-6541		N
38	The University of Georgia	825 S. Lumpkin St., Athens, GA 30602	www.joinhandshake.com	Career Center 706-542-3375		N
39	The University of Kentucky	408 Rose St., Lexington, KY 40508	www.joinhandshake.com	Career Center 859-257-2746		N
40	The University of Missouri-Columbia	909 Lowry Mall, Columbia, MO 65211	www.joinhandshake.com	Career Center 573-882-6803		N
41	The University of Mount Olive	634 Henderson Street, Mt. Olive, NC 28365	www.collegecentral.com/ump/	Career Center 919-658-7750		N
42	The University of Oklahoma	900 Asp Ave #323, Norman, OK 73019	www.joinhandshake.com	Career Services 405-325-1974		N

43	The University of South Carolina	1322 Greene Street, Columbia, SC 29208	www.joinhandshake.com	Career Center 803-777-7280		N
44	UNC Charlotte	9201 University City Blvd., Charlotte, NC 28223	www.career.unc.edu/hire-a-niner	Jim Novak 704-687-0795		N
45	UNC Chapel Hill	Howell Hall Campus, Box 3365, Chapel Hill, NC 27599	www.joinhandshake.com	Amy Wittmayer 919-962-3593		N
46	UNC Greensboro	1 Elliott University Center-Ground Floor, Greensboro, NC 27402	www.joinhandshake.com	Katie Geise 336-334-5454		N
47	UNC Pembroke	1 University Drive, Pembroke, NC 28372	www.joinhandshake.com	Brenda Bullard 901-521-6270		N
48	UNC Wilmington	601 S. College Road, Wilmington, NC 28403	www.joinhandshake.com	Career Center 910-962-3000		N
49	Valparaiso University	1509 Chapel Dr., Harre Union Room 100, Valparaiso, IN 46383	www.joinhandshake.com	Career Center 219-464-5005		N
50	Voorhees College	PO Box 678 Denmark SC 29042	humanresources@voorhees.edu	803-798-3351 Human Resources		N
51	Western Carolina University	205 Killian Annex, Cullowhee, NC 28723	www.careers.wcu.edu	Career Services 828-227-7133		N
52	Western Kentucky University	1906 College Heights Blvd., Bowling Green, KY 42101	www.joinhandshake.com	Career Center 270-745-3095		N
53	WWAYTV3 Facebook	N/A			1	N
54	WWAYTV3 Twitter					N
55	WWAY TV3 Website	N/A	WWW.WWAYTV3.COM		5	N
56	Spots N Dots			Office 888-884-2630		N
57	UNC Asheville	1 University Heights, Asheville, NC 28804	www.joinhandshake.com	Career Center 828-251-6515		N
58	Claflin University	400 Magnolia Street, Orangeburg, SC 29115	www.joinhandshake.com	Career Center 800-922-1276		N
59	Stony Brook University	Stony Brook, NY 11794	www.joinhandshake.com	Career Center 631-632-6810		N
* added handshake as a recruitment source in June 2018						
Handshake is a job board posting site for multiple Universities						

Name of Initiative: 1.

Speakers Bureau

Date of Initiative:

7/27/18-7/26/19

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:

100 Black Men of Coastal NC	League of Women Voters of the Lower Cape Fear	Brunswick Arts Council-Mini Masterpiece Gala
Hope Abounds -Racing for the Gold	South Brunswick Civitan Club-7th Annual Chili Cook-off	Lincoln Elementary School Career Day
Salvation Army	Cystic Fibrosis Foundation-Four IV Invitational	Congressman Rouzier's Youth Leadership Conference
Lincoln Elementary School Read Across America Day	Malpass Corner Elementary School Read Across America Day	Macedonia Missionary Baptist Church Youth Showcase
Wilmington Railroad Museum - Polar Express	Harlem Globetrotters	Shoulders Branch Missionary Baptist Church Graduation Ceremony
WWAY HealthFair	NC Azalea Festival	National Weather Service Wilmington Storm Spotter Training
Leland Founders Day	Carousel Center	US International Ballet Emcee for Midsummer Night's Dream Ballet
Brunswick Community College-Bella Italia Annual Fundraiser	Magnolia Greens 4th of July Parade	
WWAY Station Tours for school groups	WWAY open house/Vip open house	
Boy Scouts of America Journalism Merit badge class	Ocean City Jazz Festival	
Port City Bartender's Ball	Lower Cape Fear Hospice	
Wilmington Children's Museum of Wilmington-Yacht Venture	Make A Wish Foundation-Friends Luncheon	
Hope Abounds-Casino Night	NC Azalea Festival Youth Art Contest	
Town of Leland-Holiday Parade	All American Beauties Pageant	
Navassa Parade	Wilmington School of Ballet-Nutcracker	
Boys & Girls Brigade-Community Fundraiser	Orange Street Arts Fest	
Girls Leadership Academy of Wilmington	Rocky Point Wildflower Festival	
NHC NAACP MLK Breakfast	Star-News/Port City Foodies-Great Mayo Debate Taste-off	
Leland Newcomers Club- Hurricane Florence&Michael Present.	YMCA-Stand Against Racism	
Surf City Elementary School Read Across America Day	Pender East Ministerial Association-Day of Prayer	
Leland Cultural Arts Center	Cystic Fibrosis Foundation-Great Strides Walk	
Thalian Association Community Theatre	South Brunswick High School Career Day	
SE NC Martin Luther King Parade	Cape Fear Garden Club-Azalea Garden Tour Ribbon Cutting	
Wilmington Black Professionals	Relay for Life-Fashion Show	

Name of Initiative: 4.

Job Fair

Date of Initiative:

2/20/2019

Description of Initiative:

UNC Wilmington - 5th Annual Career Fest

Scope of employment unit's participation:

WWAY had booth set up at job fair to recruit applicants for various job openings

Titles of station personnel involved in initiative:

News Director
Operations Manager
National Sales Manager
Creative Services/Promotions Manager
Engineering

Name of Initiative: 5.

Internship Program

Date of Initiative:

7/27/18-7/26/19

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 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:

Interns during the reporting period include:

News -	1
University of North Carolina at Wilmington	2
Campbell University	2

Sports -	1
University of Colorado	1