

EEO Public File Report
WWAY-TV, Wilmington, NC
July 27, 2020 - July 26, 2021
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	455 - Special Events & Promotions Coordinator		Position no longer needed				
Yes	459 - Multimedia Journalist	June 16, 2020	July 27, 2020	All Except: 7,11,18,32,34,54	1	1	WWAYTV3.COM
Yes	462 - Managing Editor	June 18, 2020	October 19, 2020	All Except: 7,11,18,32,39,54	1	1	Employee Referral
Yes	463 - Sales Assistant	August 25, 2020	September 21, 2020	All Except: 7,11,18,32,34,54	7	1	Indeed.com
Yes	464 - News Producer	August 28, 2020	September 23, 2020	All Except: 7,11,18,32,34,54	2	1	Employee Referral
Yes	465 - Multimedia Account Executive	August 28, 2020	September 23, 2020	All Except: 7,11,12,18,32,34,54	4	1	Indeed.com
Yes	466 - Digital Operations Specialist	September 3, 2020	September 30, 2020	All Except: 7,11,18,32,34,54	3	1	Indeed.com
Yes	467 - Production Assistant	September 11, 2020	10/5/20 & 10/6/20	All Except: 7,11,18,32,34,54	4	2	Indeed.com
Yes	468 - Production Assistant	October 20, 2020	November 5, 2020	All Except: 7,11,18,27,32,34,54	2	1	Indeed.com
Yes	470 - Traffic/Copy Assistant	November 6, 2020	November 24, 2020	All Except: 7,11,18,27,32,34,54	5	1	Employee Referral
Yes	471 - Multimedia Journalist	November 19, 2020	February 8, 2021	All Except: 7,11,18,27,32,34,54	7	1	WWAYTV3.COM
Yes	472 - Creative Services/Promotions Producer	December 9, 2020	February 8, 2021	All Except: 7,11,18,27,32,34,54	5	1	Indeed.com
Yes	473 - Sales Assistant	December 29, 2020	February 8, 2021	All Except: 7,11,18,27,32,34,54	5	1	Indeed.com
Yes	474 - Production Assistant	February 5, 2021	March 15, 2021	All Except: 7,11,18,27,32,34,54	4	1	Indeed.com
Yes	475 - News Producer	March 1, 2021	April 1, 2021	All Except: 7,11,18,27,32,34,54	1	1	In House
Yes	476 - Production Assistant	March 24, 2021	April 1, 2021	All Except: 7,11,18,27,32,34,54	1	1	Indeed.com
Yes	477 - Sales Assistant	April 2, 2021	May 10, 2021	All Except: 7,11,18,27,32,34,54	7	1	Employee Referral
Yes	478 - Master Control Operator	May 7, 2021	July 19, 2021	All Except: 7,11,18,27,32,34,54	2	1	Indeed.com
Yes	479 - Sports Reporter/Anchor	May 7, 2021	June 15, 2021	All Except: 7,11,18,27,32,34,54	5	1	Indeed.com
Yes	480 - Weekend Meteorologist/Reporter	May 11, 2021	Still Open	All Except: 7,11,18,27,32,34,54			
Yes	481 - Weekend Anchor/Reporter	May 19, 2021	Still Open	All Except: 7,11,18,27,32,34,54			
Yes	482 - Production Assistant	May 21, 2021	June 7, 2021	All Except: 7,11,18,27,32,34,51,52,54	1	1	WWAYTV3.COM
Yes	483 - Production Assistant	June 1, 2021	July 12, 2021 & July 15, 2021	All Except: 7,11,18,27,32,34,51,52,54	3	2	Indeed.com
Yes	484 - Master Control Operator	July 15, 2021	Still Open	All Except: 7,11,18,25,27,32,34,51,52,54			
Yes	485 - Production Assistant	July 15, 2021	Still Open	All Except: 7,11,18,25,27,32,34,51,52,54			
Yes	486 - Digital Operations Specialist	July 21, 2021	Still Open	All Except: 7,11,18,27,32,34,51,52,54			

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 cbrvan@bladencc.edu	Carlton Bryan 910-663-6002		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/afc/	David Wilson 910-362-7846		N
6	Central Carolina Community College 11054 Kelley Dr Sanford, NC 27330 mparker@ccc.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 910-638-6761		N
9	Coastal Carolina University PO Box 261954, Conway, SC 29526 www.joinhandshake.com	Career Development 843-347-3161		N
10	Coker College 300 East College Ave Hartsville SC 29550 www.joinhandshake.com	Heather Norment 843-383-8185		N
11	Drop In N/A			N
12	Elon University 100 Campus Drive, Elon, NC 27244 www.elon-cdm.symplicity.com	Career Services 336-278-5724		N
13	Employee Referral (Breakroom posting) N/A		7	N
14	East Carolina University 701 East 5th Street, Greenville, NC 27858 www.joinhandshake.com	Career Services 252-3386050		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 www.joinhandshake.com	Ronald Miller 800-368-7551		N
18	Full Sail University 3300 University Boulevard, Winter Park, FL 32792 careerservices@fullsail.edu	Career Department 800-226-7625		N
19	High Point University 833 Montleu Ave., High Point, NC 27262 careerservices@highpoint.edu	Doug Hall 336-841-9338		N
20	Indeed Website www.indeed.com		42	N
21	In House (Breakroom posting) N/A		2	N
22	Intern N/A			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 jobpost@midlandstech.edu	Janet Walker 803-622-3538		N
26	Miller Motte Business College 5000 Market Street Wilmington NC 28405 rachel.merritt@mlleer-motte.edu	Rachel Merritt 910-392-4660		N
27	Morris College 100 W. College Street, Sumter, SC 29150 awright@morris.edu	Dr. Gloria Seabrook-Wright 803-773-3687		N
28	NC Dept of Commerce, DIV Workforce (ESC) 5300-7 Main Street, Shalotte, NC 27470 marcell.hatten@nccommerce.com	Marcell Hatten 910-754-6120		N
29	NC State 2831 Thurman Drive, Raleigh, NC 27695 Careerservices@ncsu.edu	Bridget Hartsfield 919-515-3249		N
30	Northwestern University 620 Lincoln St, Evanston, IL 60201 www.joinhandshake.com	Career Advancement Center 847-491-3700		N
31	Ohio State University 1640 Neil Ave, Columbus, OH 43210 www.joinhandshake.com	Career Counseling 614-688-3898		N
32	Other N/A		5	N
33	Temple University 1913 N Broad St, Philadelphia, PA 19122 www.joinhandshake.com	Career Center 215-204-7981		N
34	TV Jobs tvjobs.com admin@tvjobs.com		4	N
35	The University of Colorado Boulder 2249 Willard Loop Dr., Boulder, CO 80305 www.joinhandshake.com	Career Center 303-492-6541		N
36	The University of Georgia 825 S. Lumpkin St., Athens, GA 30602 www.joinhandshake.com	Career Center 706-542-3375		N
37	The University of Kentucky 408 Rose St., Lexington, KY 40508 www.joinhandshake.com	Career Center 859-257-2746		N
38	The University of Missouri-Columbia 909 Lowry Mall, Columbia, MO 65211 www.joinhandshake.com	Career Center 573-882-6803		N
39	The University of Mount Olive 634 Henderson Street, Mt. Olive, NC 28365 www.joinhandshake.com	Career Center 919-658-7750		N
40	The University of Oklahoma 900 Asp Ave #323, Norman, OK 73019 www.joinhandshake.com	Career Services 405-325-1974		N

Name of Initiative: 1.

Speakers Bureau

Date of Initiative:

7/27/20-7/28/21

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:

Ashley High School
Coastal Horizons
Eaton Elementary School
Leland Hurricane Expo
Pender Education Partnership
Cameron Museum/Design NC
American Heart Association
Currents of Care NHRMC
Suff City Elementary School
AARP of NC Coastal Inspiration Awards
Malpass Corner Elementary School
Town of Burgaw Parks and Recreation
The Salvation Army of the Cape Fear

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

7/27/20-7/26/21

Logos for Weather Metrics 8.31.2020
Operations Manager
AM Production Supervisor
Meteorologist
Chief Meteorologist

ENPS, MOSART, PILOT 9.1.2020
Operations Manager
Master Control Operator

Logos for Weather Metrics 9.1.2020
Operations Manager
AM Production Supervisor

TOC Rack KVM Right-LiveStream, Brandnet2, Old Brandnet, Live Wire, Pathfire, Weather Bug, Tricaster, Chyron, X-Keys, Macros, script programs 8.25.2020 & 8.26.2020

Operations Manager
Master Control Operator

OSI Check Entry 9.14.2020
Business Manager
Receptionist/Admin

OSI Credit Card/IACH Entry 9.15.2020
Business Manager
Receptionist/Admin

Titan Tv Webinar Training 9.16.2020
Receptionist/Admin

Merchant One Payment Processing 10.22.2020
Business Manager
Receptionist/Admin

OSI Applying Pre-Payments 10.30.2020
Business Manager
Receptionist/Admin

Money Transfer between Stations 11.4.2020
Business Manager
Receptionist/Admin

Traffic Training: Assigning Cart Numbers to Paid Programming, Understanding Allocation Instructions, Review of how Paid Clients & Church Clients send in shows, Generating a Purge List, Review of Com Library in OSI, Review of attaching copy to lines using the add item feature, discussed episode numbers for weekend shows 11.20
Traffic Manager
Assistant Traffic Manager
Traffic Assistant

OTT Refresher training 1.5.21
Digital Sales Manager
Local Sales Manager
National Sales Manager
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

SEO Details Part 1 - 30 mins 1.12.21
Digital Sales Manager
Local Sales Manager
National Sales Manager
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

SEO Details Part 2 - 20 mins 1.19.21
Digital Sales Manager
Local Sales Manager
National Sales Manager
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

SEO Details Part 3 - 20 mins 1.27.21
Digital Sales Manager
Local Sales Manager
National Sales Manager
Digital Operations Specialist
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

Name of Initiative: 3.

Date of Initiative:

Uploading Sports Crawls to LIDIA and Brandnet 2 1.13.21
Operations Manager
Assistant Production Manager
Director
Production Assistant
Production Assistant
Production Assistant

Nielsen: Market Size & reporting, Impressions vs Ratings 2.11.21
Nielsen Account Representative
Local Sales Manager
National Sales Manager
Digital Sales Manager
Digital Operations Specialist
Sales Assistant
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

Programming/Yield Management 3.2.21, 3.9.21, 3.16.21, 3.23.21
Traffic Manager
Traffic Assistant

Programming for CBS & ABC 3.3.21
Traffic Manager
Receptionist/Admin

Barter Programs 3.10.21
Traffic Manager
Receptionist/Admin

Yield Management/Approving Work Flow/RateCards/Section Levels 3.24.21
Traffic Manager
Receptionist/Admin

Nielsen Universe Changes
National Sales Manager
Local Sales Manager
Digital Sales Manager
Sales Assistant
Sales Assistant
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

Training Program

July 27, 2020 - July 26, 2021

Audio & Mosart codes for ENPS 5.11.21
Operations Manager
AM Production Supervisor
Producer
Meteorologist
Videojournalist
Anchor/Reporter
Anchor/Reporter

Audio & Mosart codes for ENPS 5.11.21
Operations Manager
Reporter
Producer
Reporter/Anchor
Reporter/Anchor
Chief Meteorologist
Assistant Production Manager
Reporter/Meteorologist
Director
Sports Anchor/Reporter

Basic Contracts & Mass Edit 5.26.21
Sales Manager
Traffic Assistant
Receptionist/Admin

OSI v8.9 Overview 6.24.21
Traffic Manager
Traffic Assistant
Receptionist/Admin
Local Sales Manager
National Sales Manager
Digital Sales Manager
Sales Assistant
Sales Assistant
Account Executive
Account Executive

OSI v8.9 Overview 6.24.21 cont.
Account Executive
Account Executive
Account Executive
Account Executive
Account Executive

Name of Initiative: 4.

Job Fairs

Date of Initiative: Ongoing

Description of Initiative:

WWAY Virtual Jobfair

Link: <https://www.wway3.com/jobfair>

Scope of employment unit's participation:

WWAY created and held a virtual jobfair website which will be continued year round

Titles of station personnel involved in initiative:

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

Date of Initiative: Ongoing

Description of Initiative:

WXXV Virtual Jobfair

Link: <https://www.wxxv25.com/jobfair>

Scope of employment unit's participation:

WWAY will be continuously participating in the WXXV virtual webfair website

Titles of station personnel involved in initiative:

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

Name of Initiative: 5.

Internshio Program

Date of Initiative:

7/27/20-7/26/21

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 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:

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 -
University of NC at Chapel Hill
University of NC at Chapel Hill

News
News