

EEO PUBLIC FILE REPORT

FOR

WCWG-TV

This EEO Public File Report
August 1, 2016 to July 31, 2017

EEO Annual Public File Report

WCWG-TV

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of WCWG. This Report will be placed in WCWG's public inspection file and posted on WCWG's website.

The information contained in this Report covers the time period ending July 31, 2017 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
General Manager	1	17	1-14, 21
Account Executive	1	20	1-14, 19-20
Chief Engineer	3	17	1-17
Account Executive	1	20	1-14, 19-20
Account Executive	1	19	1-14, 19-20
Account Executive	1	19	1-14, 19-20

Total number of persons interviewed during the Reporting Period: 8

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	0	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	Yes
8	0	Yes
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	0	No
16	0	No
17	4	No
18	0	No
19	2	No
20	2	No

*** Note: The above table reflects information for the 8 interviewees who provided referral source information.**

RECRUITMENT SOURCES

Source

1. African American Student Affairs, 1107 Pullen Hall Raleigh, NC 27695-7314, Tracey Ray, 919-515-3835
2. Bennette College, 900 E Washington Street, Greensboro, NC 27401, 336-517-2201, Yolande Johnson
3. Carolina School of Broadcasting, 3435 Performance Road, Charlotte, NC 28214, 704-395-9272, Alyson Young
4. Elon University, Box 2850, Elon, NC 336-278-6336, Nagatha Tonkins
5. Employment Security Commission, 2005-B S. Elm Street, Greensboro, NC 27409, 336-334-5777, John Scragg
6. Guilford Technical Community College, PO Box 309, Jamestown, NC 27282, 336-334-4822 ext 2744, Daniel Grigg
7. NC Community and Technical College Jobs Consortium, Greensboro, NC, Dan Griggs, <http://www.collegecentral.com/ncctcjobs>
8. North Carolina Association of Broadcasters, PO Box 627, Raleigh, NC 27602, 919-821-7300, Gail Summerville
9. Winston Salem State University, CF Thompson Center 301D 601 Martin L. King Jr. Drive, Winston Salem, NC 27110, 336-750-3244, Miles Winston
10. United Minority Media, 5511 Woodland Ave Suite 1, Kansas City, MO 64110
11. North Carolina A&T University Office of Career Services, Murphy Hall, Suite 101, Greensboro, NC 27411, 336-334-7755, Cynthia Downing
12. University of North Carolina at Greensboro, Career Services Center, PO Box 26170, Greensboro, NC 27402-6170 336-334-5454, Career Center
13. UNC School of Journalism and Mass Communication, Office of Career Services CB 3365, Chapel Hill, NC 27599-3365, 919-962-4518
14. Mount Zion Baptist Church, 1301 Alamance Church Road, Greensboro, NC 27406, 336-373-4212, Demetria Wade
15. North Carolina Association of Broadcasters – www.ncbroadcast.com
16. South Carolina Association of Broadcasters – www.scba.net
17. Internal Referral
18. www.TVJobs.com
19. www.Indeed.com
20. www.Monster.com
21. www.naja.com

ATTACHMENT 3

MENU OPTION ACTIVITIES

WCWG-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1.	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions	Bill White, General Manager, attended the GTCC Job Fair on March 15, 2017.
4.	Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues	Bill White, General Manager, taught a one day media arts class at Forsyth Tech. During this class, he shared tips with students about how to put together proper production using skills they have learned. General Sales Manager, Steve Palscak, taught a one day class at Forsyth Tech, where he focused on the sales side of the industry. Bill White also participated in the Minority Business Expo on August 20, 2016. The General Manager also participated in the Girls World Expo, where the focus was on empowering young women while building their self-worth as they are entering in their critical years in school. Brian Bennett, Production Assistant, spoke at NCA&T on several different occasions. He spoke with students in a classroom setting to explain his job and the business, and was available to answer any questions that were posed.
5.	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;	The station participated in the internship program throughout 2016-2017. WCWG hosted 5 interns from North Carolina A&T State University over the course of October 2016 – March 2017 and 2 interns from UNC Greensboro over the course of March 2017 – May 2017. During their time with WCWG, interns learned how to operate a camera, how to edit materials, how to properly write a script and how to design graphics. Interns also were able to participate at marketing events.

* For “Activity Classification”, use “1” through “16” in accordance with attached list.

Menu Option Classifications

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.