

WCWG, WXII-TV
EEO PUBLIC FILE REPORT
August 1, 2019 - July 31, 2020

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 2/12/2019 Hire Date: 1/6/2020	2-11, 14, 18-22, 24-25, 27-35	7
Photographer Open Date: 4/30/2019 Hire Date: 8/12/2019	1-9, 11, 14, 17-22, 24-25, 27-35	5
Producer Open Date: 5/22/2019 Hire Date: 10/14/2019	2-6, 8-9, 11, 14, 16, 18-22, 24-25, 27-35	5
Account Executive Open Date: 5/23/2019 Hire Date: 8/5/2019	1-3, 5-6, 8-9, 11, 14, 17-22, 24-25, 27-35	5
Photographer Open Date: 6/19/2019 Hire Date: 9/16/2019	2-9, 11, 14, 18-22, 24-25, 27-35	7
Assistant News Director Open Date: 7/12/2019 Hire Date: 9/23/2019	2-9, 11, 14, 18-22, 24-25, 27-35	7
Reporter Open Date: 7/17/2019 Hire Date: 1/6/2020	2-3, 5-9, 11, 14, 18-22, 24-25, 27-35	7
Editor Open Date: 7/23/2019 Hire Date: 9/16/2019	2-9, 11, 14, 16, 18-22, 24-25, 27-35	16
Sales Assistant Open Date: 9/10/2019 Hire Date: 1/6/2020	1-3, 5-6, 8-11, 14, 16-22, 24-25, 27-35	10
Producer Open Date: 9/26/2019 Hire Date: 2/10/2020	1-6, 8-9, 11, 14, 18, 20-22, 24-25, 27-35	5
Executive Producer Open Date: 9/27/2019 Hire Date: 3/2/2020	2-9, 11-12, 14, 18, 20-22, 25, 27-35	7
Sports Anchor/Reporter Open Date: 11/1/2019 Hire Date: 1/29/2020	2, 4-5, 8-9, 13-15, 18-19, 21-32, 35	5
Newscast Director Open Date: 1/9/2020 Hire Date: 2/3/2020	2-9, 11, 14, 18-19, 21-22, 24-25, 27-35	7
News Producer Open Date: 1/21/2020 Hire Date: 3/2/2020	1-6, 8-9, 11, 14, 18-19, 21-22, 24-25, 27-35	5

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Production Assistant Open Date: 1/21/2020 Hire Date: 3/30/2020	2-9, 11, 14, 18-19, 21-22, 24-25, 27-35	7
Reporter Open Date: 1/22/2020 Hire Date: 4/30/2020	2-6, 8-9, 11, 14, 18-19, 21-22, 24-25, 27-35	5
Sales Account Associate-Entry Level Open Date: 1/30/2020 Hire Date: 5/4/2020	1-6, 8-9, 11, 14, 16-19, 21-22, 24-25, 27-35	16

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Ln Knightdale, North Carolina 27545 Phone : (919) 280-8224 Email : slizik@602communications.com Sandy Lizik	N	0
2	AAJA 5th 3rd Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Career Services Manual Posting	N	0
3	Appalachian State University John E. Thomas Hall, Room 369 Boone, North Carolina 28608 Phone : (828) 262-2180 Carl Tyre Manual Posting	N	0
4	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Ken Witkoe	N	0
5	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	23
6	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 8132549695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
7	Current Employee	N	16

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8	Elon University 100 Campus Drive Elon, North Carolina 27244 Phone : 336-278-2000 Arli Eicher Manual Posting	N	0
9	Emma L Bowen Foundation 524 West 57th St New York, New York 10112 Phone : 212-975-2545 Email : Sandra.Rice@nbcuni.com Sandra Rice	N	0
10	Employee Referral	N	2
11	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
12	Former Employee	N	1
13	Guilford College Career Dev Center 5800 W Friendly Ave Greensboro, North Carolina 27410 Phone : 336-316-2000 Email : muellerac@guilford.edu Jen Ognasky	N	0
14	High Point University 833 Montilieu Ave High Point, North Carolina 27268 Phone : 800-345-6993 Email : Jobs@highpoint.edu Sara Adkins	N	0
15	High Point University Career Internship 833 Montilieu Ave High Point, North Carolina 27268 Phone : 336-841-9000 Email : sbrien@highpoint.edu Sue Brien	N	0

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16	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78750 Phone : .1-800-475-4361 Url : www.indeed.com Career Services Manual Posting	N	11
17	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-691-9552 Career Services Manual Posting	N	13
18	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
19	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 706 364 7564 Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	N	0
20	NAHJ 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Corp Recruiter Manual Posting	N	0
21	NC Department of Commerce- Workforce Solutions 450 W. Hanes Mill Rd. Ste 101 Winston Salem, North Carolina 27105 Phone : 336-776-6770 Email : christie.hardin@nccommerce.com Christine Hardin	N	0

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22	NC Division of Workforce Solutions 5601 Executive Center Drive Charlotte, North Carolina 28212 Phone : 704-566-2870 Email : bill.dodgen@nccommerce.com Fax : 1-704-566-2857 Bill Dodgen	Y	0
23	NC Employment Security Commission 700 Wade Avenue Raleigh, North Carolina 27605 Phone : 919-707-1150 Email : jon.sunderman@ncesc.gov Jon Sunderman	N	0
24	North Carolina Association of Broadcasters PO Box 627 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : http://associationdatabase.com/aws/NCAB/pt/sp/jobs Amy VanArkel Manual Posting	N	0
25	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
26	Salem College 601 S Church St Winston-Salem, North Carolina 27101 Phone : 336-721-2600 Email : careers@salem.edu Career Services	N	0
27	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	TVJobs.com Broadcast Employment Services PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com/ Career Services Manual Posting	N	0
29	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
30	University of North Carolina-Chapel Hill UNC School of Journalism and Mass Communication Carroll Hall, CB 3365 Chapel Hill, North Carolina 27599 Phone : 919-962-2211 Email : jeubank@email.unc.edu Jay Eubank	N	0
31	University of North Carolina-Charlotte 9201 University City Blvd Charlotte, North Carolina 28223 Phone : 704-687-8622 Url : https://www.myinterfase.com/uncc/employer/ Career Services Manual Posting	N	0
32	University of North Carolina-Greensboro UNCG Career Services PO Box 26170 Greensboro, North Carolina 27402 Phone : 336-334-5000 Email : ajabbruz@uncg.edu Tony Abbruzzi	N	0
33	Virginia Workforce Connection 5520 Cherokee Ave, Ste 100 Alexandria , Virginia 22314 Phone : 704-208-2377 Christopher Finta Manual Posting	N	0

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34	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
35	YMCA 301 N Main St Winston-Salem, North Carolina 27101 Phone : (336) 722-5022 Email : d.clowers@ymcanwnc.org Dottie Sangallo	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			66

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/14/2019	Participation in events or programs sponsored by educational institutions	The Sports Broadcasting class from Wake Forest University came to WXII to watch a newscast. After the newscast, a discussion was led by the WXII News Director and Sports Anchor on the news/sports industry and what qualities broadcasters are looking for when hiring. A general Q&A followed the discussion.	2	News Director Sports Anchor
2	10/24/2019	Participation in events or programs sponsored by educational institutions	WXII's General Manager spoke to the Capstone Class at Appalachian State University's Department of Communication The discussion centered around starting your career, career progression, hiring choices, and the ups and downs of a career in broadcasting.	1	General Manager
3	10/28/2019	Participation in events or programs sponsored by educational institutions	WXII's Assistant News Director visited Elon University's School of Communication to provide feedback and critiques on their student run newscasts. In addition, she also spent time in a group and on-on-one sessions discussing WXII and the broadcast industry.	1	Asst. News Director
4	11/12/2019	Participation in other activities designed by the station employment unit	Students from Forsyth Tech's Broadcasting & Production Technology class came to WXII on 11/12/19 to listen and ask questions of each department head. Each department manager presented their role within the station and discussed entry level positions within their discipline. A Q&A period was provided for each department.	6	General Manager Business Manager News Director Local Sales Manager
5	12/4/2019	Participation in events or programs sponsored by educational institutions	WXII's News Director participated in the North Carolina A&T University's Department of Journalism & Mass Communication Mock Interviews Program. This program was on 12/4/19. All Juniors and Seniors within the Journalism program were invited to participate.	1	News Director

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6	2/6/2020	Participation in events or programs sponsored by educational institutions	WXII's General Manager spoke to a section at the Communications School at Wake Forest University. The topic of discussion centered upon the media's role in reporting on and covering of terrorism and the ethics of journalism. Further discussion centered around decision making on story coverage and how to frame story ideas.	1	General Manager
7	2/26/2020	Participation in Job Fairs	WXII participated in the UNC-Greensboro Career Fair on February 26, 2020. The television station sponsored a booth at the job fair. The News Director talked to potential job applicants and intern candidates.	1	News Director
8	3/30/2020	Establishment of an intern program designed to assist members of the community	WXII hosted 2 interns over the course of this reporting period. The interns were from the following universities: University of North Carolina-Chapel Hill and Wake Forest University. The interns were part of the News Department over the course of their time at the television station.	2	News Director Assistant News Director
9	6/30/2020	Participation in other activities designed by the station employment unit	WXII hosts high school and college groups through out the year for station tours. These tours discuss various operations within the television station. Our tour guides discuss the various job functions and to pursue employment for these positions. There were three tours given from August 2019-June 2020.	2	Receptionist Production Assistant

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10	6/30/2020	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	1	General Sales Manager
11	7/21/2020	Listing of each upper-level category opening in a job bank or newsletter	During the period covered by this report, the Employment Unit filled upper-level positions and listed vacancies with media trade groups whose membership includes participation by women and minorities including AAJA, Equality Magazines, NAHJ and other agencies that focus on minority participation/job placement.	1	General Manager