

WCWG-TV, WXII-TV
EEO PUBLIC FILE REPORT
August 1, 2020 - July 31, 2021

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
Anchor Reporter Open Date: 1/14/2019 Hire Date: 11/30/2020	2-6, 9-10, 12, 14, 16, 19-27, 29-37	5
Meteorologist Open Date: 1/27/2020 Hire Date: 3/29/2021	2-6, 8-10, 12, 14, 19-20, 23-25, 27, 29-37	8
Multi Media Journalist Open Date: 8/25/2020 Hire Date: 12/21/2020	2, 4-6, 9-10, 12, 14, 19-20, 23-25, 27-32, 34, 36-37	5
WCWG Account Executive Open Date: 9/30/2020 Hire Date: 12/28/2020	5, 9, 14-15, 19, 23-25, 27-34, 36-37	15
Photographer Open Date: 9/30/2020 Hire Date: 1/11/2021	2, 4-6, 8-9, 14, 19-20, 23-25, 27-34, 36-37	8
Account Executive Open Date: 10/13/2020 Hire Date: 6/14/2021	9, 14-15, 18-19, 23-25, 27-34, 36-37	18
Producer Open Date: 10/13/2020 Hire Date: 2/22/2021	1-2, 4-6, 9, 14-15, 19-20, 23-25, 27-34, 36-37	15
Multi Media Journalist Open Date: 10/22/2020 Hire Date: 2/1/2021	1-2, 4, 6, 9, 14, 19-20, 23-25, 27-34, 36-37	27
Anchor/Reporter Open Date: 10/22/2020 Hire Date: 12/22/2020	1-2, 4-6, 8-9, 14, 19-20, 23-25, 27-34, 36-37	8
Photographer Open Date: 11/10/2020 Hire Date: 4/12/2021	4-6, 8-9, 13-14, 19-20, 23-25, 27-29, 31-34, 36-37	13
Producer Open Date: 11/10/2020 Hire Date: 3/29/2021	1-2, 4-6, 9, 14, 19-20, 23-25, 27-34, 36-37	5
Reporter Open Date: 12/10/2020 Hire Date: 6/21/2021	1-2, 4-6, 9, 11, 14, 19-20, 23-25, 27-34, 36-37	5
Anchor/Reporter Open Date: 12/10/2020 Hire Date: 5/3/2021	1-2, 4, 6, 9, 14, 17, 19-20, 23-25, 27-34, 36-37	17
Production Assistant Open Date: 1/6/2021 Hire Date: 2/15/2021	1-2, 4, 6, 8-9, 14, 19-20, 23-25, 27-34, 36-37	8

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Account Executive Open Date: 1/15/2021 Hire Date: 3/8/2021	5-6, 9, 14, 18-20, 23-25, 27-29, 31-34, 36-37	5
Anchor/Reporter Open Date: 2/11/2021 Hire Date: 7/12/2021	1-2, 4, 6-7, 9, 14, 18-20, 23-25, 27-34, 36-37	7
Producer Open Date: 4/14/2021 Hire Date: 6/7/2021	2, 4, 6, 8-9, 14, 19-20, 23-25, 27-34, 36 -37	8

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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	19
6	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 8132549695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
7	Corporate Recruiter	N	1
8	Current Employee	N	9

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Elon University 100 Campus Drive Elon, North Carolina 27244 Phone : 336-278-2000 Arli Eicher Manual Posting	N	1
10	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
11	Employee Referral	N	1
12	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
13	Glassdoor 100 Shoreline Hwy Mill Valley, California 94941 Phone : 800-918-3229 Career Center Manual Posting	N	1
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	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	5
16	John Butte & Associates 7093 Driftwood Drive Geneva, Ohio 44041 Phone : (216) 650-2258 Recruiter .	N	1

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17	Ken Lindner & Associates 1901 Avenue of the Stars #1010 Los Angeles, California 90067 Phone : (310) 277-9223 Karen Wang-Lavelle	N	1
18	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-691-9552 Career Services Manual Posting	N	7
19	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
20	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
21	NAHJ 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Corp Recruiter Manual Posting	N	0
22	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hills, California 90211 Phone : 310-358-8222 Recruiter . Manual Posting	N	1
23	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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24	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
25	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
26	OTA Talent 9609 S. University Boulevard Littleton, Colorado 80163 Phone : (719) 388-9765 Jeff Marcu	N	1
27	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	1
28	Salem College 601 S Church St Winston-Salem, North Carolina 27101 Phone : 336-721-2600 Email : careers@salem.edu Career Services	N	0
29	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0

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30	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
31	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
32	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
33	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
34	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
35	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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36	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
37	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:			49

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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	9/23/2020	Participation in Job Fairs	WXII participated in the UNC-Greensboro Virtual Career Fair on September 23, 2020. The television station scheduled 10-minute, one on one interviews via the Handshake platform. The Assistant News Director talked to potential job applicants and intern candidates.	1	Asst. News Director
2	11/11/2020	Participation in events or programs sponsored by educational institutions	Students from Forsyth Tech's Broadcasting & Production Technology class were on a Zoom meeting with WXII personnel on 11/11/20. The students listened and asked 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.	4	General Manager Business Manager News Director General Sales Manager
3	1/28/2021	Participation in events sponsored by community groups	On January 27th and 28th, the WXII/WCWG Sales Managers and General Manager participated in the Rising Above 2 - Virtual Media Sales Training Summit. The two-day event focused on Sales roles at the television station and how broadcasters are vital to their communities.	4	General Manager General Sales Manager Local Sales Manager WCWG Sales Manager
4	2/8/2021	Provision of training to management	Over the course of October 2020-February 2021, department managers at WXII were involved with Hearst Conscious Inclusion Program. Station leaders participated in a 4-hour conscious inclusion training session hosted by a third party partner. The training included information on how to cultivate a culture of awareness around the many dimensions of diversity. Leaders reviewed a model of inclusion, how to uncover unconscious bias and other topics related to diversity and inclusion to create an inclusive environment of diverse perspectives to make individuals work experiences better.	4	General Manager Business Manager News Director General Sales Manager

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5	2/25/2021	Participation in Job Fairs	WXII participated in the Elon University Virtual 2021 Spring Job Fair and Internship Expo on February 25, 2021. The Digital Media Manager along with the Hearst News Recruitment Director participated in the event.	2	Digital Media Manager News Recruiting Director
6	2/25/2021	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 think through story ideas.	1	General Manager
7	3/4/2021	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
8	3/19/2021	Participation in events sponsored by community groups	WXII's General Manager spoke at the National Association of Black Journalists (NABJ) Short Course Program on 3/19/21. The topic was called Women Who Lead. The discussion tackled such topics as: Are women who manage newsrooms treated differently than men? What was the journey to that corner office? Participants heard from a panel of women who have navigated their careers to the top spot in their newsrooms, and what life was like along the way.	1	General Manager

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9	Ongoing Event	Participation in scholarship programs	WXII has established the Wanda Starke Student Achievement Scholarship to be awarded each year during the annual National Association of Black Journalists student workshop held at North Carolina A&T University in Greensboro, NC. This scholarship is presented to the student who has shown the greatest potential as determined by the NC A&T faculty and the veteran journalists who participate in the workshop.	1	General Manager
10	4/14/2021	Participation in Job Fairs	WXII participated in the Elon University Virtual Career Fair on April 14, 2021. Employers and job seekers conversed online during the event. The Assistant News Director talked to potential job applicants and intern candidates.	1	Asst. News Director
11	4/29/2021	Participation in events or programs sponsored by educational institutions	A WXII Anchor/Reporter was on an alumni panel at Elon University speaking to students about careers in Journalism. The panel focused on the ever changing industry and how Elon University can prepare these students for their future careers.	1	Anchor/Reporter
12	6/7/2021	Establishment of an intern program designed to assist members of the community	The station is participating in the Emma Bowen Fellowship Program for the Summer of 2021. A student from Campbell University has been chosen as the Station's Intern. The Emma Bowen Foundation was founded to diversify the media industry by providing talented students of color the opportunity to intern at leading media companies.	1	General Manager

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13	Ongoing Event	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.	2	General Sales Manager Sales Account Associate