

WCWG, WXII-TV

EEO PUBLIC FILE REPORT

August 1, 2018 - July 31, 2019

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive - WCWG Open Date: 2/28/2018 Hire Date: 10/29/2018	2-3, 6-7, 9-10, 12, 14, 16, 20-21, 23-24, 26-27, 29-36, 38-39	16
Reporter Open Date: 4/2/2018 Hire Date: 8/13/2018	2-3, 6-7, 9-10, 12, 14, 20-21, 23-24, 26- 27, 29-36, 38-39	6
Anchor Open Date: 4/2/2018 Hire Date: 9/10/2018	2-3, 6-7, 9-10, 12, 14, 20-24, 26-27, 29- 36, 38-39	6
Photographer Editor Open Date: 5/9/2018 Hire Date: 8/20/2018	2-3, 6-10, 12, 14, 16, 20-21, 23-24, 26- 27, 29-39	16
Account Executive Open Date: 6/6/2018 Hire Date: 10/22/2018	2-3, 6-7, 9-10, 12, 14, 16, 19-21, 23-24, 26-27, 29, 31-39	6
Photographer Open Date: 7/6/2018 Hire Date: 3/11/2019	2-3, 6-10, 12, 14, 19-21, 23-24, 26-27, 29, 31-39	8
Anchor Reporter Open Date: 7/16/2018 Hire Date: 9/17/2018	2-4, 6-7, 9-15, 19-21, 23-29, 31-39	11
Producer Open Date: 7/16/2018 Hire Date: 10/1/2018	2-4, 6-7, 9-15, 19-21, 23-29, 31-39	11
Production Assistant Open Date: 7/27/2018 Hire Date: 10/29/2018	2-4, 6-10, 12, 14, 19-21, 23-24, 26-27, 29, 31-39	8
Account Executive Open Date: 8/8/2018 Hire Date: 2/4/2019	2-4, 6-7, 9-12, 14, 19-21, 23-24, 26-27, 29, 31-39	6
Local Sales Manager - WCWG Open Date: 9/14/2018 Hire Date: 10/8/2018	2-4, 6-10, 12, 14-15, 19-21, 23-24, 26- 27, 29, 31-39	8
Sales Account Associate- Entry Level Open Date: 10/1/2018 Hire Date: 3/4/2019	2-4, 6-7, 9-12, 14-16, 19-21, 23-24, 26- 27, 29, 31-39	11
Sales Account Associate- Entry Level Open Date: 10/1/2018 Hire Date: 3/4/2019	2-4, 6-7, 9-12, 14-16, 19-21, 23-24, 26- 27, 29, 31-39	6
National Sales Manager Open Date: 10/17/2018 Hire Date: 11/1/2018	2-4, 6-10, 12, 14, 19-21, 23-24, 26-27, 29, 31-39	8

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Anchor Reporter Open Date: 10/18/2018 Hire Date: 6/18/2019	2-4, 6-10, 12, 14, 19-21, 23-24, 26-27, 29, 31-39	32
Producer Open Date: 10/24/2018 Hire Date: 3/18/2019	2-10, 12, 14, 16, 19-21, 23-24, 26-27, 31-39	8
Account Executive Open Date: 11/2/2018 Hire Date: 7/1/2019	2-4, 6-7, 9-10, 12, 14, 16, 18-21, 23-24, 26-27, 31-39	16
Producer Open Date: 1/24/2019 Hire Date: 6/3/2019	2-4, 6-7, 9-12, 14, 17, 19-21, 23-24, 26- 27, 31-39	11
Producer Open Date: 2/1/2019 Hire Date: 6/10/2019	2-4, 6-7, 9-12, 14, 17, 19-21, 23-24, 26- 27, 31-39	17
Editor Open Date: 3/13/2019 Hire Date: 6/10/2019	2-4, 6-10, 12-15, 19-21, 23-28, 31-39	6
Multimedia Promo Producer Open Date: 4/17/2019 Hire Date: 7/29/2019	1-4, 6-12, 14, 16, 18-21, 23-24, 26-27, 31-39	16
Production Assistant Open Date: 5/22/2019 Hire Date: 6/23/2019	2-4, 6-10, 12, 14, 19-21, 23-24, 26-27, 31-39	8

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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 : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
5	CareerBuilder.com 200 N. LaSalle, Suite 1100 Chicago, Illinois 60601 Phone : 773.527.3600 Url : http://www.careerbuilder.com/ Career Services Manual Posting	N	1
6	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	26

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 8132549695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Current Employee	N	17
9	Elon University 100 Campus Drive Elon, North Carolina 27244 Phone : 336-278-2000 Arli Eicher Manual Posting	N	0
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	7
12	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
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

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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
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
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	14
17	Internship Program	N	2
18	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-691-9552 Career Services Manual Posting	N	1
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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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
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	NC Employment Security Commission 700 Wade Avenue Raleigh, North Carolina 27605 Phone : 919-707-1150 Email : jon.sunderman@ncesc.gov Jon Sunderman	N	0
26	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
27	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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28	Salem College 601 S Church St Winston-Salem, North Carolina 27101 Phone : 336-721-2600 Email : bawden@salem.edu Katie Bawden	N	0
29	Synergistic Staffing Service Inc. 1060 Westside Drive Greensboro, North Carolina 27405 Phone : 336-291-1013 Email : bmw32867@yahoo.com Sabrina Banks Prong 2 Ended Date: 10/29/2018	N	0
30	Triad Career Network 617 North Elm St Greensboro, North Carolina 27401 Phone : 336-478-4755 Email : TriadCareerNetwork@gmail.com Bill Linton	N	0
31	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
32	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	1
33	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	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
35	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
36	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
37	Virginia Workforce Connection 5520 Cherokee Ave, Ste 100 Alexandria , Virginia 22314 Christopher Finta Manual Posting	N	0
38	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
39	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:			70

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III. RECRUITMENT INITIATIVES

Stations are at the beginning of their two year cycle to engage in at least four outreach initiatives.

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/7/2019	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
2	2/9/2019	Participation in events sponsored by community groups	WXII participated in the Radio Television Digital News Association's (RTDNA) Student Workshop in Charlotte, NC. College Students from North and South Carolina were invited by the organization to hear lectures such as Getting Your First Job, Reporting & Anchoring, Broadcast Voice and Photography. WXII's Assistant News Director, Executive Producer and Producer were panel experts.	3	Executive Producer Assistant News Director Producer
3	2/12/2019	Participation in events or programs sponsored by educational institutions	WXII sent its Evening Executive Producer to Elon University's Department of Communications Internship Showcase and ePortfolio Review. Our representative interviewed students for potential internships with WXII. She also provided the students with feedback about their interviews and portfolios.	1	Executive Producer
4	2/20/2019	Participation in Job Fairs	WXII participated in the UNC-Greensboro Career Fair on February 20, 2019. The television station sponsored a booth at the job fair. The News Director talked to potential job applicants and intern candidates.	1	News Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	3/22/2019	Participation in events sponsored by community groups	WXII's General Manager spoke at the National Association of Black Journalists (NABJ) Short Course Program on 3/22/19. The topic was what hiring managers are looking for from today's graduates. There were 30 participants enrolled in the four day program that provided hands-on experience and a practical understanding of what it is like to work in a broadcast newsroom.	1	General Manager
6	3/27/2019	Participation in events or programs sponsored by educational institutions	WXII sent a Reporter from the Newsroom to the Forsyth Middle College Career Fair. She discussed opportunities within the television station for those with high school diplomas and those moving on to college.	1	Reporter
7	6/23/2019	Participation in other activities designed by the station employment unit	WXII hosted a University of North Carolina at Charlotte graduate who job shadowed in Master Control. The graduate was shown all of the aspects of the position during a shift.	1	Master Control Operator
8	6/30/2019	Establishment of an intern program designed to assist members of the community	WXII hosted 3 interns over the course of this reporting period. The interns were from the following universities: University of North Carolina-Chapel Hill. The interns were part of the News Department over the course of their time at the television station.	3	Asst New Director Executive Producer Business Manager

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9	7/1/2019	Participation in other activities designed by the station employment unit	<p>WXII hosts high school and college groups through out the year for station tours. These tours discuss the various operations within the television station. Our tour guides discuss the various job functions and how to pursue employment these positions. There were 11 tours given from August 2018-June 2019.</p> <ul style="list-style-type: none"> - Davie County H.S. - 8/2/18, 11/6/18 & 5/15/19 - Wake Forest University - 11/16/18, 4/16/19, & 6/18/19 - Ledford H.S. - 1/4/19 - Forsyth Home Educators - 1/18/19 & 1/22/19 - Carter G. Woodson H.S. - 4/2/19 - Starmount H.S. - 4/26/19 	2	Receptionist Production Assistant