

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

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
Digital Producer	2-3, 5, 7-8, 14, 17-19, 24-29, 31, 33-34, 36, 38	36
Local Sales Manager	2-3, 5, 7-8, 10-11, 14, 17-20, 23-29, 31, 33-36, 38-39	35
Multi-Platform Producer	2-3, 5, 7-8, 17-19, 24-29, 31, 33-34, 36- 39	37
Multi-Platform Producer	2-3, 5, 7-8, 17-19, 24-29, 31, 33-34, 36- 39	36
Broadcast Maintenance Technician	2-3, 5, 7-8, 17-19, 24-29, 31, 33-35, 38- 39	35
Account Executive	2-3, 5-8, 13-14, 17-19, 23-31, 33-35, 38 -39	23
Account Executive	2-3, 5-8, 13-14, 17-19, 23-31, 33-35, 38 -39	14
Executive Producer	2-3, 5, 7-8, 11, 15, 18-19, 24-29, 31, 33 -34, 37-39	15
National Sales Assistant	2-3, 5, 7-8, 14, 18-19, 24-29, 31, 33-34, 38-39	14
Visual Journalist & Story Teller	2-3, 5, 7-8, 14, 18-19, 25-29, 31, 33-34, 38-39	14
Multi-Skilled Journalist	1-3, 5, 7-8, 14, 18-19, 25-29, 31, 33-34, 38-39	14
Sports MSJ	2-5, 7-8, 18-19, 25-31, 33-34, 37-39	37
Multi-Platform Producer	2-3, 5, 7-8, 14, 17-19, 25-29, 31, 33-35, 37-39	14
Digital Producer	2-3, 5, 7-8, 14, 17-19, 25-29, 31, 33-34, 37-39	14
Visual Journalist & Story Teller	2-3, 5, 7-8, 14, 17-19, 21, 25-29, 31-34, 37-39	14
Digital Sales Specialist	2-3, 5, 7-8, 10-11, 17-19, 25-29, 31, 33- 36, 38-39	35
Account Manager	2-3, 5, 7-8, 16-19, 21, 25-29, 31, 33-36, 38-39	35
Director of Sales	2-3, 5, 7-8, 11, 17-19, 23, 25-29, 31, 33 -34, 36, 38-39	23
Anchor	1-3, 5, 7-9, 17-19, 25-29, 31, 33-34, 38- 39	1
Multi-Platform Producer	2-3, 5, 7-8, 17-19, 22, 25-29, 31, 33-34, 36, 38-39	36
Multi-Skilled Journalist	2-3, 5, 7-8, 12, 14, 17-19, 22, 25-29, 31, 33-34, 37-39	14

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Multi-Skilled Journalist	2-3, 5, 7-8, 12, 14, 17-19, 22, 25-29, 31, 33-34, 37-39	14
Multi-Skilled Journalist	2-3, 5, 7-8, 12, 14, 17-19, 22, 25-29, 31, 33-34, 37-39	37
Digital Producer	2-3, 5, 7-8, 16-19, 25-29, 31, 33-34, 38- 39	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	Agency Referral	N	4
2	Asian American Journalists Association 1182 Market Street Ste 320 San Francisco, California 94102 Phone : 415-346-2051 Url : http://www.aaja.org Email : nialaboodhoo@gmail.com Fax : 1-415-346-6343 Niala Boodhoo	N	0
3	Asian American Journalists NC 15 East Peace Street Raleigh, North Carolina 27604 Phone : 919-508-2353 Url : http://aajanc.weebly.com/ Email : lynncowens@gmail.com Lynn Owens	N	0
4	Call In	N	1
5	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	2
6	Career Fair	N	3
7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Connecticut School of Broadcasting 9144 Arrow Point Blvd. Suite 100 Charlotte, North Carolina 28273 Phone : 704-502-1979 Url : http://www.gocsb.com Email : jcasson.corporate@gmail.com John Casson	N	0
9	Corporate Office	N	2
10	Corporate Recruiter	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Current Employee	N	7
12	E-mail Inquiry	N	1
13	Emma L Bowen Foundation for Minority Interests in Media 524 West 57th Street New York, New York 10019 Phone : 212-975-2545 Url : http://www.emmabowdenfoundation.com Sandra Rice Manual Posting	N	0
14	Employee Referral	N	13
15	Former Employee Referral	N	1
16	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	2
17	Goodwill Industries Southern Piedmont NC & SC P.O. Box 668768 Charlotte, North Carolina 28256 Phone : 704-372-3434 Url : http://www.goodwill.org Fax : 1-704-372-3228 Paulette Griffin	N	0
18	Graeme Newel - 602 Communications 4349 E. Colter Street Phoenix, Arizona 85018 Phone : 602-954-8373 Url : http://www.602communications.com Email : slizik@602communications.com Sandy Lizik	N	0
19	High Point University 833 Montlieu Avenue High Point, North Carolina 27268 Phone : 336-841-9626 Url : http://www.highpoint.edu/communication/ Email : scampbel@highpoint.edu Dr. Shannon Campbell	N	0
20	Indeed.com	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Indeed.com - Not Directly Contacted by SEU	N	3
22	Innervision 1801 North Tryon Street Charlotte, North Carolina 28206 Phone : 980-240-8558 Url : www.innervisionnc.org Email : loliverio@innervisionnc.org Lauren Oliverio	N	0
23	Linked In	N	9
24	Missouri School of Journalism Career Services 120 Neff Hall Columbia, Missouri 65211 Phone : 573-882-0373 Url : http://journalism.missouri.edu Email : willisb@missouri.edu Barbara Willis	N	0
25	Nat'l Assoc for Multi-ethnicity in Communication 336 W 37th Street Ste 302 New York, New York 10018 Phone : (212) 594-5985 Ext. 2504 Url : http://www.namic.com Email : jim.jones@namic.com Fax : 1-212-594-8391 Jim Jones	N	0
26	Nat'l Association of Hispanic Journalists 529 14th Street NW Ste 1000 Washington, District of Columbia 20064 Phone : 202-662-7168 Url : http://www.nahj.org Email : aguilar.thereporter@yahoo.com Rebecca Aguilar	N	0
27	National Association of Black Owned Broadcasters 1201 Connecticut Avenue N.W. Suite 200 Washington, District of Columbia 20036 Phone : 202-463-8970 Email : nabobinfo@nabob.org Fax : 1-202-429-0657 James Winston	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	National Lesbian and Gay Journalist Association 1420 K Street NW # 910 Washington, District of Columbia 20037 Phone : 202-588-9888 Ext. 10 Url : http://www.nlga.org Email : info@nlga.org Bach Polakowski	N	0
29	NC A&T Univ Journalism & Mass Communication 1601 E. Market St. Crosby Hall 220 Greensboro, North Carolina 27411 Phone : 336-285-3448 Url : http://www.ncat.edu/academics/schools-colleges1/ca Email : whitley@ncat.edu Fax : 1-336-334-7770 Sheila Whitley	N	0
30	Non-Employee Referral	N	2
31	North Carolina Assoc. of Broadcasters P.O. Box 627 Raleigh, North Carolina 27602 Phone : 919-821-7300 Url : http://www.ncbroadcast.com Email : info@ncbroadcast.com Lisa Reynolds	N	1
32	Other Source	N	1
33	Society of Broadcast Engineers 9102 North Meridian Street Suite 150 Indianapolis, Indiana 46260 Phone : 317-253-1640 Url : http://www.sbe.org Email : kjones@sbe.org Scott Jones	N	0
34	South Carolina Department of Employment & Workforce - Rock Hill, SC 454 S. Anderson Road BTC 505, Suite 202 Rock Hill, South Carolina 29730 Phone : (803) 328-3881 Url : https://www.dew.sc.gov/default.asp Fax : 1-803-328-3898 Pat Jones	N	0
35	Station Website	N	8

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36	TEGNA Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Phone : 704-329-3642 Casi Young Manual Posting	N	14
37	TV Jobs (DBA Broadcast Employment Services) P.O. Box 4116 Oceanside, California 92052 Phone : 877-988-9808 Url : http://www.tvjobs.com Mark Holloway Manual Posting	N	6
38	University of South Carolina School of Journalism and Mass Communications 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.sc.edu/cic Email : KBULLARD@mailbox.sc.edu Katie Bullard	N	0
39	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			85

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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	8/3/2016	Co Sponsoring Job Fair	<p>Assistant News Director attended the National Association of Black Journalists (NABJ) Convention and Career Fair.</p> <p>At NABJ journalists, media executives, public relations professionals, and students attend to network, participate in professional development sessions and celebrate excellence in journalism.</p>	1	Producer
2	8/10/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>CSS (Center for Sales Strategy) training takes the concepts of Selling the TEGNA Way and brings them into the real world. The focus will be on the ENGAGE and CLOSE steps of Selling the TEGNA Way. Specifically, the group will focused on creating integrated, tailored solutions—and considering how to use Hatch projects as they do that. One part of this will be using role play/practice around using Hatch as a potential solution to a need.</p>	17	Director of Sales Local Sales Manager Digital Sales Manager Executive Producer Sales Partnerships
3	8/27/2016	Participation in events or programs sponsored by educational institutions	Charlotte Today Co-Host took 8 young women who attend Ardrey Kell and Marvin Ridge high schools on a tour of BOA stadium. He spoke to them about education and what his job entails as a broadcaster and co-host of the Charlotte today show.	1	Co-Host

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4	9/7/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>MSJ attended Excellence in Journalism 2016 sponsored by the Society of Professional Journalists and Radio Television Digital News Association concerning broadcasting skills, ethics and new technology.</p>	1	MSJ
5	10/10/2016	Participation in events or programs sponsored by educational institutions	Job Shadow - A student Lake Norman high school shadowed Charlotte Today Co-Host at BOA stadium to learn what his responsibilities are as a broadcaster. He also took the student on the field where the student was able to observe the Sports Director preparing for the pregame football show.	1	Co-Host
6	10/18/2016	Participation in events or programs sponsored by educational institutions	Job Shadow - A NC State University shadowed Charlotte Today Co-Host. She observed the behind the scenes activities as well as had an opportunity to speak with producers and on air talent.	1	Co-Host
7	11/15/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The Sales department attended WideOrbit training. The sales team learned the ins and outs and best practices of the program. This will allow each team member to be more efficient in WideOrbit and minimize mistakes with order input and maintenance resulting in better service to our clients.</p>	17	LSM NSM

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8	11/15/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The Sales team received Wide Orbit training where they learned the ins and outs and best practices of the system. This training will allow each team member to be more efficient in Wide Orbit and minimize mistakes with order input and maintenance enhancing client satisfaction.</p>	18	
9	12/13/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Sales department attended Jim Doyle Upgrade Training. Topics included: Time Out Call Techniques, The Three Critical Elements of Successful LOCAL Advertising, Proposal Tips, Lessons from America's Best New Biz Developers.</p>	12	DOS LSM
10	12/15/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The News department attended Social Media training. The team learned what makes a good Facebook post and how to grow our audience engagement. In addition, the team how they can use Crowdtangle to find trending stories that our audience cares about to also increase our audience engagement.</p>	40	Digital Director News Director Assistant News Director General Manager

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11	1/11/2017	Participation in other activities designed by the station employment unit	University of NC Chapel Hill student shadowed Executive Producer and Anchor of Charlotte Today show. The student learned how Charlotte Today is produced.	2	Executive Producer Anchor
12	1/25/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to students at Crown Point Elementary for about her daily duties as a broadcast meteorologist. She talked about how the things the students are learning in the 5th grade still applies to her job to tell people the weather on tv. Many students had questions about Charlotte weather forecasting, also curious about how chroma key works, graphics, and what college was like when she earned her degree in meteorology.	1	Meteorologist
13	1/27/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist spoke to 2nd Graders at Corvian Community School in Charlotte about his position as a broadcast meteorologist.	1	Chief Meteorologist
14	2/1/2017	Participation in other activities designed by the station employment unit	HR Business Partner participated in Patriots Path and Northeastern University-Charlotte's Speed Networking event to connect veterans and transitioning military members with corporate representatives so that they can practice their networking skills. In addition, HR Business Partner spoke to participants about jobs available in the broadcast industry and how skills obtained in the military are transferable in the broadcast industry.	1	HR Business Partner
15	2/1/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to a 2nd grade class at Sunset Park Elementary in Rock Hill about his position as a broadcast meteorologist.	1	Meteorologist
16	2/8/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to a 5th grade class at Waddel Elementary in Charlotte about his position as a broadcast meteorologist.	1	Meteorologist

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17	2/21/2017	Participation in events or programs sponsored by educational institutions	Meteorologist will spoke to 3 classes of students at Cox Mill High School about weather, climate and the meteorology profession.	1	Meteorologist
18	2/21/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke with Cox Mill High School students about his position as a broadcast meteorologist, weather, climate and the meteorology profession.	1	Meteorologist
19	2/22/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to a 2nd grade class at Cotswald Elementary in Charlotte about his position as a broadcast meteorologist.	1	Meteorologist
20	2/24/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist spoke to 2nd graders at Finley Road Elementary School in Rock Hill about his position as a broadcast journalist.	1	Chief Meteorologist
21	2/27/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist spoke to 2nd graders at Huntingtowne Farms Elementary School about his position as a broadcast meteorologist.	1	Chief Meteorologist
22	2/28/2017	Participation in other activities designed by the station employment unit	Executive Producer of Charlotte Today hosted a job shadow for a Nations Ford High School Senior. The student is interested in film making and writing. He spent the morning watching how the Charlotte Today show team works on the show, how we write the show and how we produce the show. He also watched the noon newscast and spent time in the newsroom talking to producers and our consumer reporter.	1	Executive Producer
23	2/28/2017	Participation in other activities designed by the station employment unit	Charlotte Today hosted a Nations Ford High School senior. The student is interested in film making and writing. The student spent the morning watching how the Charlotte Today show team works on the show, how the show is written and how the show is produced. In addition, the student watched the noon newscast and spent time in the newsroom talking to producers and our consumer reporter.	1	Executive Producer

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24	3/1/2017	Participation in events or programs sponsored by educational institutions	Chief Meteorologist and Meteorologist spoke to 2nd graders at Iron Station Elementary School about his position as a broadcast meteorologist.	2	Chief Meteorologist Meteorologist
25	3/1/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to 5th graders at Collinsworth Elementary School about the jet stream, El Nino, weather patterns and storms.	1	Meteorologist
26	3/8/2017	Participation in events or programs sponsored by educational institutions	Multi-Skilled Journalist and Anchor/Reporter attended Career Day at Bessemer City Middle. They spoke with students about what they do everyday as a reporter/anchors, how they got into the business, our likes and dislikes, how much schooling is needed, how someone can become a broadcast journalist, etc.	2	Multi-Skilled Journalist Anchor/Reporter
27	3/15/2017	Participation in events or programs sponsored by educational institutions	Meteorologist spoke with 5th grade students at Landsdowne Elementary School in Charlotte about his position as a broadcast meteorologist, weather patterns, fronts, jet stream and El Nino.	1	Meteorologist
28	3/22/2017	Participation in events or programs sponsored by educational institutions	Meteorologist served as judge for a science fair at Covenant School in Concord, NC. He also spoke about his position as a broadcast meteorologist during the fair to the parents and students.	1	Meteorologist
29	4/1/2017	Participation in events or programs sponsored by educational institutions	Anchor/Reporter spoke at Winthrop University during the Mass Communications Bootcamp for the SPJ and NABJ group of students. She spoke to students about the business, her career path, how to land a job, how to do your job, making a demo tape etc.	1	Anchor/Reporter
30	4/1/2017	Participation in events or programs sponsored by educational institutions	Mass Communication Bootcamp	1	Anchor/Reporter
31	4/4/2017	Participation in other activities designed by the station employment unit	Executive Producer hosted students from Wingate University's Intro to Studio TV class with a tour of the station. The students also watched Charlotte Today.	1	Executive Producer