

EEO PUBLIC FILE REPORT

FOR

**WCWG-TV**

This EEO Public File Report  
July 22, 2015 to July 31, 2016

## **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, 2016 (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

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Account Executive	3	Internal Referral	<b>1-14</b>

Total number of persons interviewed during the Reporting Period: 3.

## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>0</b>	<b>No</b>
<b>2</b>	<b>0</b>	<b>No</b>
<b>3</b>	<b>0</b>	<b>No</b>
<b>4</b>	<b>0</b>	<b>No</b>
<b>5</b>	<b>3</b>	<b>No</b>
<b>6</b>	<b>0</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>Yes</b>
<b>8</b>	<b>0</b>	<b>Yes</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>0</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>0</b>	<b>No</b>
<b>14</b>	<b>0</b>	<b>No</b>

**\* Note: The above table reflects information for the 3 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. Appalachian State University, 305 Wey Hall, Boone, NC 28607, 828-262-2000, Marjorie Ellis
3. Bennette College, 900 E Washington Street, Greensboro, NC 27401, 336-517-2201, Yolande Johnson
4. Brookstone College of Business, 424 Gallimore Dairy Road, Greensboro, NC 27409, 336-668-2727, Shantea Gentry
5. Internal Referral
6. Carolina School of Broadcasting, 3435 Performance Road, Charlotte, NC 28214, 704-395-9272, Alyson Young
7. Elon University, Box 2850, Elon, NC 336-278-6336, Nagatha Tonkins
8. Employment Security Commission, 2005-B S. Elm Street, Greensboro, NC 27409, 336-334-5777, John Scragg
9. Guilford Technical Community College, PO Box 309, Jamestown, NC 27282, 336-334-4822 ext 2744, Daniel Grigg
10. NC Community and Technical College Jobs Consortium, Greensboro, NC, Dan Griggs, <http://www.collegecentral.com/nctcjobs>
11. North Carolina Association of Broadcasters, PO Box 627, Raleigh, NC 27602, 919-821-7300, Gail Summerville
12. Winston Salem State University, CF Thompson Center 301D 601 Martin L. King Jr. Drive, Winston Salem, NC 27110, 336-750-3244, Miles Winston
13. United Minority Media, 5511 Woodland Ave Suite 1, Kansas City, MO 64110
14. Forsyth Tech and CC, [collegecentral.com/forsythtech](http://collegecentral.com/forsythtech)

## ATTACHMENT 3

### MENU OPTION ACTIVITIES

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

<b>Activity Classification*</b>	<b>Type of Activity</b>	<b>Brief Description</b>
10.	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;	GSM of WCWG participated in two events at Forsyth Technical Community College where he evaluated broadcasting students' final projects and spoke to two classes about careers in broadcasting. Both events were on April 26, 2016. The times were 12-1:30p and the other time was 1:30-3:00pm.  The Production Manager participated in a 2 hour class discussion at Forsyth Technical Community College regarding how to put together quality program or video production for careers in broadcasting. The date of the discussion was February 2, 2016.
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	Producer with WCWG participated in "A Discussion For Your Journey to a Career in Media" with WNAA 90.1 on November 18, 2015. Brian discussed careers in broadcasting.
8.	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Sales staff has participated in training on sales management type duties including scarborough, prospecting and closing business. These seminars were on January 25, 2016 via webinar with Scarborough, February 14, 2016 with the North Carolina Association of Broadcasters, and April 4, 2016 with Bounce.

\* 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.