

WCTI
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
Assistant News Director	2-9, 11-13, 15, 17, 21-25, 28, 30-37, 39-55, 57	13
Receptionist / Accounting Assistant	2-8, 11, 17, 21-25, 27-28, 30-33, 35-37, 39-42, 44-49, 51-55, 57	25
News Producer	2-9, 11, 13-14, 17-18, 21-25, 28, 30-37, 39-55, 57	13
News Producer	2-9, 11, 13-14, 17-18, 21-25, 28, 30-37, 39-55, 57	42
Marketing Consultant	2-8, 11-12, 14, 16-18, 21-25, 27-28, 30-33, 35-37, 39-42, 44-52, 54-55, 57	42
Studio Camera Operator	2-8, 11-14, 16-18, 21-25, 28-33, 35-37, 39-42, 44-55, 57	13
Sales Assistant	2-8, 11, 14, 17-18, 21-25, 28-33, 35-37, 39-42, 44-55, 57	25
Morning News Anchor	2-9, 11, 14, 17-18, 21-25, 28-37, 39-55, 57	42
Marketing Consultant	2-8, 11-12, 14-18, 20-25, 28-33, 35-37, 39-42, 44-55, 57	42
Marketing Consultant	2-8, 11-12, 14-18, 20-25, 28-33, 35-37, 39-42, 44-55, 57	16
News/Digital Producer	2-8, 11-12, 14, 17-18, 21-25, 27-33, 35-37, 39-42, 44-55, 57	42
News Anchor - Reporter (Weekends)	1-9, 11-15, 17-18, 22-25, 28-37, 39, 42-43, 45, 47-55, 57	13
Executive Producer	2-8, 11-15, 17-18, 22-24, 28-33, 35-37, 39, 42, 45, 47-55, 57	13
Weekend Meteorologist Reporter	2-11, 14-15, 17-18, 22-24, 28-37, 39, 42-43, 45, 47-55, 57	47
Multimedia Journalist (MMJ)	2-11, 14-15, 17-18, 22-24, 28-37, 39, 42-43, 45, 47-52, 54-55, 57	10
Multimedia Journalist (MMJ)	2-11, 14-15, 17-18, 22-24, 28-37, 39, 42-43, 45, 47-52, 54-55, 57	31
News Producer	2-5, 7-8, 11, 13-18, 22-24, 26, 28-33, 35-37, 39, 42, 45, 47-52, 54-55, 57	13
General Sales Manager	2-4, 7-8, 11-15, 17-18, 22-24, 26, 28-33, 36-37, 39, 42, 45, 47-55, 57	13
Show Technical Director	2-4, 7-8, 11-15, 17-18, 22-24, 28-33, 35-37, 39, 42, 45, 47-55, 57	13

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News AM Anchor/Reporter (Weekends)	2-4, 7-9, 11, 14-15, 22-24, 28-37, 39, 42-43, 45, 47-55, 57	42
Digital Sales Manager	2-4, 7-8, 11, 14-15, 17-18, 22-24, 28- 33, 35-37, 39, 42, 45, 47-55, 57	42
Multimedia Journalist (MMJ)	2-4, 7, 9, 11, 14, 17-18, 22-24, 28, 30- 39, 42-43, 45, 47-57	42
News Producer	2-4, 7, 10-11, 14-15, 17-18, 22-24, 28- 33, 35-37, 39, 42, 45, 47-55, 57	10
Studio Crew	2-4, 7-8, 11, 14-15, 17-19, 22-25, 28- 33, 36-37, 39, 42, 45, 47-48, 51-55, 57	19

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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	Agency Referral	N	1
2	AllAboutCountry.com 311 E Center Avenue Lake Bluff, Illinois 60444 Phone : 910-520-9154 Email : webmaster@allaboutcountry.com Fax : 1-910-313-0228 Bill Hennes	N	0
3	Appalachian State University 369 JET Building Boone , North Carolina 28607 Phone : 828.262.2180 Url : www.appstate.edu Email : careerdevcnt@appstate.edu Sharon Jenson	N	0
4	Arizona State University/Walter Cronkite School of Journalism 555 N Central Ave Ste 302 Phoenix, Arizona 85004 Email : mike.wong@asu.edu Mike Wong	Y	0
5	California Chicano News Media 3800 South Grand Ave Suite 3950 Los Angeles, California 90071 Url : http://www.ccnma.org Email : sylvia@ccnma.org Sylvia Wells	Y	0
6	Campbell University Career Services P.O. BOX 4260 Buies Creek, North Carolina 27506 Phone : (800) 334-4111, Ext. 5707 Email : career@campbell.edu Fax : 1-910-893-1924 Jessica Randall	N	0
7	Careerbuilder.com 1101 15th St, NW Washington, District of Columbia 20005 Url : http://www.careerbuilder.com Email : sbgresumes@sbgvtv.com Aaron Brumfield	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
8	Carteret Community College 3505 Arendell St Morehead City, North Carolina 28557 Phone : 252-222-6000 Fax : 1-252-222-6265 Gabriel Rainer	N	0
9	Collective Talent 26150 Herseyvale Franklin, Michigan 48025 Url : http://www.medialine.com Email : bille@michaelsmedia.com Michael Bille	N	0
10	Corporate Recruiter	N	4
11	Craven Community College Workforce Development & Military Programs 800 College Court New Bern, North Carolina 28562 Phone : 252.444.6013 Email : zaccardk@cravencc.edu Kim Zaccardelli	N	0
12	Current Employee	N	14
13	Current Employee/Internal Promotion	N	8
14	East Carolina University 3016 Bate Building Greenville, North Carolina 27858 Email : brownjo@ecu.edu Lee Brown	N	0
15	Elizabeth City State University Parkview Drive Elizabeth City, North Carolina 27909 Phone : 252-335-3516 Email : rmjones@mail.ecsu.edu Fax : 1-252-335-3415 Randy Jones	N	0
16	Employee Referral	N	6

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17	Employment Security Commission - Morehead City 309 Commerce Avenue Morehead City, North Carolina 28557 Phone : 252-726-7151 Email : esc.jobs.moreheadcity@ncesc.gov Fax : 1-252-726-1141 Jobs Recruiter	N	0
18	Employment Security Commission Greenville 3101 Bismarck St Greenville, North Carolina 27834 Phone : 252-355-9067 Email : esc.jobs.greenville@ncesc.gov Fax : 1-252-355-9075 Donna Cannon	N	0
19	Former Employee	N	1
20	G.I Jobs 420 Rouser Rd Moon Township, Pennsylvania 15108 Url : www.gijobs.com Email : sbgresumes@sbgstv.com R. Brandt	N	0
21	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Sinclair SilkRoad Source	N	0
22	Hire A Hero PO Box 6808 Morango, California 94705 Url : http://www.hireahero.org Email : sbgresumes@sbgstv.com Broadbean Source	Y	0
23	Howard University 5258 Bryant St, NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : sbgresumes@sbgstv.com Carol Dudley	Y	0

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24	Husson University 1 College Circle New England School of Communications Bangor, Maine 4401 Url : NEWS ONLY Email : verrillr@husson.edu Rodney Verrill	Y	0
25	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Sinclair SilkRoad Source	N	20
26	Indeed.com - Not Directly Contacted by SEU	N	2
27	Internet Ad-not directly contacted by SEU	N	3
28	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : sbgresumes@sbgstv.com Broadbean Source	Y	0
29	Jacksonville Employment Security Commission 461 Western Blvd. #106 Jacksonville, North Carolina 28546 Phone : 910-347-2121 Email : lindsay.gress@nccommerce.com Fax : 1-910-938-2583 Lindsay Gress	N	0
30	Journalismjobs.com 72 Plaza Drive 2nd fl Berkeley, California 94706 Url : http://www.journalismjobs.com Email : sbgresumes@sbgstv.com Broadbean Source	N	1
31	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Email : sbgresumes@sbgstv.com Account Manager	N	3

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32	Marine For Life 1003 Jennifer Drive Jacksonville, North Carolina 28546 Phone : 910.376.4102 Url : www.MarineForLife.org Email : Nichole.Mason@usmc.mil Staff Sergeant Nichole Mason	N	0
33	Media Match 8112 1/2 West 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk	Y	0
34	Medialine PO Box 51909 Pacific Grove, California 93950 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
35	National Association of Broadcaster 1771 North Street NW Washington, District of Columbia 20036 Phone : 202-429-5499 Url : http://www.nab.org Edward Fritts Manual Posting	N	0
36	National Hispanic Media Coalition North Carolina Email : info@nhmc.org Alejandra Valenzuela	N	0
37	NCWorks Career Center 2836 Neuse Blvd New Bern, North Carolina 28560 Phone : 252-514-4828 Email : jason.akes@nccommerce.com Fax : 1-252-514-4840 Jason Akes	N	0
38	Non-Employee Referral	N	1

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39	North Carolina Association of Broadcasters 150 Fayetteville Street Ste 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : ncbroadcast.com Email : info@ncbroadcast.com Lisa Reynolds	N	0
40	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Sinclair SilkRoad Source	N	0
41	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Sinclair SilkRoad Source	N	0
42	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbg.net Email : employment@sbg.com Sharon Pickeral	N	20
43	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : http://www.talentedynamics.com Email : jpumphrey.td@gmail.com Julie Pumphrey	N	0
44	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : http://www.thejobspider.com Email : sbgresumes@sbg.com Broadbean Source	N	0

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45	The Muse 1375 Broadway New York, New York 10018 Url : http://www.themuse.com Email : sbgresumes@sbgstv.com Andrea Siegle	N	0
46	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Sinclair SilkRoad Source	N	0
47	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : info@tvjobs.com Mark Holloway	N	1
48	UNC Wilmington Career Center 601 S College Road Wilmington, North Carolina 28403 Phone : 910-962-3174 Email : vankoughnetl@uncw.edu Lisa VanKoughnet	N	0
49	UNCC Charlotte, University Career Center 9201 University City Blvd Adkins 150 Bldg. Charlotte, North Carolina 28223 Phone : (704) 687-2231 Email : jdcook@uncc.edu Fax : 1-704-687-5298 Career Service	N	0
50	University Career Center - UNC Charlotte 150 Atkins 9201 University City Blvd. Charlotte, North Carolina 28223 Phone : 704-687-0804 Matthew French Manual Posting	Y	0
51	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-7886 Email : sbgresumes@sbgstv.com Julie Pendergraff	N	0

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52	US Army Wounded Warrior Program 200 Stovall St Room 7N53 Alexandria, Virginia 22332 Email : Vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
53	WCTI/WYDO TV 225 Glenburine Dr New Bern, North Carolina 28560 Phone : 252-638-1212 Email : jboyd@wcti12.com Jason Boyd	N	0
54	Weaver Education Center 300 S. Spring Street Greensboro, North Carolina 27401 Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw	N	0
55	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-717-1241 Email : cgilreath@wsurban.org Fax : 1-336-717-1368 Celeste Gilreath	N	0
56	Word of Mouth Referral	N	1
57	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			87

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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	8/7/2019	Participation in Job Fairs	Description: The Corporate Employment Manager, News Talent Manager and Director of News Training and Development, along with several station News Managers represented all Sinclair News stations at the career expo for the NABJ convention/career expo in Miami, FL August 7 – 9th, 2019. They met potential candidates and reviewed resumes and tapes for current and future job openings across the company. All candidates who stopped by the booth are followed up with and interviews set up where applicable.	3	Employment Manager Director of Training News Talent Mgr
2	9/12/2019	Participation in events or programs sponsored by educational institutions	Les Still went to Pitt Community College where he represented WCTI/WYDO. There was 20 adults ages ranging from 18-40 years old. The event was to make the students aware of how to prepare for Hurricane Season. He also discussed how he became a meteorologist.	1	Meteorologist
3	9/26/2019	Participation in events or programs sponsored by educational institutions	Shane Hinton represented WCTI/WYDO at AH Bangert Elementary School. There was 67 children ages ranging from 6-7 years old. Students learned about weather tools and how they are used for forecasting. He discussed the importance of the weather systems in Eastern North Carolina which lead to how he became a meteorologist.	1	Weekend Meteorologist
4	10/3/2019	Participation in events or programs sponsored by educational institutions	Shane Hinton one of our meteorologist represented WCTI/WYDO at Morehead City Primary School. There was 54 students aging from 7-8 years old. He discussed weather tools and how they are used to forecast the weather in Eastern North Carolina. He also discussed how he became a meteorologist and how to predict severe weather especially hurricanes. At the end there was a Q&A.	1	Weekend Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	11/14/2019	Participation in events or programs sponsored by educational institutions	Our Weekend Meteorologist Shane Hinton represented WCTI/WYDO at Graham A. Barden Elementary. There was 33 children ages ranging from 10-12 years old. He discussed the difference between weather and climate, weather tools, air pressure systems and the difference between land breeze vs sea breeze. He also had a Q&A to discuss hurricanes and their impact on Eastern North Carolina	1	Weekend Meteorologist
6	1/13/2020	Participation in events or programs sponsored by educational institutions	Shane Hinton represented WCTI/WYDO at Chinquapin Elementary School. There was 300 children from kindergarten to 7th grade. There was 2 presentations where the students learned about the basics of weather information. He discussed the importance of the weather systems in Eastern North Carolina which lead to how he became a meteorologist.	1	Weekend Meteorologist
7	3/11/2020	Participation in Job Fairs	Participated in a job fair at Lenoir Community College. Rana Howell BM/HR and another employee in promotions Scott Foley attended the job fair from 8 am to 12 pm. They talked with college students about open positions within the station and how to apply referring them to our SBG Careers page. There were around 250 participants.	2	HR Promotions