

EEO Public File Report

WWAY-TV, Wilmington, NC
July 27, 2019 - July 26, 2020

Full-Time Positions Filled

Full-time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations)	Number Interviewed	Number Hired	Recruitment Source
Yes	438 - Weekend Anchor Reporter	May 9, 2019	January 1, 2020	All Except: 7,11,18,32,34,54	2	1	In House
Yes	439 - Producer Editor	August 11, 2019	October 28, 2019	All Except: 7,11,18,32,34,54	2	1	In House
Yes	440 - Chief Meteorologist	May 15, 2019	July 27, 2019	All Except: 7,11,18,32,34,54	5	1	Tv Jobs
Yes	442 - Multimedia Account Executive	June 27, 2019	July 29, 2019	All Except: 7,11,18,32,34,51,52,54	3	1	Indeed.com
Yes	443B - Sales Assistant	July 8, 2019	August 7, 2019	All Except: 7,11,18,32,34,39,51,52,54	9	1	Employee Referral-Note: Position 443 was originally hired on July 15, 2019 and reported on last years EEO report, employee left after only two weeks, and position was refilled with an additional interviewee from the original posting.
Yes	444 - Master Control Operator	July 15, 2019	August 6, 2019	All Except: 7,11,18,32,34,39,51,52,54,	1	1	Wwaytv3.com
Yes	445 - News Director	August 5, 2019	October 1, 2019	All Except: 1,3,7,9,11,14,15,16,18,23,30,31,33,35,36,37,38,39,40,41,42,43,44,45,46,47,49,50,51,52,54,55,	4	1	Tv Jobs
Yes	446 - Production Assistant	August 19, 2019	September 9, 2019	All Except: 7,11,18,32,34,51,52,53,54	1	1	Indeed.com
Yes	447 - Producer Editor	September 9, 2019	October 28, 2019	All Except: 7,11,18,32,34,51,52,53,54	2	1	In House
Yes	448 - National/Local Sales Manager	September 26, 2019	October 7, 2019	All Except: 1,3,5,7,9,11,12,14,15,16,18,23,25,30,31,32,33,34,35,36,37,38,40,41,42,43,44,45,46,47,49,50,54,55,56,57	6	1	Employee Referral
Yes	449 - Production Assistant	October 11, 2019	October 26, 2019	All Except: 7,11,18,32,34,54	7	1	Indeed.com
Yes	450 - Multimedia Account Executive	October 22, 2019	February 6, 2020	All Except: 1,3,7,9,11,14,15,16,18,23,30,31,33,34,35,36,37,38,40,41,43,44,45,46,47,50,51,52,54,55,56,57	3	1	Indeed.com
Yes	451 - Creative Services-Promotions Producer	November 19, 2019	February 20, 2020	All Except: 7,11,18,32,34,54	1	1	In House
Yes	452 - Producer Editor	December 17, 2019	February 5, 2020	All Except: 7,11,18,32,34,54	1	1	In House
Yes	453 - Production Assistant	January 7, 2020	January 27, 2020	All Except: 7,11,18,32,34,54	4	1	Wwaytv3.com
Yes	454 - Sales Assistant	January 9, 2020	February 6, 2020	All Except: 7,11,18,32,34,54	9	1	Indeed.com
Yes	455 - Special Events & Promotions Coordinator		No Longer filling this position				
Yes	456 - Morning Noon Meteorologist	February 5, 2020	June 15, 2020	All Except: 7,11,18,32,54	3	1	Tv Jobs
Yes	457 - Weeknight Anchor	February 12, 2020	July 1, 2020	All Except: 1,2,7,11,14,15,16,17,18,23,25,30,31,33,34,35,3,37,38,40,41,42,43,44,45,46,47,54,55,56,57	1	1	In House
Yes	459 - Multimedia Journalist	June 16, 2020	Still open	All Except: 7,11,18,32,54			
Yes	460 - Meteorologist/Multimedia Journalist	June 16, 2020	July 20, 2020	All Except: 7,11,18,32,54	2	1	Facebook
Yes	462 - Managing Editor	June 18, 2020	Still Open	All Except: 7,11,18,32,54			
*See Attached List of Recruitment Sources for Contact Information							

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Number	Recruitment Source	Contact	Total Interviewed	Entitled to Notification?
1	Arizona State University 1151 S Forest Ave. #329, Tempe, AZ 85287 www.joinhandshake.com	Career Services 480-966-2350		N
2	Bladen Community College PO Box 266, Dublin, NC 28332 cbryan@bladencc.edu	Carlton Bryan 910-863-6002		N
3	Boston University 695 Commonwealth Avenue, Boston, MA 02215 www.joinhandshake.com	Career Development 617-353-3590		N
4	Brunswick Community College PO Box 30 Supply, NC 28462 gardner@brunswickcc.edu	Onya Gardner 800-754-1050		N
5	Cape Fear Community College 411 N. Front Street Wilmington NC 28401 www.collegecentral.com/cfcp/	David Wilson 910-362-7846		N
6	Central Carolina Community College 11054 Kelley Dr Sanford, NC 27330 mparker@ccc.edu	Mary Parker 919-775-5401		N
7	Client Referral N/A			N
8	Coastal Carolina Community College 444 Western Blvd. Room 108, Jacksonville, NC 28546 careerservices@coastalcarolina.edu	Department of Continuing Ed 910-938-6761		N

9	Coastal Carolina University	PO Box 261954, Conway, SC 29528	www.joinhandshake.com	Career Development 843-347-3161		N
10	Coker College	300 East College Ave Hartsville SC 29550	bnorment@coker.edu	Heather Norment 843-383-8185		N
11	Drop In	N/A				N
12	Elon University	100 Campus Drive, Elon, NC 27244	www.elon-cam.symplicity.com	Career Services 336-278-5724		N
13	Employee Referral (Breakroom posting)	N/A			7	N
14	East Carolina University	701 East 5th Street, Greenville, NC 27858	www.joinhandshake.com	Career Services 252-3286050		N
15	Eastern Kentucky University	216 Park Dr., CPO 62 Whitlock Building, Room 468, Richmond, KY 40475	www.joinhandshake.com	Career Center 859-622-1296		N
16	Florida State University	32306 100 S Woodward Ave, Tallahassee, FL 32304	www.joinhandshake.com	Career Center 850-644-6431		N
17	Francis Marion University	PO Box 100547, Florence SC 29501-0547	rmiller@fmarion.edu	Ronald Miller 800-368-7551		N
18	Full Sale University	3300 University Boulevard, Winter Park, FL 32792		Career Department 800-226-7625		
19	High Point University	833 Montlieu Ave., High Point, NC 27262	careerservices@highpoint.edu	Doug Hall 336-841-9338		N
20	Indeed Website		www.indeed.com		26	N
21	In House (Breakroom posting)	N/A			6	N
22	Intern	N/A				N
23	Louisiana State University	158 LSU Student Union Building, Baton Rouge, LA 70803	www.joinhandshake.com	Career Center 225-578-2162		N
24	Media Line	1209 Wood Valley Road, Augusta, GA 30909	medialine@medialine.com	Don Matthews 706-364-7564		N
25	Midlands Technical	PO Box 2408 Columbia SC 29202	jobpost@midlandstech.edu	Janet Walker 803-822-3538		N
26	Miller Motte Business College	5000 Market Street Wilmington NC 28405	rachel.merritt@miller-motte.edu	Rachel Merritt 910-392-4660		N
27	Morris College	100 W. College Street, Sumter, SC 29150	gwright@morris.edu	Dr. Gloria Seabrook-Wright 803-773-3687		N
28	NC Dept of Commerce, DIV Workforce (ESC)	5300-7 Main Street, Charlotte, NC 27470	marcell.hatten@nccommerce.com	Marcell Hatten 910-754-6120		N
29	NC State	2831 Thurman Drive, Raleigh, NC 27695	Careerservices@ncsu.edu	Bridget Hartsfield 919-515-3249		N
30	Northwestern University	620 Lincoln St, Evanston, IL 60201	www.joinhandshake.com	Career Advancement Center 847-491-3700		N
31	Ohio State University	1640 Neil Ave, Columbus, OH 43210	www.joinhandshake.com	Career Counseling 614-688-3898		N
32	Other	N/A				N
33	Temple University	1913 N Broad St, Philadelphia, PA 19122	www.joinhandshake.com	Career Center 215-204-7981		N
34	TV Jobs	tvjobs.com	admin@tvjobs.com		9	N
35	The University of Colorado Boulder	2249 Willard Loop Dr., Boulder, CO 80305	www.joinhandshake.com	Career Center 303-492-8541		N
36	The University of Georgia	825 S. Lumpkin St., Athens, GA 30602	www.joinhandshake.com	Career Center 706-542-3375		N
37	The University of Kentucky	408 Rose St., Lexington, KY 40508	www.joinhandshake.com	Career Center 859-257-2746		N
38	The University of Missouri-Columbia	909 Lowry Mall, Columbia, MO 65211	www.joinhandshake.com	Career Center 673-882-6803		N
39	The University of Mount Olive	634 Henderson Street, Mt. Olive, NC 28365	www.collececentral.com/umpo/	Career Center 919-658-7750		N
40	The University of Oklahoma	900 Asp Ave #323, Norman, OK 73019	www.joinhandshake.com	Career Services 405-325-1974		N
41	The University of South Carolina	1322 Greene Street, Columbia, SC 29208	www.joinhandshake.com	Career Center 803-777-7280		N
42	UNC Charlotte	9201 University City Blvd., Charlotte, NC 28223	www.career.unc.edu/hire-a-niner	Jim Novak 704-687-0795		N
43	UNC Chapel Hill	Howell Hall Campus, Box 3365, Chapel Hill, NC 27599	www.joinhandshake.com	Amy Wittmaver 919-962-3593		N
44	UNC Greensboro	1 Elliott University Center-Ground Floor, Greensboro, NC 27402	www.joinhandshake.com	Katie Geise 336-334-5454		N
45	UNC Pembroke	1 University Drive, Pembroke, NC 28372	www.joinhandshake.com	Brenda Bullard 901-521-6270		N
46	UNC Wilmington	601 S. College Road, Wilmington, NC 28403	www.joinhandshake.com	Career Center 910-962-3000		N
47	Valparaiso University	1509 Chapel Dr., Harre Union Room 100, Valparaiso, IN 46383	www.joinhandshake.com	Career Center 219-464-5005		N
48	Voorhees College	PO Box 678 Denmark SC 29042	humanresources@voorhees.edu	803-798-3351 Human Resources		N
49	Western Carolina University	205 Killian Annex, Cullowhee, NC 28723	www.careers.wcu.edu	Career Services 828-227-7133		N
50	Western Kentucky University	1806 College Heights Blvd., Bowling Green, KY 42101	www.joinhandshake.com	Career Center 270-745-3095		N
51	WWAYTV3 Facebook	N/A			7	N
52	WWAYTV3 Twitter					N
53	WWAY TV3 Website	N/A	WWW.WWAYTV3.COM		11	N
54	Spots N Dots			Office 888-884-2630		N
55	UNC Asheville	1 University Heights, Asheville, NC 28804	www.joinhandshake.com	Career Center 828-251-6515		N
56	Claflin University	400 Magnolia Street, Orangeburg, SC 29115	www.joinhandshake.com	Career Center 800-922-1276		N

57	Stony Brook University	Stony Brook, NY 11794	www.joinhandshake.com	Career Center 631-632-6810	N
* added handshake as a recruitment source in June 2018					
Handshake is a job board posting site for multiple Universities					

Name of Initiative: 1. Sneakers Bureau
Date of Initiative: 7/27/19-7/26/20

Description of Initiative:
 WWAY supplies speakers for events sponsored by civic and community organizations and schools. Each time a staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event.

Scope of employment unit's participation:

During the reporting period, WWAY personnel spoke at the following events/organizations:

- | | |
|--|-----------------------------|
| MLK Committee Annual Banquet | All American Beauties |
| Port City Rip the Runway | MLK Celebration Committee |
| Malpass Corner Elementary School | Gratitude Lane/HRMO/ChicFIA |
| Mt. Ararat AME Church | Topsail Middle School |
| Delta Sigma Theta Sorority Inc. | Cape Fear Elementary School |
| Wilmington Railroad Museum | NC Rice Festival |
| Surf City Elementary School Visit | New Hanover County Schools |
| Cape Fear Habitat for Humanity Upscale Resale Design and Challenge | |
| 5th Annual Wilmington Bartender's Ball | |
| Cape Fear League of Women Voters Southport Mayor & Board of Alderman | |
| Wilmington Adventist School | |
| North Topsail Elementary School | |
| Cape Fear League of Women Voters Leland Candidates Forum | |
| Friends of Leland Cultural Arts Center | |
| Lower Cape Fear Hospice | |
| Town of Leland Founders Day Celebration | |
| Girls Raised in the South | |
| NC Maritime Museum at Southport | |
| 100 Black Men of Coastal NC | |
| Community Boys & Girls Club | |
| Wrightsville Beach Museum of History | |
| Thalian Association Community Theatre | |

Name of Initiative: 2. WWAY Station Tours
Date of Initiative: 7/27/19-7/26/20

Description of Initiative:
 Monthly station tours given to civil groups and school groups.

Name of Initiative: 3. Trainino Program
Date of Initiative: July 27, 2019 - July 26, 2020

OSI Traffic Training 7.22.19
 Traffic Manager
 Sales Assistant

- Order Entry Procedure Guidelines 9.24.19**
 Local Sales Manager
 Digital Sales Manager
 Traffic Manager
 Regional Sales Manager
 Account Executive
 Digital Operations Specialist
 Sales Assistant
 Sales Assistant

- Adobe Premier 6.1.2020**
 Operations Manager
 Promotions/Creative Services Manager
 Graphic Artist
 Creative Services Producer
 Creative Services Producer

Name of Initiative: 4. Job Fairs
Date of Initiative: 9/18/2019

Description of Initiative:

UNC Wilmington - Career & Internship Fair Fall 2019

Scope of employment unit's participation:

WWAY had booth set up at job fair to recruit applicants for various job openings

Titles of station personnel involved in initiative:

News Director
Operations Manager
Local Sales Manager
Creative Services/Promotions Manager
Engineering

Date of Initiative:

2/26/2020

Description of Initiative:

UNC Wilmington - Spring Career & Internship Fair

Scope of employment unit's participation:

WWAY had booth set up at job fair to recruit applicants for various job openings

Titles of station personnel involved in initiative:

News Director
Local Sales Manager

Date of Initiative:

7/16/2020

Titles of station personnel involved in initiative:

Digital Sales Manager
General Sales Manager

UNC Wilmington - Virtual Career Fair

Name of Initiative: 5.

Internshio Program

Date of Initiative:

7/27/19-7/26/20

Description of Initiative:

Promotions Internship -

Training in Videography applications.
Intern performs a variety of functions including designs for on-air use, write daily topical copy, edit topical/image/public services announcements, and basic web updates.

News Internship-

Gains specific knowledge of how the news desk operates as well as the overall television news operations, including learning broadcast news writing with scripts written for actual airing by the anchors; accompany news crews in the field and provide necessary assistance; monitor the network news.

Production Internship-

Receives training on how to operate television broadcast equipment including teleprompter and studio cameras; attends post-newscast meetings; observes every aspect of the production department

Sports Internship-

Gains knowledge of how a sportscast is produced and broadcast. Student is trained to edit, conduct interviews in the field, write scripts and learn to do stand-ups

Meteorologist Internship-

Intern learns the various task involved in typical Broadcast Meteorologist's job. Interns observe how analyze weather data through various websites and use meteorological theory to formulate a forecast, learn how to create and produce weather graphics through our graphics systems, observe weather presentations and practice their own delivery on the key wall to strengthen their own communications skills in delivering a weather presentation to the public.

Scope of employment unit's participation:

WWAY has had a long and active internship program, providing hands-on television broadcast experience for college students. Interns during the reporting period included:

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News -
University of NC at Wilmington