

WBTV

EEO PUBLIC FILE REPORT

August 1, 2017 - July 31, 2018

I. VACANCY LIST

See **Master Recruitment Source List** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
News Producer	1-3, 6-7, 10, 12, 16, 20, 24, 30-32, 34, 42-43, 45, 50-51, 54-55, 60, 65, 66	68
Digital Sales Manager	12, 32, 43, 51-52, 54, 59-60, 65, 66	67
Reporter/MMJ	1-3, 6-7, 10, 12, 16, 20, 24, 30-32, 34, 42-43, 45, 50-51, 54-55, 59-60, 65, 66	65
Digital Content Producer	1-3, 6-7, 10, 12, 16, 20, 24, 30-32, 34, 42, 43, 45, 50-52, 54-55, 59-60, 65, 66	65
Reporter/MMJ	12, 32, 51-52, 54, 59-60, 64, 65, 66	65
Digital Content Producer	1-3, 6-7, 10, 12, 16, 20-21, 24, 30-32, 34, 41-43, 45, 47, 50, 52, 54-55, 59, 60, 65, 66	68
Senior Digital Sales Specialist	1-3, 6-7, 10-12, 16, 18, 20-21, 24, 30-32, 34, 40-43, 45, 47, 49-52, 54-55, 59-60, 66	70
Media Planner	1-3, 6-7, 10-12, 16-18, 20-21, 24, 27, 30-32, 34, 40-43, 45, 47, 49-50, 52, 54-55, 59-60, 65, 66	67
Success Manager	11-12, 16-18, 21, 27, 32, 40-43, 47, 49, 51-52, 54, 58-60, 65, 66	65
Media Sales Consultant	1-3, 6-7, 10-12, 16-18, 20-21, 24, 27, 30-32, 34, 40-43, 45, 47, 49-52, 54-55, 65, 66	67
News Producer	1-15, 17-31, 33-37, 39-51, 54-56, 61-63, 65, 66	65

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II. MASTER LIST OF RECRUITMENT SOURCES

Sources with an asterisk () denote organizations that requested notification of job vacancies

Source Number	Organization	Contact Person	Mailing/Email Adress	Website	Phone Number	Number of Interviews
COMMUNITY SOURCES						
11	Carolina School of Broadcasting	Alyson Young	Alyson.Young@csbradiotv.edu; csbnc@bellsouth.net	www.csbradiotv.edu/		
*2	Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Road, Charlotte, NC 28216, career_services@jcsu.edu	www.jcsu.edu	704.378.1041	
*3	Latin American Coalition	Kendal Thomas	4938 Central Avenue Suite 101, Charlotte, NC 28205, kthomas@latinamericacoalition.org	www.latinamericacoalition.org	704.941.6736	
4	NC Employment Security Commission	Jack Stollery	5601 Executive Center Drive, Suite 100, Charlotte, NC 28708, Jack.stollery@ncmail.net	https://des.nc.gov/des	(704) 566-2870	
5	Alabama A&M University		Handshake	https://app.joinhandshake.com/schools/267	256-372-5692	
6	Appalachian State University		Career Development Center, P.O. Box 32032, Boone, NC 28608, recruiting@appstate.edu	www.appstate.edu/	(828) 262-2180	
7	Art Institute - Charlotte	Kristine Maddix	2110 Water Ridge Pkwy, Charlotte, NC 28217, kmaddix@aai.edu	https://www.artinstitutes.edu/charlotte	704.357.5887	
8	Auburn University		Handshake	https://app.joinhandshake.com/schools/150	334-844-4744	
9	Augusta University		Handshake	https://app.joinhandshake.com/schools/435	706-737-1604	
10	Barber Scotia College	B Boyd	145 Cabarrus Avenue, Concord, NC 28025, bboyd@b-sc.edu	www.b-sc.edu/	(704) 789-2928	
11	Belmont University		Handshake	https://app.joinhandshake.com/schools/334	615-460-6490	
12	Central Piedmont Community College		P.O. Box 35009, Charlotte, NC 28235, career.services@cpcc.edu	https://www.cpcc.edu/	(704) 330-6551	
13	Claffin University		Handshake	https://app.joinhandshake.com/schools/582		
14	Clark Atlanta University		Handshake	https://app.joinhandshake.com/schools/163	404-880-6749	
15	Coastal Carolina University		Handshake	https://app.joinhandshake.com/schools/452	843-349-2341	
16	Davidson College		Handshake	https://app.joinhandshake.com/schools/43		
17	Emory University		Handshake	https://app.joinhandshake.com/schools/83	(404) 727-6211	
18	Fayetteville State University		Handshake	https://app.joinhandshake.com/schools/262	(910) 672-1111	
19	Florida State University		Handshake	https://app.joinhandshake.com/schools/401	850.644.6431	
20	Gardner-Webb University	M Allen	Office of Career Services, Campus Box 997, Boiling Springs, NC 28017, mlallen@gardner-webb.edu	gardner-webb.edu/	(704) 406-4563	
21	Georgia State University		Handshake	https://app.joinhandshake.com/schools/336	404-413-2000	
22	Hampden-Sydney College		Handshake	https://app.joinhandshake.com/schools/575	(434) 223-6106	
23	Kennesaw State University		Handshake	https://app.joinhandshake.com/schools/280	470-578-6555	
24	King's College	T Bramblett	322 Lamar Avenue, Charlotte, NC 28204, tbramblett@kingscollegecharlotte.edu (through 6/13/18)	https://www.kings.edu/	(704) 372-2383	
25	Lenoir-Rhyne University		Handshake	https://app.joinhandshake.com/schools/554	828-328-7699	
26	Maryville College		Handshake	https://app.joinhandshake.com/schools/418	865-981-8400	
27	Mercer University		Handshake	https://app.joinhandshake.com/schools/331	478-301-2863	
28	Meredith College		Handshake	https://app.joinhandshake.com/schools/416		
29	Morehouse College		Handshake	https://app.joinhandshake.com/schools/166		
30	NAACP, Charlotte Chapter		P.O. Box 560786, Charlotte, NC 28256, naacp@charlottenaacp.com	www.charlottenaacp.com/	(704) 594-9555	
31	North Carolina Association of Broadcasters		150 Fayetteville Street, Suite 1270 Raleigh, NC 27601, info@ncbroadcast.com	www.ncbroadcast.com	919.821.7300	
32	North Carolina A&T State University		1601 E Market St, Greensboro, NC 27411	www.ncat.edu		
33	North Carolina Central University		Handshake	https://app.joinhandshake.com/schools/400		
34	Shoppes Charlotte	Jenny D	P.O. Box 480751, Charlotte, NC 28269, jennyd@shoppecharlotte.com	www.shoppecharlotte.com/	(704) 756-2359	
35	Spelman College	Jacquelyn Jones	Handshake	https://app.joinhandshake.com/schools/165	404-270-5278	
36	Tennessee Technological University		Handshake	https://app.joinhandshake.com/schools/422	931-372-3232	
37	Tennessee State University		Handshake	https://app.joinhandshake.com/schools/474	(615) 963-5000	
38	Tuskegee University		Handshake	https://app.joinhandshake.com/schools/475		
39	University of Alabama		Handshake	https://app.joinhandshake.com/schools/313	205-348-5848	
40	University of Georgia		Handshake	https://app.joinhandshake.com/schools/153	706-542-3375	
41	University of North Carolina - Asheville		Handshake	https://app.joinhandshake.com/schools/357	828-251-6515	
42	University of North Carolina - Chapel Hill		Handshake	https://app.joinhandshake.com/schools/276	919-962-6507	
43	University of North Carolina - Charlotte	J Cook	9201 University City Boulevard, Charlotte, NC 28233, jcook@uncc.edu	https://www.uncc.edu/	(704) 547-2231	
44	University of North Carolina at Pembroke		Handshake	https://app.joinhandshake.com/schools/430	910-521-6000	
45	University of North Carolina - Wilmington		601 S. College Road, Wilmington, NC 28403-5924, careercenter@uncw.edu (through 5/14/18), Handshake (5/14/18 - Present)	www.uncw.edu/career, https://app.joinhandshake.com/schools/650	(910) 962-3174	
46	University of North Georgia		Handshake	https://app.joinhandshake.com/schools/550	706.864.1951	
47	University of South Carolina		Handshake	https://app.joinhandshake.com/schools/124	803-777-7280	
48	University of Virginia		Handshake	https://app.joinhandshake.com/schools/121	434-924-8900	
49	Wake Forest University		Handshake	https://app.joinhandshake.com/schools/24	336.758.5902	
50	Winston-Salem State University		301 Thompson, Winston-Salem, NC 27110, winstonmi@wssu.edu	https://www.wssu.edu/	(336) 750-3240	
51	York Technical College	Chris Cimino	452 S. Anderson Road, Rock Hill, SC 29730, ccimino@yorktech.com	https://www.yorktech.edu/	(803) 327-8052	

ADDITIONAL SOURCES

52	Asian American Journalists Association (AAJA)		5 Third St, Suite 1108 San Francisco, CA 94103. national@aaia.org	www.aaia.org	415-346-2051		
53	National Association of Black Journalists (NABJ)		1100 Knight Hall, Suite 3100. College Park, Maryland 20742	www.nabj.org	(301) 405-0248		
54	National Association of Hispanic Journalists (NAHJ)		1050 Connecticut Ave NW, 5th Floor, Washington, DC 20036	www.NAHJ.org	(405) 325-1649	2	
55	Native American Journalists Association (NAJA)		395 W. Lindsey St., Norman, OK, 73019-4201	www.NAJA.com			
56	Indeed			www.indeed.com		1	
57	Live Career			https://jobs.livecareer.com			
58	Spots N Dots		167 Oakdale Road, Johnson City, NY 13790	http://www.spotsndots.com/	(607) 729-7295		
59	TVB		120 Wall Street, 15th Floor, New York, NY 10005-3908	www.tvb.org	212-486-1111		
60	TVJobs.com			www.tvjobs.com		2	
61	Zip Recruiter			www.ziprecruiter.com			
62	Media Biz Jobs	J Stipe	istipe@mediabizjobs.com				
63	602 Communications	Graeme Newell	6839 Charter Hills Road, Charlotte, NC 28277. gnewell@602communications.com	http://602communications.com/	(704) 543-1426		
64	LinkedIn			https://www.linkedin.com/		17	
65	Raycom Media Career Center	Donna Tadlock	RSA Tower, 20th Floor, 201 Monroe Street, Montgomery, AL 36104	https://www.raycommedia.com/careers/		14	
66	On-Air Promo	Lauren Ferguson					
67	Raycom Employee Referral					3	
68	Internal Candidate					7	
69	Non-Employee Referral						
70	Recruiter	Ty Carver				1	
71	WBTV Intern					1	
72	All Other Sources						
Total							46

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Wednesday, January 10, 2018

Describe Nature of Initiative:

EEO Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Raycom Corporate webinar explaining in detail the EEO process as well as how to stay Raycom and FCC compliant while posting new job openings, completing outreach initiatives, and filing yearly reports.

Names of Station Personnel involved in Initiative:

Lauren Ferguson, EEO Coordinator
Shelly Hill, Department Head

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Monday, April 16, 2018 Tuesday, April 17, 2018 Friday, April 20, 2018

Describe Nature of Initiative:

WBTB Station Tour for Rock Hill High School Students, Caldwell High School Students, and Seacrest Studio (Levine Children's Hospital) Interns (College Students).

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Department Head gave a personalized tour of the station with interaction from Anchors, Reporters, and other News personnel. Students were able to watch a live newscast in the studio as well. Rock Hill High School brought students who are interested in a career in journalism, meteorology or TV production to see first hand what it would be like to be in a career on TV. Caldwell High School brought public speaking students to get pointers on public speaking and see the different types of jobs available to them by using their public speaking skills. Seacrest Studios brought students to see a larger scale television station and find out how the skills they are learning could help them land a job in television. A current employee was an intern at Seacrest

Names of Station Personnel involved in Initiative:

Shelly Hill, Department Head

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Spring & Summer 2018

Describe Nature of Initiative:

Internship

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each intern is assigned to employees in News for mentoring, training, and job shadowing to receive college credit.

Participating Schools:

Carolina School of Broadcasting

Queens University

Appalachian State University

Elon University

University of North Carolina at Charlotte

University of North Carolina at Chapel Hill

Winthrop University

Kent State University

Names of Station Personnel involved in Initiative:

Kim Saxon, Assistant News Director

Molly Kelleher, Executive Producer

Baron Murphy, Operations Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Monthly

Describe Nature of Initiative:

EEO On-Air TV Spot

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Monthly TV spot asking for any organization who would like WBTB's job openings sent to them to contact us.

TV Spot Script:

It is the policy of WBTB, Inc. to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, or disability. If your organization distributes information about employment opportunities to job seekers, please contact:

WBTB

Human Resources Department

704-374-3500

One Julian Price Place

Charlotte, NC 28208

www.WBTB.com

Names of Station Personnel involved in Initiative:

Shelly Hill, Department Head

Lauren Ferguson, EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Thursday, March 01, 2018

Describe Nature of Initiative:

Job Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

2018 Central Intercollegiate Athletic Association (CIAA) Career Expo designed to provide employers, recruitment officers, and graduate school recruiters the opportunity to meet current students, recent graduates, and career switchers from the CIAA member-schools and other universities of the Charlotte area. WBTV hiring managers staffed a booth to share WBTV job openings and the Raycom career website with prospective employees.

Names of Station Personnel involved in Initiative:

Scott Dempsey, General Manager
Dennis Milligan, News Director
Baron Murphy, Operations Director
Wendy Moore, Production Supervisor

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Saturday, February 10, 2018

Describe Nature of Initiative:

Broadcast Career Event

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Radio Television Digital News Association of the Carolinas (RTDNAC) gathered to share their knowledge with student journalists. More than 90 students attended a variety of sessions, received feedback on their work, and networked with professionals. The free workshop was open to students at universities and colleges in North and South Carolina. This year's workshop included the following sessions: Broadcast Voice, Reporting/Anchoring, MMJs, Producing, Photography & Production, Radio, Sports, Digital, Investigative Journalism, and Landing that First Job. WBTB hosted the RTDNAC Student Workshop.

Names of Station Personnel involved in Initiative:

Dennis Milligan, News Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Friday, October 20, 2017

Describe Nature of Initiative:

Management Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Poytner Leadership Training - Leadership Academy is Poynter's premier seminar for high-potential managers. This highly-interactive five-day program offers participants the chance to refine their leadership styles, update their understanding of management and media trends and tools, and receive the personal coaching necessary to accelerate their effectiveness as leaders. Talented managers in digital, broadcast or print organizations who want to take their skills and careers to the next level. This program is designed for high-potential people on their way up in organizations. WBTV's Marketing Director attended Poynter's Leadership Training to gain valuable learning opportunities on being a manager and on the industry.

Names of Station Personnel involved in Initiative:

Robby Thomas, Marketing Director