

WBTV

EEO PUBLIC FILE REPORT

August 1, 2018 - July 31, 2019

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 | 1-31, 33-37, 39-40, 42-52, 54-55, 62-66 | 64 |
| Account Executive | 1-31, 33-52, 54-55, 62-67 | 67 |
| Digital Content Producer | 1-23, 25-31, 34-45, 47-52, 55-56, 62-66 | 56 |
| Reporter MMJ | 1-23, 25-31, 34-45, 47, 49-52, 55-56, 62-66 | 42 |
| Investigative MMJ | 1-23, 25-31, 34-38, 40-52, 55-56, 62-67 | 67 |
| Sales Marketing Specialist | 1-23, 25-31, 34-38, 40-52, 55-56, 62-66, 70 | 70 |
| Account Executive | 1-23, 25-31, 34-52, 55-56, 62-67 | 67 |
| Mornings News Producer | 1-23, 25-31, 34-52, 55-56, 62-66, 70 | 70 |
| Account Executive | 1-23, 25-31, 34-52, 55-56, 62-66, 69 | 69 |
| News Producer | 1-23, 25-31, 34-52, 55-56, 62-66 | 65 |
| Morning Reporter MMJ | 1-23, 25-31, 34-52, 55-56, 62-66 | 65 |
| Sales Assistant | 1-15, 17-23, 25-31, 34-52, 55-56, 62-67 | 67 |
| Reporter/MMJ | 1-23, 25-31, 34-51, 55-56, 62-67 | 67 |

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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 Address | Website | Phone Number | Number of Interviews |
|--------------------------|--|------------------|---|---|----------------|----------------------|
| COMMUNITY SOURCES | | | | | | |
| *1 | 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@latinamericancoalition.org | www.latinamericancoalition.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 | Clafin 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, mallen@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 | 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 | Shopee 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 | 2 |
| 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 | | Handshake | 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@aaaja.org | www.aaaja.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 |
| 55 | Native American Journalists Association (NAJA) | | 395 W. Lindsey St., Norman, OK, 73019-4201 | www.NAJA.com | |
| 56 | Indeed | | | www.indeed.com | |
| 57 | Live Career | | | https://jobs.livecareer.com | 1 |
| 58 | Spots N Dots | | 167 Oakdale Road, Johnson City, NY 13790 | | (607) 729-7295 |
| 59 | TVB | | 120 Wall Street, 15th Floor, New York, NY 10005-3908 | www.tvb.org | 212-486-1111 |
| 60 | TVJobs.com | | | http://tvjobs.com/ | |
| 61 | Zip Recruiter | | | www.ziprecruiter.com | 3 |
| 62 | Media Biz Jobs | J Stipe | jstipe@mediabizjobs.com | | |
| 63 | 602 Communications | Graeme Newell | 6839 Charter Hills Road, Charlotte, NC 28277, gnewell@602communications.com | | (704) 543-1426 |
| 64 | LinkedIn | | | https://www.linkedin.com/ | 2 |
| 65 | Raycom/Gray Media Career Center | | | https://www.raycommedia.com/careers/, https://gray.tv/careers | 25 |
| 66 | On-Air Promo | Lauren Ferguson | | | |
| 67 | Raycom Employee Referral | | | | 11 |
| 68 | Internal Candidate | | | | 4 |
| 69 | Non-Employee Referral | | | | 3 |
| 70 | Recruiter | Ty Carver | | | 10 |
| 71 | WBTV Intern | | | | |
| 72 | All Other Sources | | | | 3 |
| Total | | | | | 51 |

WBTW

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Thursday, June 20, 2019

Describe Nature of Initiative:

EEO Training.

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

Webinar hosted by Joan Stewart, EEO Counsel for Gray TV, explained in detail the EEO process as well as how to stay 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
Denice Evans, Office Manager

Date(s) of Initiative Event(s): Thursday, October 25, 2018 Monday, February 04, 2019

Describe Nature of Initiative:

WBTW Station Tour for South Rowan High School Broadcasting Class and Presbyterian College Media Studies Class.

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. South Rowan and Presbyterian College 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.

Names of Station Personnel involved in Initiative:

Shelly Hill, Department Head

Date(s) of Initiative Event(s): Spring & Summer 2019

Describe Nature of Initiative:

Intern Program

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

WBTV News and Marketing hired interns for the Spring and Summer semesters. Each intern is assigned to employees in News and Marketing for mentoring, training, and job shadowing to receive college credit. WBTV had interns from the following schools: UNC-CH (2), York Tech, UNCC (2), Winthrop (3), Wingate, CPCC, University of Georgia, USC, Appalachian State (2), High Point University (2)

Names of Station Personnel involved in Initiative:

Kim Saxon, News Director
Molly Kelleher, Assistant News Director
Baron Murphy, Operations Director
Robby Thomas, Marketing Director

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

Describe Nature of Initiative:

EEO On-Air Outreach Promo

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

Monthly TV spot asking for any organization who would like WBTV's job openings sent to them to contact us. The script for the spot is as follows:
It is the policy of WBTV, 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: WBTV Human Resources Department 704-374-3500 One Julian Price Place Charlotte, NC 28208 www. WBTV.com.

Names of Station Personnel involved in Initiative:

Lauren Ferguson, EEO Coordinator

Date(s) of Initiative Event(s): Monday and Tuesday, April 15-16, 2019

Describe Nature of Initiative:

Elon University recruiting trip

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

WBTV News Director spoke to three university classes and interviewed students for potential openings at WBTV and Gray Media.

Names of Station Personnel involved in Initiative:

Dennis Milligan, News Director

Date(s) of Initiative Event(s): Friday, April 19, 2019

Describe Nature of Initiative:

WBTV sent 5 employees to Myers Park High School Career Fair.

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

WBTV employees gave out information and branded items to high school students looking at potential career options.

Names of Station Personnel involved in Initiative:

Molly Kelleher, Assistant News Director
Kevin Marlow, Photojournalist
Chandler Morgan, Reporter/MMJ
Kyndra Farley, News Producer
Dedrick Russell, Executive Producer of Community Content