

WCNC-TV
EEO PUBLIC FILE REPORT
August 1, 2018 - July 19, 2019

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Lead Generation Specialist	1-5, 8, 10-18, 20-25, 27-35	3
Business Development Specialist	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-35	3
Photojournalist	1-5, 8, 10-12, 14, 16-18, 20-25, 27-35	3
Weekend/Evening Producer	3	3
Digital Content Producer	3, 9, 15, 19, 30	3
Digital Sales Specialist	1-7, 11-13, 20-25, 28-31, 34-35	3
Broadcast Systems Engineer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Broadcast Engineer/IT Network Administrator	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Producer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Producer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Producer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Producer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Producer	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Account Executive	3, 31	3
Marketing Director	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	3
Director of Sales	1-6, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-36	6
Multiskilled Journalist	1-5, 8, 10-12, 14, 16-18, 20-29, 31-36	3
Multiskilled Journalist	1-5, 8, 10-12, 14, 16-18, 20-29, 31-36	26
Multiskilled Journalist	1-5, 8, 10-12, 14, 16-18, 20-29, 31-36	3
Account Manager	3	3
Executive Producer - Digital - 7126	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-33, 35-36	31
Account Executive	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-33, 35-36	3
Account Executive	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-33, 35-36	3
Account Executive	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-33, 35-36	3

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Account Executive	1-5, 8, 10-12, 14, 16-18, 20-25, 27-29, 31-33, 35-36	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Asian American Journalists Association 1182 Market Street Ste 320 San Francisco, California 94102 Phone : 415-346-2051 Url : http://www.aaaja.org Email : nialaboodhoo@gmail.com Fax : 1-415-346-6343 Niala Boodhoo	N	0
2	Asian American Journalists NC 15 East Peace Street Raleigh, North Carolina 27604 Phone : 919-508-2353 Url : http://aajanc.weebly.com/ Email : lynncowens@gmail.com Lynn Owens	N	0
3	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	22
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
5	Connecticut School of Broadcasting 9144 Arrow Point Blvd. Suite 100 Charlotte, North Carolina 28273 Phone : 704-502-1979 Url : http://www.gocsb.com Email : jcasson.corporate@gmail.com John Casson	N	0
6	Corporate Recruiter	N	10
7	Current Employee	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	Emma L Bowen Foundation for Minority Interests in Media 524 West 57th Street New York, New York 10019 Phone : 212-975-2545 Url : http://www.emmabowdenfoundation.com Sandra Rice Manual Posting	N	0
9	Employee Referral	N	2
10	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	0
11	Goodwill Industries Southern Piedmont NC & SC P.O. Box 668768 Charlotte, North Carolina 28256 Phone : 704-372-3434 Url : http://www.goodwill.org Fax : 1-704-372-3228 Paulette Griffin	N	0
12	Graeme Newel - 602 Communications 4349 E. Colter Street Phoenix, Arizona 85018 Phone : 602-954-8373 Url : http://www.602communications.com Email : slizik@602communications.com Sandy Lizik	N	0
13	High Point University 833 Montlieu Avenue High Point, North Carolina 27268 Phone : 336-841-9626 Url : http://www.highpoint.edu/communication/ Email : scampbel@highpoint.edu Dr. Shannon Campbell	N	0

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14	Indeed.com 7501 North Capital of Texas Highway Building B Austin, Texas 78731 Phone : 800-462-5842 Url : http://www.indeed.com Anne Murguia Manual Posting	N	0
15	Indeed.com	N	5
16	Innervision 1801 North Tryon Street Charlotte, North Carolina 28206 Phone : 980-240-8558 Url : www.innervisionnc.org Email : loliverio@innervisionnc.org Lauren Oliverio	N	0
17	JuJu 151 First Avenue New York, New York Url : www.juju.com Casi Young Manual Posting	N	0
18	Linked In 2029 Stierlin Court # 200 Mountain View, California 94043 Url : http://www.linkedin.com Career Service Manual Posting	N	1
19	Linked In	N	5
20	Nat'l Assoc for Multi-ethnicity in Communication 336 W 37th Street Ste 302 New York, New York 10018 Phone : (212) 594-5985 Ext. 2504 Url : http://www.namic.com Email : jim.jones@namic.com Fax : 1-212-594-8391 Jim Jones	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Nat'l Association of Hispanic Journalists 529 14th Street NW Ste 1000 Washington, District of Columbia 20064 Phone : 202-662-7168 Url : http://www.nahj.org Email : aguilar.thereporter@yahoo.com Rebecca Aguilar	N	0
22	National Association of Black Owned Broadcasters 1201 Connecticut Avenue N.W. Suite 200 Washington, District of Columbia 20036 Phone : 202-463-8970 Email : nabobinfo@nabob.org Fax : 1-202-429-0657 James Winston	N	0
23	National Lesbian and Gay Journalist Association 1420 K Street NW # 910 Washington, District of Columbia 20037 Phone : 202-588-9888 Ext. 10 Url : http://www.nlga.org Email : info@nlga.org Bach Polakowski	N	0
24	NC A&T Univ Journalism & Mass Communication 1601 E. Market St. Crosby Hall 220 Greensboro, North Carolina 27411 Phone : 336-285-3448 Url : http://www.ncat.edu/academics/schools-colleges1/ca Email : whitley@ncat.edu Fax : 1-336-334-7770 Sheila Whitley	N	0
25	North Carolina Assoc. of Broadcasters P.O. Box 627 Raleigh, North Carolina 27602 Phone : 919-821-7300 Url : http://www.ncbroadcast.com Email : info@ncbroadcast.com Lisa Reynolds	N	0
26	Re-hire	N	1

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27	Simply Hired 525 Almanor Ave Sunnyvale, California Url : www.simplyhired.com Casi Young Manual Posting	N	0
28	Society of Broadcast Engineers 9102 North Meridian Street Suite 150 Indianapolis, Indiana 46260 Phone : 317-253-1640 Url : http://www.sbe.org Email : kjones@sbe.org Scott Jones	N	0
29	South Carolina Department of Employment & Workforce - Rock Hill, SC 454 S. Anderson Road BTC 505, Suite 202 Rock Hill, South Carolina 29730 Phone : (803) 328-3881 Url : https://www.dew.sc.gov/default.asp Fax : 1-803-328-3898 Pat Jones	N	0
30	Station Website	N	4
31	TEGNA Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Phone : 704-329-3642 Casi Young Manual Posting	N	4
32	The Broadbean Network 610 Newport Center Dr #1400 Newport Beach, California 92660 Url : www.broadbean.com Casi Young Manual Posting	N	0
33	TV Jobs (DBA Broadcast Employment Services) P.O. Box 4116 Oceanside, California 92052 Phone : 877-988-9808 Url : http://www.tvjobs.com Mark Holloway Manual Posting	N	0

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34	University of South Carolina School of Journalism and Mass Communications 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.sc.edu/cic Email : KBULLARD@mailbox.sc.edu Katie Bullard	N	0
35	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
36	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			55

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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	8/13/2018	Establishment of training programs for station personnel	Journalism Ethics & Social Media Training -TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	130	Leadership Management Staff
2	12/1/2018	Sponsorship of events in the community designed to increase public awareness	Girls on the Run 5k - Ms. Scott Emceed this event focused on female school aged students about self esteem and academic achievement. Was able to share potential career goal of pursuing jobs in media.	1	Meteorologist
3	12/6/2018	Provision of training to management	Harassment Prevention Training - TEGNA Labor Relations Training is offered for management to stay informed of current and changing employment law and practices. Best practices are discussed and scenarios are shared to prevent inappropriate behavior in the workplace.	8	HR GM News Director Dir, Technology
4	12/20/2018	Participation in events or programs sponsored by educational institutions	Leslie Elementary School Career Day - Iisha spoke to student about her career as a meteorologist. Discussed career tracks toward a career in broadcast and journalism industry	1	Meteorologist
5	2/16/2019	Participation in other activities designed by the station employment unit	WCNC Station Tour - Ms. Scott hosted a station tour for 20 female students to watch the 6p newscast live and speak with them about careers in media. the students were participants in a mentorship program.	1	Meteorologist
6	2/25/2019	Establishment of training programs for station personnel	Sales Summit - Sales Summit is part of TEGNA's sales training fro all sales professionals and leaders. Topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	2	GM Dir, Sales

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7	3/2/2019	Participation in events sponsored by community groups	STEM FAB Power Summit - Iisha spoke to young women about her career in television and the importance of chasing their dreams. In addition, discussed career tracks toward a career in the broadcast and journalism industry.	1	Meteorologist
8	3/13/2019	Establishment of training programs for station personnel	Brand Health Summit - Brand Health Summit is the intersection of our brand mission and values with our customer voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during	2	GM News Director
9	3/28/2019	Participation in events sponsored by community groups	Career Mastered 5th Anniversary Women's History Leadership Luncheon - Iisha emceed this event whose mission is to bring powerful women together to support, celebrate and encourage one another's career success while inspiring and supporting future generations.	1	Meteorologist
10	6/14/2019	Participation in events or programs sponsored by educational institutions	University of Missouri Journalism School - Sarah spoke to broadcast students at the University of Missouri Journalism School about her career in media. Also discussed career tracks toward a career in broadcast and journalism industry.	1	Anchor
11	7/9/2019	Participation in events or programs sponsored by educational institutions	Freedom School Partners - Iisha spoke to elementary-aged students about her career as a meteorologist. The students are in a literacy -based summer enrichment program. Also addressed career tracks towards careers in broadcast and journalism industry.	1	Meteorologist
12	7/9/2019	Participation in events or programs sponsored by educational institutions	Independence Elementary School Career Day - Iisha spoke to students about meteorology and her career in media. Also discussed career tracks toward a career in the broadcast and journalism industry.	1	Meteorologist