

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2019 - July 20, 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
Executive Producer	1-5, 7, 10-11, 13-15, 19-25, 27-29, 31-33	15
Producer	1-5, 8, 11-13, 15-18, 20-34	29
Producer	1-5, 8, 11-13, 15-18, 20-34	29
Account Executive	1-5, 8, 11-13, 15-18, 20-31, 33-34	29
Account Executive	1-5, 8, 11-13, 15-18, 20-31, 33-34	29
Account Executive	1-5, 8, 11-13, 15-18, 20-31, 33-34	29
Digital Sales Manager - 007239	1-5, 8, 11-13, 15-18, 20-31, 33-34	29
Anchor/MSJ - 007293	1-5, 8, 11-13, 15-18, 20-31, 33-34	29
Assistant News Director	29	29
Brand Manager - 007484	1, 3-5, 8, 11-13, 15-18, 20-34	15
Multiskilled Journalist - 008118	1, 3-5, 8, 11-13, 15-18, 20-34	29
Multiskilled Journalist - 008118	1, 3-5, 8, 11-13, 15-18, 20-34	29
Photojournalist - 008330	1, 3-5, 8, 11-13, 15-18, 20-34	18
Photojournalist - 008330	1, 3-5, 8, 11-13, 15-18, 20-34	29
Marketing Producer - 008335	1, 3-6, 8, 11-13, 15-18, 20-34	6
President & General Manager	9	9
Broadcast Director - 008482	1, 3-5, 8, 11-13, 15-18, 20-34	15
Broadcast Director - 008482	1, 3-5, 8, 11-13, 15-18, 20-34	29
Director of Sales	3-5, 8, 11-13, 15-18, 20-34	18

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

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	12
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 Office	N	1
7	Current Employee	N	1

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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	Exigent Circumstances	N	1
10	Former Employee Referral	N	1
11	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	1
12	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
13	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
14	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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15	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	9
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	11
19	Missouri School of Journalism Career Services 120 Neff Hall Columbia, Missouri 65211 Phone : 573-882-0373 Url : http://journalism.missouri.edu Email : willisb@missouri.edu Barbara Willis	N	0
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	Simply Hired 525 Almanor Ave Sunnyvale, California Url : www.simplyhired.com Casi Young Manual Posting	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
27	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
28	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
29	TEGNA Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Phone : 704-329-3642 Casi Young Manual Posting	N	35
30	The Broadbean Network 610 Newport Center Dr #1400 Newport Beach, California 92660 Url : www.broadbean.com Casi Young Manual Posting	N	0
31	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
32	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

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33	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
34	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:			72

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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	9/11/2019	Establishment of training programs for station personnel	D&I Workshop - all station workshop covering: <ul style="list-style-type: none"> •Inclusion of diverse viewpoints at the station and in everyday life •Obstacles some are facing and why others are not •Pain points dealing with race at the station •What is not being said in the workplace and how to address those issues •Situational questions (What would you do/how would you respond?) and exercises 	110	All staff
2	10/16/2019	Establishment of training programs for station personnel	D&I Workshop - all station workshop covering: <ul style="list-style-type: none"> •Inclusion of diverse viewpoints at the station and in everyday life •Obstacles some are facing and why others are not •Pain points dealing with race at the station •What is not being said in the workplace and how to address those issues •Situational questions (What would you do/how would you respond?) and exercises 	110	All staff
3	11/16/2019	Participation in events sponsored by community groups	Charlotte Area Association of Black Journalists (CAABJ) - Marketing Director and News Director spoke to the group about a variety of issues including how WCNC recruits, retains and promotes employees and what they look for in employees. The Charlotte Area Association of Black Journalists (CAABJ) is an affiliate chapter of the National Association of Black Journalists (NABJ). NABJ is dedicated to increasing the number of Black journalists working as staff, supervisors and management in diverse newsrooms.	2	Marketing Director News Director

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4	12/7/2019	Establishment of an intern program designed to assist members of the community	Intern shadowed verified MSJ. WCNC actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WCNC hired 2 interns.	1	Intern
5	1/31/2020	Establishment of an intern program designed to assist members of the community	Intern shadowed verified MSJ. WCNC actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WCNC hired 2 interns.	1	Intern
6	2/12/2020	Establishment of training programs for station personnel	Byte Back Challenge - When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. TEGNA launched an annual Byte Back Security Awareness Campaign in January to help them understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into the daily work routine.	131	All staff

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7	3/5/2020	Establishment of training programs for station personnel	Disinformation Training - Our audiences tell us they want transparency, and they want help deciphering what is real and what isn't on their social media feeds. Tegna is training their journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers.	41	All Staff
8	6/6/2020	Participation in events sponsored by community groups	The Black Male Media Project – CAABJ Webinar and Panel Discussion. Spoke as panelist regarding professional development of black males working in the media field. The initiative is designed to inspire, support and develop training and mentorship opportunities for black men working in or aspire to work in journalism and media.	1	Anchor
9	7/7/2020	Establishment of training programs for station personnel	Carole Kneeland Training - The training focused on how to manage different age groups and the styles of communication preferred and needed to train different age groups.	11	Brand Manager Marketing Director Director of Sales Assistant Director of Technology
10	7/15/2020	Establishment of training programs for station personnel	Power Shift – presented by the Freedom Forum Institute by Jill Geisler - A discussion about Workplace Integrity that provides practical insights for men who want to be allies to women, people of privilege who want to do more to fight inequity and powerful individuals who want to be better advocates for change.	2	General Manager News Director