

**WECT-TV, WTWL-LD
EEO PUBLIC FILE REPORT
August 1, 2022-July 31, 2023**

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
News Producer	1-17, 19-36	13
Account Executive	1-37	17
News Producer/Videographer	1-17, 19-37	13
Multi-Media Journalist	1-17, 19-36	13
Multi-Media Journalist	1-17, 19-36	13
Sales Assistant	1-15, 17, 19-35	17
Producer – Creative Services	1-17, 19-35	17
Multi-Media Journalist	1-15, 19-35	13
Videographer	1-14, 16, 17, 19-35	13
Technical Media Producer	1-17, 19-35	13
Multi-Media Journalist	1-17	13
Producer Videographer	1-17, 19-35	13
Technical Media Producer	1-14, 16, 17, 19-35	13
Digital Sales Assistant	1-35, 37	13
Multi-Media Journalist	1-17	13
Multi-Media Journalist	1-17, 19-37	13
Multi-Media Journalist	1-17, 19-37	13
Account Executive	1-17, 19-37	13
Director of Marketing	1-13, 17, 19-36	13
Producer/Lifestyle Reporter	1-17, 19-36	13

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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	Bladen Community College Kristina Harbison 401 Mercer Mill Road Elizabethtown, NC 28332	YES	0
2	Cape Fear Community College Career Planning & Placement Department 411 N Front Street Wilmington, NC 28401	YES	0
3	Columbus County NC Works Evelyn Brisbon PO Box 151 Whiteville, NC 28472	YES	0
4	Employment Security Commission Joe Stanley 1994 S 17 th Street Wilmington, NC 28401	NO	0
5	Miller Motte Business College Rachel Merritt 5000 Market Street Wilmington, NC 28405	NO	0
6	Coastal Horizons Margaret Stargill 615 Shipyard Blvd Wilmington, NC 28412	NO	0
7	NC Division of Vocational Rehabilitation Jackie Radford 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	YES	0
8	The ARC of Wilmington Regina Johnson 5041 New Centre Drive, Suite 100 Wilmington, NC 28403	YES	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS. Over Reporting Period
9	Columbus County Senior Center 827 Washington Street Whiteville, NC 28472	NO	0
10	Phoenix Hometown Hires Ally Thornton 20 N 4 th Street, Suite 100 Wilmington, NC 28401	YES	0
11	Employee Referral	No	2
12	Internal Posting in the Breakroom of WECT	NO	10
13	Gray Television – www.gray.tv/careers WECT-TV Website – www.wect.com/jobs	NO	36
14	Internship Program	NO	0
15	North Carolina Association of Broadcasters www.ncbroadcast.com	NO	0
16	Career Builder www.careerbuilder.com	NO	0
17	Indeed.com www.indeed.com	NO	22
18	Facebook www.facebook.com	NO	0
19	Central Piedmont Community College – Handshake www.joinhandshake.com	NO	0
20	East Carolina University – Handshake www.joinhandshake.com	NO	0
21	Fayetteville State University – Handshake www.joinhandshake.com	NO	0
22	Lees-McRae College – Handshake www.joinhandshake.com	NO	0
23	Lenior-Rhyne University - Handshake www.joinhandshake.com	NO	0
24	Livingston College – Handshake www.joinhandshake.com	No	0
25	Methodist University – Handshake www.joinhandshake.com	No	0

26	North Carolina A&T State University – Handshake www.joinhandshske.com	NO	0
27	North Carolina Central University – Handshake www.joinhandshake.com	NO	0
28	Shaw University – Handshake www.joinhandshake.com	No	0
29	University of North Carolina – Pembroke Handshake www.joinhandshake.com	NO	0
30	University of Mount Olive – Handshake www.joinhandshake.com	NO	0
31	University of North Carolina – Chapel Hill Handshake www.joinhandshake.com	NO	0
32	University of North Carolina – Wilmington Handshake www.joinhandshake.com	NO	0
33	William Peace University – Handshake www.joinhandshake.com	NO	0
34	Wingate University – Handshake www.joinhandshake.com	NO	0
35	Winthrop University - Handshake www.joinhandshake.com	NO	0
36	University of North Carolina – Wilmington UNCW Career Services 601 South College Road Wilmington, NC 28403	NO	0
37	LinkedIn - www.linkedin.com	NO	11
			81

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	WECT-TV EEO Outreach Promo	<p>WECT-TV airs the promotional spot below as an ongoing recruitment initiative.</p> <p>“WECT-TV, a Gray Media Station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to: EEO Coordinator, WECT-TV, 322 Shipyard Blvd, Wilmington, NC 28412</p>
2	Management Training	<p>General Manager participated in a NAB Retooling Recruiting Webinar on February 3, 2023. The online seminar featured innovative tactics to recruit in the television media industry. Recent media school graduates discussed what they expect out of employers and how other industries are tackling recruitment across the country.</p>

3	Management Training	WECT General Manager and Office Manager/EEO Coordinator participated in an online seminar on the FCC's EEO Rules and Regulations hosted by Joan Stewart of Wiley Rein, LLP. April 20, 2023.
4	Management Training	WECT General participated in an online seminar hosted by the NAB – Diversity Speaks with Jessica Miller-Merrell. March 7, 2023
5	GLOW Outreach Program	<p>Tenth grade students from Girls Leadership Academy of Leadership (GLOW) of Wilmington, NC, participated in the annual GLO Works, March 30, 2023.</p> <p>Ten students visited WECT-TV for a full day of interactive learning. This experience was designed by our General Manager. Students were immersed in the Media industry as well as the interdisciplinary nature of the roles of WECT-TV. Students shadowed our Creative Services Manager during the program.</p>