

WBTV
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 Reporter	3, 7-8	7
Sports Reporter/MMJ	3, 6-8, 16	7
General Sales Manager	3, 7-8, 10	7
Multimedia Journalist	3, 7-8	7
Director/TMP - WBTV	3, 7-8	7
Creative Services Director	3, 7-8	7
Photographer/Videojournalist	3, 7-8, 13-14	13
Multimedia Marketing Consultant	3, 6-8	6
News Reporter / MMJ (Morning)	3, 7-8	7
Digital Content News Producer	3, 7-8	7
Local Sales Manager	3, 6-8, 19	7
Reporter	3, 7-8, 11, 17	17
Meteorologist	3, 7-8, 19	7
Executive Assistant	3, 7-8	7
Senior Marketing Producer	3, 7-8, 10	10
Promotions Producer	3, 6-8, 10	7
Business Development Manager - WBTV	3, 6-8, 10	6
Morning Producer (W/End) - WBTV	3, 7-8, 10	7
Breaking News Anchor (Morning/Noon)	3, 5-8, 17	17
Office Manager	3, 7-8	7
Promotions Manager	3, 7-8, 10	8
IT Manager	3, 6-8	6
Visual Storyteller/Photo-Journalist	3, 7-8	7
Managing Editor	3, 7-8	7
DIGITAL CONTENT MANAGER - WBTV	1-3, 7-9, 12-15, 18, 20	7
CHIEF ENGINEER - WBTV	3-4, 6-8, 20	6
DIGITAL CONTENT PRODUCER - WBTV	1-3, 7-9, 12-15, 18, 20	7

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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	AAJA (Asian American Journalists Association) 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.ajja.org N/A N/A Manual Posting	N	0
2	Appalachian State University PO BOX 32032 Boone, North Carolina 28608 Phone : 828-262-2180 Url : http://www.appstate.edu Email : recruiting@appstate.edu N/A N/A	N	0
3	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings Manual Posting	N	2
4	Current Employee	N	2
5	Eatman Media Services PO Box 848 Wilmette, Illinois 60091 Todd Foos	N	1
6	Employee Referral	N	8
7	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : http://gray.tv/careers Human Resources Manual Posting	N	84
8	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	3

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9	Johnson C. Smith University 100 Beatties Ford Road Charlotte, North Carolina 28216 Phone : 704-378-1041 Url : http://www.jcsu.edu Email : career_services@jcsu.edu Sonia Youngblood	N	0
10	LinkedIn (Paid Posting) 1000 West Maude Ave. Sunnyvale, California 94085 Job Listings Manual Posting	N	11
11	Mort Meisner Associates 322 E Lincoln Avenue Royal Oak, Michigan 48067 Mort Meisner	N	2
12	NAACP-Charlotte Chapter PO BOX 480751 Charlotte, North Carolina 28256 Phone : 704-594-9555 Url : http://www.charlottenaacp.com Email : naacp@charlottenaacp.com N/A N/A	N	0
13	National Assoc. of Black Journalists 1100 Knight Hall Suite 3101 College Park, Maryland 20742 Diversity Posting Manual Posting	N	1
14	National Assoc. of Hispanic Journalists 1050 Connecticut Ave. NW Washington, District of Columbia 20036 Diversity Posting Manual Posting	N	1
15	NC Assoc. of Broadcasters 150 Fayetteville Street Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : http://www.ncbroadcast.com Email : info@ncbroadcast.com Gail N/A	N	0
16	Non-Employee Referral	N	1

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17	The NWT Group 2110 Elmwood Bryan, Texas 77802 Carolyn Kane	N	2
18	University of North Carolina-Charlotte 9201 University City Blvd Charlotte, North Carolina 28233 Phone : 704-547-2231 Url : http://www.uncc.edu Email : jdcook@uncc.edu J Cook	N	0
19	Unknown (source not adequately identified upon inquiry by SEU)	N	2
20	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:			120

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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	10/28/2022	Establishment of a mentoring program	The National Association of Black Journalists (NABJ) held its kickoff training session. Trainers from the NABJ coached television General Managers on mentoring aspiring future industry leaders. WBTV's Vice President/General Manager participated in the training.	1	VP / General Mgr
2	11/6/2022	Sponsorship of events in the community designed to increase public awareness	Charlotte Mecklenburg DEI Conference (MSCO/Medic/CFD/CMPD) held its annual conference that explores ways to break down both organizational and personal barriers that relate to Diversity and Inclusion. WBTV was one of the major sponsors for the event with the VP/GM attending.	1	VP / General Mgr
3	3/9/2023	Participation in events sponsored by organizations representing the community	Myers Park High School Career Job Fair. WBTV's Digital Sales Manager spoke on careers in media/broadcasting and did mock interviews with the students	1	Digital Sale Manager
4	4/24/2023	Establishment of a mentoring program	The National Association of Black Journalists (NABJ) in conjunction with BLDL (Black Leaders Developing Black Leaders- All TV General Managers), are in their second year of sponsoring a Leadership Academy Mentoring program. The initiative is designed to help senior level black broadcast executives develop the necessary skills to become a TV General Manager. The nine-month curriculum focuses on areas such as "Budget Building and Management", "Building a Culture", "Recruitment, Establishing Your Network" and "Conflict Resolution" to name a few. The mentorship cycle runs from November 2022-July2023 and culminates at the annual NABJ convention in August 2023. WBTV, VP & General Manager served as a mentor in this program and held mentoring sessions and participated in coaching seminars with various news directors enrolled in the program.	1	VP / General Mgr

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5	4/25/2023	Provision of training to management	Training for the launch and implementation of Broadcast 1 Source program that will assist in creating EEO Reports. WBTV's Human Resource Coordinator/Executive Assistant participated in the training session.	1	HR Coordinator/ Ex Adm Asst
6	5/8/2023	Participation in events or programs sponsored by educational institutions	WBTV participated in the community event held by Lincoln Charter School. WBTV Anchor spoke to students for career day.	1	Anchor
7	5/25/2023	Establishment of an intern program designed to assist members of the community	Established a paid internship program, that offered students the opportunity to learn an area of broadcast expertise from seasoned professionals in the business. WBTV supported eight interns from colleges and universities across the United States.	1	Anchor