

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

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
Anchor	1-2, 4-5, 9, 13-14, 20, 26, 28, 35	1
Anchor	1-2, 4-5, 9, 13-14, 20, 26, 28, 35	9
Account Executive	2, 4-6, 9, 11, 14, 16, 20, 26, 33, 35	9
Digital Sales Manager	2-9, 13-15, 20-21, 23-28, 31-33, 35-36	7
Marketing Director	1-6, 9-10, 12-15, 17-18, 20-21, 23-28, 30-32, 36	30
IT Specialist	2-6, 13-16, 20-21, 23-29, 31-32, 34-36	29
Photographer	11, 16, 33	11
Director of Sales	2-7, 9, 11, 13-15, 19-29, 31-32, 36	9
Account Manager	2-6, 11, 13-15, 20-21, 23-28, 31-32, 36	11
Digital Account Executive	2-6, 9, 13-16, 20-21, 23-28, 31-32, 36	16
Multimedia Journalist	1-6, 9, 13-15, 20-21, 23-28, 31-32, 35- 36	1
Multimedia Journalist	1-6, 9, 13-15, 20-21, 23-28, 31-32, 35- 36	9
Newscast Producer	2-6, 9, 11, 13-16, 20-21, 23-27, 31-33, 35-36	16
Newscast Producer	2-6, 9, 11, 13-16, 20-21, 23-27, 31-33, 35-36	9
Investigative News Reporter	1-6, 13-15, 20-21, 23-27, 31-32, 36	1
Sports Reporter	1-6, 13-15, 20-21, 23-27, 31-32, 34, 36	34
Traffic Coordinator	2-6, 9, 13-16, 20-21, 23-27, 31-33, 36	9
Weekend Mornings Anchor/MMJ	1-6, 8, 13-15, 20-21, 23-27, 31-32, 36	1
Integrated Account Executive	2-6, 9, 13-15, 20-21, 23-28, 31-32, 34, 36	9
Integrated Account Executive	2-6, 9, 13-15, 20-21, 23-28, 31-32, 34, 36	9
Anchor/Reporter	1-7, 13-15, 17, 20-21, 24-28, 31-32, 36	7
Sales Assistant	2-6, 9, 13-15, 20-21, 24-28, 31-34, 36	9
Visual Journalist & Storyteller	2-6, 13-15, 20-21, 24-28, 31-32, 34, 36	34
Account Executive	2-6, 9, 13-16, 18, 20-21, 24-28, 31-32, 34, 36	4
Special Projects/Investigative News Content Manage	2-6, 9, 13-15, 20-21, 24-28, 31-33	33

WCNC-TV
EEO PUBLIC FILE REPORT

July 21, 2015 - July 20, 2016

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	Agency Referral	N	18
2	Asian American Journalists Association 1182 Market Street Ste 320 San Francisco, California 94102 Phone : 415-346-2051 Url : http://www.aaja.org Email : nialaboodhoo@gmail.com Fax : 1-415-346-6343 Niala Boodhoo	N	0
3	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
4	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	11
5	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
6	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
7	Corporate Recruiter	N	4
8	Current Employee	N	2
9	Employee Referral	N	24
10	Former Employee Referral	N	1

WCNC-TV
EEO PUBLIC FILE REPORT

July 21, 2015 - July 20, 2016

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
11	Gannett Co. Inc 7950 Jones Branch Dr McLean, Virginia 22107 Url : www.gannett.com Casi Young	N	9
12	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	1
13	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
14	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
15	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
16	Indeed.com - Not Directly Contacted by SEU	N	17
17	Internal Candidate	N	3
18	Linked In	N	2
19	Linked In 2029 Stierlin Court # 200 Mountain View, California 94043 Url : http://www.linkedin.com Career Service Manual Posting	N	6

WCNC-TV
EEO PUBLIC FILE REPORT

July 21, 2015 - July 20, 2016

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
20	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
21	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
22	Nat'l Assoc of Press Photographers 3200 Croasdaile Drive Ste 306 Durham, North Carolina 27705 Phone : 919-383-7246 Url : http://www.nppa.org Email : smcgregor@nppa.org Fax : 1-919-383-7261 Sarah McGregor	N	0
23	Nat'l Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Phone : 301-405-0554 Url : http://www.nabj.org Email : vdodson@nabj.org Fax : 1-301-314-1714 Veronique Dodson	N	0
24	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

WCNC-TV
EEO PUBLIC FILE REPORT

July 21, 2015 - July 20, 2016

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
25	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
26	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
27	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
28	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
29	Other Source	N	2
30	Recruiter	N	5
31	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

WCNC-TV
EEO PUBLIC FILE REPORT

July 21, 2015 - July 20, 2016

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
32	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
33	Station Website	N	11
34	TEGNA Inc. 7950 Jones Branch Drive McLean, Virginia 22107-0150 Phone : 704-329-3642 Casi Young Manual Posting	N	11
35	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	5
36	Univ of SC School of Journalism & Mass Communications Carolina Coliseum, Room 4006 600 Assembly Street Columbia, South Carolina 29201 Phone : 803-777-3347 Url : http://www.sc.edu/study/colleges_schools/mcis/jour Email : bdominick@sc.edu Fax : 1-803-576-5656 Beverly Dominick	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			132

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/3/2015	Participation in other activities designed by the station employment unit	<p>Career Coaching - General Manager and HR Business Partner met with a rising freshman attending Elon University. He is majoring in journalism and interested in becoming a sports producer.</p> <p>General Manager talked about her career path, what the student should do to prepare himself to enter the broadcast industry post graduation and answered questions.</p> <p>HR Business Partner reviewed and critiqued his resume and provided advice on how to obtain broadcast/industry experience while attending college.</p>	2	General Manager HR Business Partner
2	8/10/2015	Provision of training to management	<p>Charlotte Area Society for Human Resource Management - "Prevention is Easier than the Cure: EEO Awareness in the Workplace" attended by HR Business Partner</p> <p>This workshop provided participants with a brief overview on the laws enforced by the EEOC and a discussion of EEO related issues that occur in the workplace.</p>	1	HR Business Partner
3	8/26/2015	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Selling the TEGNA Way attended by the sales department, General Manager and HR Business Partner. Selling the TEGNA Way takes sales employees through the four phases of the sales cycle enabling them to have more sophisticated conversations with current and potential clients to better understand their goal and provide solutions to meet those goals.</p>	18	Local Sales Manager Local Sales Manager General Manager HR Business Partner

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	9/29/2015	Participation in other activities designed by the station employment unit	Station Tour - Wingate University journalism students. Executive Producer conducted a tour of the station where students observed Charlotte Today and the noon news live.	1	Executive Producer
5	10/2/2015	Participation in events or programs sponsored by educational institutions	“Brotherhood Program” - Olympic High School. Charlotte Today Co-Host participated as a speaker. The Brotherhood Program is a seminar for student athletes that speaks directly to students regarding changing their visions and giving them multiple options in life and their potential career options. Charlotte Today Co-Host spoke about his career in athletics, how it led him to his current career in broadcast and what he does as a journalist.	1	Charlotte Today Co-Host
6	10/27/2015	Participation in events or programs sponsored by educational institutions	Career Day - Olympic High School. Reporter spoke about careers in broadcasting.	1	Reporter
7	12/1/2015	Participation in other activities designed by the station employment unit	Station Tour - Central Academy at Lake Park High School students interested in the tv broadcast business. Students toured the newsroom, master control, control room, studio and were able to ask questions and get information from executive producer, hosts, directors, producers and production staff.	1	Executive Producer
8	12/9/2015	Provision of training to management	TEGNA Labor Relations department conducted EEO training for station management which included topics on EEO, Harassment, ADA, FMLA, Performance Management, Corrective Action, Open Door Policy and Wage and Hour laws.	18	General Manager HR Business Partner Director of Technology Finance Director

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
9	1/26/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The Digital Accelerate training held January 26-27, 16 was a deep dive training to the digital product deliverables and strategies around packaging and recommending larger digital campaigns to clients.</p>	5	Digital Sales Manager Local Sales Manager Account Executive Account Executive
10	2/2/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Center for Sales Strategy (CSS) Sales Training attended by sales department to further the new model of selling to increase sales and client relationships.</p> <p>CSS Sales Training focused on team building, clarifying sales roles, stages of Selling the TEGNA Way, using social business tools to brand and connect, the best path to success, category insights, sales accelerator drive and ROPE questions.</p>	13	Local Sales Manager Local Sales Manager Digital Sales Manager Account Executive
11	2/6/2016	Participation in events or programs sponsored by educational institutions	<p>Winthrop University - The Mass Communication Bootcamp.</p> <p>Reporter conducted a workshop on live shots and then critiqued students work.</p>	1	Reporter

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
12	2/6/2016	Participation in events or programs sponsored by educational institutions	<p>Winthrop University - Producer participated in a journalism workshop for communications students.</p> <p>Producer spoke on what is required to work in TV news and how to make the transition from college to the workplace. The Producer also participated in a resume and reel review session where she watched and critiqued journalism students and Multi-Media Journalist's writing and shooting skills.</p>	1	Producer
13	4/4/2016	Participation in events sponsored by community groups	<p>National Association of Broadcasters (NAB) Annual Conference attended by Director of Technology April 4-8, 2016.</p> <p>NAB Annual Conference provides seminars on industry related news and best practices.</p>	1	Director of Technology
14	4/6/2016	Participation in other activities designed by the station employment unit	<p>Job Shadow - A junior at Gaston Christian School spent the morning with a Director.</p> <p>Student is interested in a career in broadcasting and wanted insight and a look behind the scenes.</p>	1	Director
15	4/7/2016	Participation in events sponsored by community groups	National Association of Black Journalists (NABJ) Region III Conference - Reporter conducted a seminar "Getting That Interview".	1	Reporter
16	4/12/2016	Participation in other activities designed by the station employment unit	<p>Station Tour - 15 sophomore and juniors majoring in journalism and communication attending Wingate University visited the station.</p> <p>Students were given a detailed tour of master control, the control room, newsroom and studio. They watched the live broadcast of Charlotte Today from the studio and control room and watched the first half of the noon news.</p>	2	Director of Technology Executive Producer

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
17	4/21/2016	Participation in other activities designed by the station employment unit	<p>Job Shadow - Two 8th grade students at Banks Trail Middle are interested in careers in broadcast.</p> <p>Students spent time in the newsroom, production and Charlotte Today, our lifestyle show.</p>	2	Director of Technology Assistant News Director
18	4/26/2016	Establishment of training programs for station personnel	<p>WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The G/O Digital Summit held April 26-27, 16, was attended by the Digital Sales Manager and Local Sales Manager where new products were rolled out from G/O Digital. Trainings centered around industry verticals and best practices and review of current products and enhancements.</p>	2	Digital Sales Manager Local Sales Manager
19	5/2/2016	Establishment of training programs for station personnel	<p>The Kneeland Project - New Media Leadership Forum attended by News Director May 2-5, 2016.</p> <p>The New Media Leadership Forum united some of the industry's most seasoned, veteran news directors to tackle such issues as: What the broadcasting world will look like in the next three, five, ten years and beyond; How the core values and high ethical standards must continue to play a major role in local journalism; How social media is changing the face of our business; Challenges and opportunities in times of change, including leading change and helping others find and maintain focus; Leading Millennials and Leadership and ethics in a 24-hour socially networked world.</p>	1	News Director

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
20	5/23/2016	Participation in other activities designed by the station employment unit	Job shadow May 23-25,16 - A senior attending Charlotte Latin School is interested in a career in broadcast. The student spent time in the newsroom, production and engineering and Charlotte today, our lifestyle show.	3	Assistant News Director Director of Technology Executive Producer
21	6/5/2016	Participation in events or programs sponsored by educational institutions	Meteorologist was a guest speaker at Catawba Elementary School. Meteorologist spoke to 5th graders about her job as a meteorologist. She discussed severe weather concerns, the tricks to forecasting Carolina weather, and the day-to-day duties of her job on TV.	1	Meteorologist
22	6/7/2016	Establishment of training programs for station personnel	WCNC conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well. Multi-Skilled Journalist Training, 6/7-8,16: included innovative ways to tell the news. Employees learned new shooting techniques, how to use storytelling tools, how to tell a story with limited video, a new way to use maps in stories and received hands on training with new equipment.	54	News Director Assistant News Director Executive EP Director Digital Media

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
23	6/15/2016	Establishment of training programs for station personnel	<p>Investigative Reporters and Editors (IRE) Conference attended by Investigative Reporter.</p> <p>IRE is an intensive conference of more than 150 panels, hands-on classes and special presentations about covering business, public safety, government, health care, education, the military, the environment and other key beats. Speakers share strategies for locating documents and gaining access to public records, finding the best stories and managing investigations. This is the plumb line for how to practice investigative journalism in print, broadcast, Web and alternative newsroom models.</p>	1	Investigative Reporter
24	6/16/2016	Participation in Job Fairs	<p>National Association of Broadcaster's Education Foundation - Media Sales Institute attended by Local Sales Manager.</p> <p>Local Sales Manager observed role plays and interviewed candidates who completed an intense week of training with leading media sales professionals.</p>	1	Local Sales Manager
25	6/22/2016	Participation in other activities designed by the station employment unit	<p>Anchor/Reporter was a guest speaker at Charlotte Youth Broadcasting Camp.</p> <p>Anchor/Reporter talked to about 20-30 campers ages 8-16 about what she does at NBC Charlotte, how/why she got into this business, job requirements, the changing news industry and importance of social media. She also hosted a Q&A session where each camper asked a question that interested them most in regards to news broadcasting.</p>	1	Anchor/Reporter

WCNC-TV
EEO PUBLIC FILE REPORT
July 21, 2015 - July 20, 2016

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
26	6/30/2016	Participation in other activities designed by the station employment unit	<p>Sports Reporter was a guest speaker at Charlotte Youth Broadcast camp during sports week.</p> <p>Sports Reporter spoke to students interested in pursuing broadcast journalism and sports. She spoke to the campers about her journey to her current role and the steps they need to take to pursue the same goal.</p>	1	Riggs