

WITN
EEO PUBLIC FILE REPORT
August 1, 2020 – July 31, 2021

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 Hire
Digital Producer	6,9,11,21,22	9
Digital Producer	6,9,11,22	11
News Producer	6,9,11,20,21,22	22
News Producer	6,9,11,22	11
News Producer	6,9,11,22	11
News Producer	6,9,11,22	22
Anchor/Producer Noon	6,9,11,22	11
Sport Director	6,9,11,16,22	22
Chief Meteorologist	6,9,11,22	11
Anchor/MMJ	6,9,11,22	11
Multimedia Journalist	6,9,11,20,22	11
Multimedia Journalist	6,9,11,19,22	19
Account Executive	6,9,11,22	9
Account Executive	6,9,11,22	9
Account Executive	6,9,11,22	22
Digital Assistant	6,9,11,22	22

WITN
EEO PUBLIC FILE REPORT
August,1 2020 – July 31, 2021

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	Appalachian State University – Emily Burleson Walker Hall 32039 Boone, NC 28608 828-262-2180	N	
2	Barton College – Susan Fecho / sfecho@barton.edu Mass Communications Wilson, NC 27893 252-629-5472	N	
3	Beaufort Community College – Kelly Rouse PO Box 1069 Washington, NC 252-946-6194	N	
4	Campbell University - Dr. J Dean Farmer PO Box 130/Office 108 Rogers Buies Creek, NC 27506 910-823-1520	N	
5	ECU Student Professional Development –Carol Woodruff 701 East 5 th Street Greenville, NC 27858 252-328-5598	N	
6	ECU School of Communications - Teresa Bullock 103 Joyner East Greenville, NC 27858-4353 252-328-6621	N	3
7	Elizabeth City State University – Melba Brown PO Box 804 Elizabeth City, NC 27909 252-335-3594	N	
8	Elon University School of Communications – Amber McCraw 2020 Campus Box Elon, NC 27244 336-278-5661	N	
9	Indeed.com 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750	N	24
10	Lenoir Community College – Bobby Merritt PO Box 188 Kinston, NC 28501 252-527-6223	N	
11	Gray.tv (SNAG A Job GRAY SERVICE)	N	43
12	NC A&T University - Gail Wiggins 111 Crosby Hall Greensboro, NC 27411 910-334-7599	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	NC Association of Broadcasters – Lisa Reynolds PO Box 627 Raleigh, NC 27602 919-821-7300	N	
14	Pitt Community College – Racheal Bridger P.O. Box 7707 Greenville, NC 27834 252-493-7819	N	
15	Syracuse University – Karen McGee 215 University Place – Newhouse Syracuse, NY 13244 315-443-3270	N	
16	TVJobs.com – Mark Holloway admin@tvjobs.com	N	1
17	UNC–Chapel Hill JOMC Career Ctr. - Jay Eubank Carroll 162 Chapel Hill, NC 27599-3365 919-962-4518	N	
18	UNC – Pembroke – Sally Ann Clark Department of Mass Communications Pembroke, NC 28372 910-521-6378	N	
19	University of South Carolina – Laura Smith iksmith@sc.edu / 803-777-5232	N	3
20	Northwestern University / James Finch medillcareerservices@northwestern.edu	N	2
21	LinkedIn / LinkedIn.com	N	16
22	WITN-TV Station Posting/Employee Referrals www.witn.com	N	27
(etc.)			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			119

WITN
EEO PUBLIC FILE REPORT
August,1 2020 – July 31, 2021

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	EEO Best Practices/Training	5/15/21 WITN's News Director attended virtually Diary of an Effective Recruiter, best practices for finding, hiring, and retaining great candidates/employees."
2	EEO Best Practices/Training	July – August 2020, Our General Manager participated in a training series "Foundations in Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gender language, race, class and ability, how to apologize effectively.
3	EEO Best Practices/Training	2/9 - 3/16/21 WITN's News Director attended virtually Leadership in Tough Times. Six-week workshop designed for frontline managers with focus on hiring and retaining employees.
4	EEO Best Practices/Training	5/11-6/10/21 WITN's HR Manager and Assistant News Directors attended Foundations in Diversity, Equity, and Inclusion training course.
5	Job Fair	3/12/21 Gray Day at ASU: virtual job fair for Arizona State University students with news directors from across Gray
6	Job Fair	4/7/21 Gray Day at NU: virtual job fair for Northwestern University students with news directors from across Gray

7	Job Fair	6/18/21 Gray Day at ASU: virtual job fair for Arizona State University students and alumni with news directors from across Gray
8	EEO Best Practices/Training	March 18-19, 2021 – Freedom Forum Institute’s Power Shift Project Train the Trainer course “The Project’s goal is to create workplaces free of harassment, discrimination and incivility, and full of opportunity, especially for those who have traditionally been denied it,” certified in facilitating workplace integrity curriculum
9	Event or program sponsored by local organization to promote EEO recruitment opportunities.	WITN’s General Manager attended a Greenville- Pitt County Chamber of Commerce Power Luncheon June 17th of 2021 that featured a presentation on Eastern North Carolina’s economic & employment outlook.
10	Event or program sponsored by local organization to promote EEO recruitment opportunities.	On November 19, 2020, WITN's Brand Manager, and Office Manager participated in a webinar on compliance with the FCC's EEO Rules and Regulations, provided by Joan Stewart of Wiley Rein LLP.