

WITN
EEO PUBLIC FILE REPORT
August 1, 2019 – July 31, 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 Hire
News Director	6,9,11,19	19
Digital Producer	6,9,11,19	9
Technical Media Producer	6,9,11,19	6
News Producer	6,9,11,19	6
News Producer	6,9,11,19	9
News Producer/Reporter	6,9,11,19	6
Anchor/MMJ	6,9,11,19	11
Anchor/MMJ	6,9,11,19	6
Anchor/MMJ	6,9,11,19	9
Anchor/ MMJ	6,9,11,19	19
Account Executive	6,9,11,19	19
Local Sale Manager	6,9,11,19	9
Local Sales Manager	6,9,11,19	19
Promotions Director	6,9,11,19	19
Master Control Operator	6,9,11,19	11

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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	Appalachian State University – Emily Burleson Walker Hall 32039 Boone, NC 28608 828-262-2180	N	
2	Barton College – Webster Struthers Dept of Communications Wilson, NC 27893 252-399-6388	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	12
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	1
9	Indeed.com 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750	N	10
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	20
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	
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	WITN-TV Station Posting/Employee Referrals www.witn.com	N	21
(etc.)			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			64

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Event or program sponsored by educational institution relating to career opportunities in broadcasting.	WITN provided a Career/Informational Station Tour opportunity on Feb, 15, 2020 for 8 student members of the East Carolina University School of Art & Design
2	Event or program sponsored by educational institution relating to career opportunities in broadcasting.	WITN provided a Video Station Tour presentation for education purposes on April 10, 2020 for members of the Pitt County Chamber of Commerce that included employment practices.
3	Event or program sponsored by educational institution relating to career opportunities in broadcasting.	WITN provided a Career/Informational Station Tour opportunity on Feb 21,2020 for 9 student members of the East Carolina University School of Communication
4	EEO Best Practices	WITN's News Director attended a diversity & training course that spanned a six-week period between July-August 2019 hosted by Gray Television.
5	Internship Program	WITN coordinated with East Carolina University to conduct a Fall 2019 internship program for 1 student studying in the field of Journalism with goals to enter the broadcast industry.
6	Internship Program	WITN coordinated with East Carolina University to conduct a Fall 2019 internship program for 1 student studying in the field of Art & Design with goals to enter the broadcast industry.
7	Participated in Job Fair	ECU School of Communications Job Fair on Feb, 6 th 2020. WITN's News Director attended and staffed the booth at East Carolina University. Information about employment

		opportunities was provided to students.
8	Event or program sponsored by an educational institution relating to career opportunities in broadcasting.	WITN hosted a tour for the Pitt County Teachers Executive Institute on 12/15/19. The tour was given by the Brand Manager
9	EEO Best Practices	WITN's News Director participated in a seminar hosted by Jill Geisler on Best recruiting practices on 5/1/20
10	EEO Best Practices	WITN management participated in Gray Human resources monthly training calls from 8/1/19 – 7/30/20. The training focused partly on Job Posting best practices
11	Event or program sponsored by local organization to promote EEO recruitment opportunities.	WITN's General Sales Manager attended a Greenville- Pitt County Chamber of Commerce Power Luncheon January 28 th of 2020 that featured a presentation on Eastern North Carolina's economic & employment outlook.