

WITN-TV
EEO PUBLIC FILE REPORT
August 1, 2014 – July 31, 2015

VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Full Time Hires - Job Title	Recruitment Sources (RS) Used to Fill Vacancy¹	RS Referring Hiree
Newscast Producer	1,2,5,6,7,8,10,11,12,13, 17,18,20,21	17
Account Executive – Jacksonville Office	5,7,8,10,11,13,14,15,17,18,20,21	21
Account Executive	2,3,5,6,10,11,13,14,17,20,21, 22	22
Digital Sales Manager	1,5,7,8,9,10,11,13,18,20,21	20
News Reporter/Videojournalist	1,2,4,5,6,7,8,10,11,13,16,17,18,19,20,21	20
Account Executive – Jacksonville Office	5,7,8,10,11,13,14,18,20,21	20
Account Executive	5,7,8,10,11,13,18,20,21	21
News Anchor/Reporter	1,2,4,5,6,7,8,10,11,12,13,16,17,18,19,20,21	17

¹ Please see MRSL for precise information concerning entitled sources. For each position, the station used all recruitment sources that were “entitled” when the job was posted.

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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 John Thomas Hall 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 Office of Cooperative Education –Carol Woodruff 701 East 5 th Street Greenville, NC 27858 252-328-6979	N	
6	ECU Department of Broadcasting - Teresa Bullock 103 Joyner East Greenville, NC 27858-4353 252-328-6621	N	
7	Elizabeth City State University – Melba Brown PO Box 804 Elizabeth City, NC 27909 252-335-3594	N	
8	Elon University School of Communications – Nagatha Tomkins 2850 Campus Box Elon, NC 27244 336-278-5724	N	
9	Google Adwords – Online Digital Advertising www.google.com/adwords adwords@google.com 866-246-6453	N	
10	Indian Woods Missionary Baptist Church – Reverend Wilson 2330 Indians Wood Road Windsor, NC 27983 252-794-3187	Y	
11	NC Division – Workforce Solutions – Employment Specialist 3101 Bismarck Street Greenville, NC 27834 252-355-4322	N	
12	NC A&T University - Gail Wiggins 111 Crosby Hall Greensboro, NC 27411 910-334-7599	N	
13	NC Association of Broadcasters – Lisa Reynolds PO Box 627 Raleigh, NC 27602 919-821-7300	N	
14	Pitt Community College – Amy Fraser afraser@pittcc.edu P.O. Box 7707 Greenville, NC 27834 252-493-7565	N	

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
15	Spots & Dots 2726 S Industrial Drive Ann Arbor, MI 48104 ads@spotsandots.com 888-884-2630	N	2
16	Syracuse University – Karen McGee 215 University Place – Newhouse Syracuse, NY 13244 315-443-3270	N	
17	TVJobs.com – Mark Holloway admin@tvjobs.com	N	2
18	UNC – Chapel Hill - Jay Eubank CG 2265 Howell Hall Chapel Hill, NC 27599-3365 919-962-4518	N	
19	UNC – Pembroke - SallyAnn Clark Department of Mass Communications Pembroke, NC 28372 910-521-6378	N	
20	www.witn.com	N	4
21	WITN-TV Station Posting/Employee Referrals	N	2
22	Self-Referral/Walk-in	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			11

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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-TV provided Career/Job Shadowing opportunities in February 2015 for 15 students in Professor Ken Wyatt's television production class at East Carolina University. The shadowing by these students took place at the WITN studio in Greenville, North Carolina.
2 Event or program sponsored by educational institution relating to career services	WITN's News Director participated in a statewide focus group enlisted by the University of North Carolina General Administration to assess and evaluate employer needs, expectations and satisfaction with graduates of the UNC system.
3 Event or program sponsored by educational institution relating to career services	WITN's weekend Meteorologist participated in a Career Day event at Swansboro Middle School located in Onslow county, North Carolina on October 8, 2014.
4 Internship Program	WITN-TV conducted a semester long internship program for a student studying in the field of journalism with goals to enter the broadcast industry. WITN-TV coordinated with Elon to host an intern during the Summer session 2014.
5 Participate in job fair	Pitt Community College Part Time Career Fair on August 28, 2015. WITN Production Manager attended the event in Greenville, NC and staffed a booth at the career fair. Information about employment opportunities was provided to students and others seeking employment in the community.

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TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6 Participate in job fair	Lenoir Community College Career Fair on March 18, 2015. WITN Production Manager attended the event in Kinston, NC and staffed a WITN-TV booth at the career fair. Information about employment opportunities and internships was provided to students and others seeking employment in the community.
7 Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN-TV Operations Manager participated in the Pitt Community College Marketing Program Advisory Committee Meeting on June 17, 2015 at the college. The committee was given a presentation on the department's academic program and participants provided guidance on career training and opportunities to the staff.
8 Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN-TV Operations Manager participated in the Elon University's TGIF (<i>Three Great Internship Fridays</i>) on February 20, 2015 at the university. WITN's operations manager networked with potential intern candidates and then served on a panel for the presentation: " <i>Professional Practices for a Successful Internship</i> ".
9 Participate in job fair	East Carolina University School of Communications Career Fair on February 27, 2015. WITN's News Director and Production Manager attended the event in Greenville, NC and staffed a table at the career fair. Information about employment opportunities and internships was provided to students and others seeking employment in the community.

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