

WCTI-TV

EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
Account Executive - Greenville	1-2, 4-8, 11-13, 17, 21-23, 25-26, 31, 30, 33, 36-40, 42-43, 50-52, 55-60	30
Account Executive - Jacksonville	1-2, 4-8, 10-13, 17, 21-23, 25-26, 30, 33, 36-39, 42-43, 45, 49-52, 55-60	30
AM Newscast Anchor	1-2, 4-8, 10-11, 13, 17, 19, 21-23, 25-26, 33, 36-39, 42-43, 47, 51-52, 55-60	19
Anchor/Reporter	1-2, 4-8, 11-13, 17, 19, 21-23, 25-26, 36-37, 39, 42-43, 48, 50-52, 55-60	19
Commercial Producer/Editor	1-2, 4-8, 11-13, 17-18, 21-23, 25-26, 29, 36-39, 42-43, 48, 50-52, 55-60	48
Digital Content Producer	1, 4-8, 11-13, 16-17, 21-23, 25-26, 31, 33, 36-39, 41-43, 48, 50-52, 55-60	48
Local Sales Manager	1-2, 4-8, 10-13, 15, 17, 21-26, 30, 32-33, 36-39, 42-43, 47, 49, 51-52, 55-60	24
Master Control Operator -- Full-Time	1-2, 4-8, 10-11, 13, 17, 19, 21-23, 25-26, 30, 33, 36-39, 42-43, 47, 50-52, 55-60	19
Morning Live Reporter/MMJ	1-2, 4-8, 11-13, 17, 21-23, 25-26, 36-39, 42-43, 48, 50-52, 55-60	48
News Director	1-2, 4-8, 10-14, 17-18, 20-23, 25-26, 33, 36-39, 42-45, 47, 49, 51-52, 55-60	14
News Producer	4-8, 11-13, 17-18, 21-26, 33, 36-39, 42-43, 48, 50-52, 55-60	18
News Producer	4-8, 11-13, 17, 21-23, 25-26, 33, 36-39, 41-43, 51-52, 55-60	21
News Producer	1, 4-8, 11-13, 17-18, 21-23, 25-26, 33, 36-39, 42-43, 51-52, 55-60, 62	7
News Producer	1-2, 4-8, 10-13, 15, 17, 21-23, 25-26, 32-33, 36-39, 41-43, 47-49, 51-52, 55-61	21
News Producer	4-8, 11-13, 17, 21-23, 25-26, 33, 36-39, 42-43, 51-52, 55-60	21
Reporter / MMJ	1-2, 5-13, 17, 21, 23, 25-26, 33, 36-37, 39, 42-43, 47, 51-52, 55-60	7
Reporter / MMJ	1, 4-8, 10-11, 13, 15, 17, 21-23, 25-26, 32-33, 36-39, 42-43, 47, 49, 51-52, 54-60	54
Reporter / MMJ	3-8, 11-13, 17, 21-23, 25-26, 33, 35-39, 42-43, 48, 51-52, 55-60	7
Reporter / MMJ - Greenville, NC	4-8, 12-13, 17, 21-26, 29, 31, 30, 33, 36-39, 42-43, 48, 51-53, 55-60, 62	24

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Reporter/MMJ	4-8, 12-13, 17, 21-23, 25-26, 31, 33, 36-39, 42-43, 51-53, 55-60, 62	21
Reporter/MMJ	4-8, 12-13, 17, 21-23, 25-26, 31, 30, 33, 36-39, 42-43, 51-53, 55-60, 62	30
Sales Assistant/Receptionist	1, 4-8, 10-11, 13, 15, 17, 21-23, 25-26, 30, 32-33, 36-39, 42-43, 47-49, 51-52, 55-61	30
Sports Anchor/Reporter (Weekend)	1, 4-8, 10-11, 13, 15, 17, 21-23, 25-26, 32-34, 36-39, 42-43, 47, 49, 51-52, 55-60	47
Traffic Assistant - Copy	1-2, 4-8, 10-13, 16-17, 21-26, 31, 33, 36-39, 42-43, 46, 49-52, 55-60	16
Weekend Anchor/Reporter/MMJ	2, 4-8, 10-11, 13, 17, 21-23, 25-26, 33, 36-39, 42-43, 45, 47, 49-52, 55-60	7
Weekend Meteorologist/Reporter/MMJ	4-8, 11-13, 17, 21-23, 25-28, 33, 36-39, 42-43, 50-52, 55-61	7

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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	African American Student Affairs 1107 Pullen Hall Raleigh, North Carolina 27695-7314 Phone : (919) 515-3835 Fax : 1-919-515-8078 Tracey Ray	N	0
2	African American Student Affairs 1107 Pullen Hall Raleigh, North Carolina 27695-7314 Phone : 919-515-3835 Email : multicultural@ncsu.edu Tracey Ray	N	0
3	Agency Referral	N	1
4	AllAboutCountry.com 311 E Center Avenue Lake Bluff, Illinois 60444 Phone : 910-520-9154 Email : webmaster@allaboutcountry.com Fax : 1-910-313-0228 Bill Hennes	N	0
5	Appalachian State University 369 JET Building Boone , North Carolina 28607 Phone : 828.262.2180 Url : www.appstate.edu Email : careerdevcnt@appstate.edu Sharon Jenson	N	0
6	Bonten Media Group 675 Third Ave Suite 2521 New York, New York 10017 Phone : 212.710.7767 Email : jakerhielm@bontenmedia.com Fax : 1-212-949-0909 Janice Akerhielm	N	0
7	Broadcast Employment Services (TVJobs.com) PO Box 4116 Oceanside, California 92052 Phone : 760.754.8177 Url : TVJobs.com Email : admin@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	15

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Campbell University Career Services P.O. BOX 4260 Buies Creek, North Carolina 27506 Phone : (800) 334-4111, Ext. 5707 Email : career@campbell.edu Fax : 1-910-893-1924 Jessica Randall	N	0
9	Career Fair	N	1
10	Carolina School of Broadcasting 3435 Performance Rd Charlotte Charlotte, North Carolina 28214 Phone : 704-395-9272 Email : csbnc@bellsouth.net Fax : 704-531-7291 Alyson Young	N	0
11	Carolina School of Broadcasting 3435 Performance Rd Charlotte Charlotte, North Carolina 28214 Phone : 704-395-9272 Email : csbnc@bellsouth.net Fax : 1-704-395-7291 Alyson Young	N	0
12	Carteret Community College 3505 Arendell St Morehead City, North Carolina 28557 Phone : 252-222-6000 Fax : 1-252-222-6265 Gabriel Rainer	N	0
13	Collective Talent 26150 Herseyvale Franklin, Michigan 48025 Phone : 812-254-9695 Url : http://www.medialine.com Email : bille@michaelsmedia.com Michael Bille	N	0
14	Consultant Referral	N	1
15	Craigslist 225 Glenburnie Drive New Bern, North Carolina 28560 Email : jrich@foxeasterncarolina.com Jane Rich	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Craigslist.com Craigslist.com New Bern, North Carolina Craigslist.com Craigslist.com Manual Posting	N	1
17	Craven Community College Workforce Development & Military Programs 800 College Court New Bern, North Carolina 28562 Phone : 252.444.6013 Email : zaccardk@cravenc.edu Kim Zaccardelli	N	0
18	Current Employee	N	8
19	Current Employee/Internal Promotion	N	3
20	Drop In	N	1
21	East Carolina University Career Center 701 East 5th Street Greenville, North Carolina 27858 Phone : 252-328-6393 Email : pruittm@ecu.edu Mary Beth Pruitt	N	7
22	Elizabeth City State University Parkview Drive Elizabeth City, North Carolina 27909 Phone : 252-335-3516 Email : rmjones@mail.ecsu.edu Fax : 1-252-335-3745 Randy Jones	N	0
23	Elizabeth City State University Parkview Drive Elizabeth City, North Carolina 27909 Phone : 252-335-3516 Email : rmjones@mail.ecsu.edu Fax : 1-252-335-3946 Randy Jones	N	0
24	Employee Referral	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Employment Security Commission - Morehead City 309 Commerce Avenue Morehead City, North Carolina 28557 Phone : 252-726-7151 Email : esc.jobs.moreheadcity@ncesc.gov Fax : 1-252-726-1141 Jobs Recruiter	N	0
26	Employment Security Commission Greenville 3101 Bismarck St Greenville, North Carolina 27834 Phone : 252-355-9067 Email : esc.jobs.greenville@ncesc.gov Fax : 1-252-355-9075 Donna Cannon	N	0
27	Facebook post	N	1
28	Former Employee	N	1
29	Former Employee Referral	N	2
30	Indeed.com	N	24
31	Indeed.com 6433 Champion Grandview Way Austin, Texas Url : www.indeed.com Ainsley Singleton Manual Posting	N	0
32	Interfaith Refugee Ministry 1913 Trent Boulevard New Bern, North Carolina 28560 Phone : 252-633-9009 Fax : 1-252-638-7570 Susan Husson	N	0
33	Jacksonville Employment Security Commission 461 Western Blvd. #106 Jacksonville, North Carolina 28546 Phone : 910-347-2121 Email : lindsay.gress@nccommerce.com Fax : 1-910-938-2583 Lindsay Gress	N	0
34	Job Board	N	1
35	Job Fair	N	2

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36	Marine For Life 1003 Jennifer Drive Jacksonville, North Carolina 28546 Phone : 910.376.4102 Url : www.MarineForLife.org Email : Nichole.Mason@usmc.mil Staff Sergeant Nichole Mason	N	0
37	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	Y	0
38	NC Works Career Center 461 Western Blvd. Suite 106 Jacksonville, Nebraska 28546 Phone : 910-347-2121 Gerardo Cruz Manual Posting	N	0
39	NCWorks Career Center 2836 Neuse Blvd New Bern, North Carolina 28560 Phone : 252-514-4828 Email : elizabeth.bilodeau@nccommerce.com Fax : 1-252-514-4840 Beth Bilodeau	N	0
40	Non-Employee Referral	N	1
41	None indicated (Source Unknown)	N	3
42	North Carolina A&T State University 1601 East Market St. Greensboro, North Carolina 27401 Phone : 336-334-7862 Email : mahoneya@ncat.edu Fax : 1-336-334-7477 Angela Mahoney	N	0

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43	North Carolina Association of Broadcasters 150 Fayetteville Street Ste 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : ncbroadcast.com Email : info@ncbroadcast.com Lisa Reynolds	N	0
44	Other Source	N	1
45	Rick Gevers & Associates 355 E. Ohio St. #202 Indianapolis I, Indiana 46204 Rick Gevers Manual Posting	N	1
46	Self Referral	N	1
47	Sportscasters Talent Agency of America 12928 Longboat Way Del Mar, California 92014 Phone : 949-648-7822 Email : jon@staatalent.com Jon Chelesnik	Y	1
48	Station Website	N	19
49	TV NewsCheck 24 W Lancaster Ave, Ste 205 Ardmore, Pennsylvania 19003 Url : www.mediajobcenter.com Patty Hersh Manual Posting	N	0
50	UNC School of Journalism and Mass Communication Carroll Hall CB 3365 Chapel Hill, North Carolina 27599 Phone : 919-962-7886 Email : career@unc.edu Julie Pendergraph	N	0
51	UNC Wilmington Career Center 601 S College Road Wilmington, North Carolina 28403 Phone : 910-962-3174 Email : vankoughnetl@uncw.edu Lisa VanKoughnet	N	0

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52	UNCC Charlotte, University Career Center 9201 University City Blvd Adkins 150 Bldg. Charlotte, North Carolina 28223 Phone : (704) 687-2231 Email : jdcook@uncc.edu Fax : 1-704-687-5298 Career Service	N	0
53	University Career Center - UNC Charlotte 150 Atkins 9201 University City Blvd. Charlotte, North Carolina 28223 Phone : 704-687-0804 Matthew French Manual Posting	Y	0
54	University of NC Campus Box 3345 Chapel Hill, North Carolina 27599-3365 Email : catuggle@unc.edu Charles Tuggle	N	1
55	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-7886 Julie Pendergraff Manual Posting	N	0
56	Uptown Business & Professional Association P. O. Box 14182 New Bern, North Carolina 28561 Phone : 252-288-5716 Url : www.uptownbpa.org Email : bus@uptownbpa.org Mary Peterkin	N	0
57	WCTI/WFXI Employees 225 Glenburine Dr New Bern, North Carolina 28560 Email : jbrinkley@wcti12.com Josephine Brinkley	N	0
58	WCTI/WYDO TV 225 Glenburine Dr New Bern, North Carolina 28560 Phone : 252-638-1212 Email : jboyd@wcti12.com Jason Boyd	N	0

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59	Weaver Education Center 300 S. Spring Street Greensboro, North Carolina 27401 Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw	N	0
60	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-725-5614 Email : karchie@wsurban.org Fax : 1-336-837-3041 Patricia Sadler	N	0
61	Word of Mouth Referral	N	5
62	www.mediagignow.com 5000 Crossmill Road McLeansville, North Carolina 27301 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : rvempati@litera.com Raju Vempati	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			106

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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	8/5/2016	Participation in events or programs sponsored by educational institutions	On August 5, 2016, WCTI-TV hosted a student from Bell Fork Elementary School in Jacksonville, NC. The student shadowed the morning meteorologist for the day. The student learned how to prepare a weather segment for a newscast and learned about the day in the life of a meteorologist. The event took place at the WCTI-TV station in New Bern, NC.	1	Meteorologist
2	9/26/2016	Participation in events sponsored by community groups	On September 26, 2016, WCTI-TV hosted 5 United States Marines from MCAS Cherry Point Corp in Havelock, NC . The Marines shadowed our Morning Meteorologist for the morning. The Marines were interested to learn about opportunities in a career as broadcast meteorologist when they separate from active duty. The event took place at the WCTI-TV station in New Bern, NC.	1	Meteorologist
3	9/27/2016	Participation in events sponsored by community groups	On September 27, 2016, WCTI-TV hosted 5 United States Marines from MCAS Cherry Point Corp in Havelock, NC . The Marines shadowed our Morning Meteorologist for the morning. The Marines were interested to learn about opportunities in a career as broadcast meteorologist when they separate from active duty. The event took place at the WCTI-TV station in New Bern, NC.	1	Meteorologist
4	10/5/2016	Participation in events or programs sponsored by educational institutions	On October 5, 2016, WCTI-TV hosted a student from West Craven High School in New Bern, NC. The student shadowed the morning meteorologist for the day. The student learned how to prepare a weather segment for a newscast and learned about the day in the life of a meteorologist. The event took place at the WCTI-TV station in New Bern, NC.	1	Meteorologist

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5	2/16/2017	Participation in Job Fairs	WCTI-TV participated in the East Carolina University Career Fair. The Creative Services Director, Local Sales Manager and Commercial Production Manager spoke about careers in broadcasting and positions that were available at the station.	3	Creative Services Director Local Sales Manager Commercial Production Manager
6	2/16/2017	Participation in events or programs sponsored by educational institutions	WCTI's Anchor Brian North and 5 Account Executives participated in the Career Cluster Day at Jones Senior High School in Trenton, NC. The team spoke about the TV business and broadcasting careers.	6	Anchor/Sports Anchor Account Executives
7	3/14/2017	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Matt Callihan participated as a guest speaker at Jacksonville Commons Elementary School in Jacksonville, NC. Matt's main presentation is based on weather education. There is a question and answer period following the presentation and that is when he discussed educational requirements and what it's like to work in the broadcast industry.	1	Meteorologist

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8	3/16/2017	Participation in events or programs sponsored by educational institutions	<p>WCTI's Meteorologist Les Still participated as a guest speaker at a number schools in our DMA. Les' main presentation is based on weather education. There is a question and answer period following the presentation and that is when Les discusses educational requirements and what it's like to work in the broadcast industry.</p> <p>9/13/2016 and 9/20/2016 JT Barber Elementary, New Bern, NC 5th Graders</p> <p>9/30/2016 Roger Bell Elementary, Havelock, NC 5th Graders</p> <p>10/5/2016 Gurganus Elementary, Havelock, NC 5th Graders</p> <p>10/27/2016 Bridgeton Elementary, Bridgeton, NC 2nd Graders</p> <p>11/16/2016 Clyde Erwin Elementary, Jacksonville, NC 5th Graders</p> <p>3/14/2017 Parkwood Elementary School. Jacksonville, NC 5th Graders</p> <p>3/16/2017 Arthur Edwards Elementary School, Havelock, NC 2nd Graders</p>	1	Meteorologist

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9	3/30/2017	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Jacksonville-Onslow County Chamber of Commerce Business Expo. The Creative Services Director, General Sales Manager, Sales staff and News employees participated in the event. The staff networked with local businesses and had the opportunity to speak about broadcasting opportunities and their jobs in the broadcast field.	8	Creative Services Director General Sales Manager Account Executives News Staff
10	4/1/2017	Participation in Job Fairs	Columbia University 2 Graduate School of Journalism New York, NY 10027 WCTI-TV participated in the Columbia University Graduate School of Journalism Career Expo. The CEO of Bonten Media Group (parent company) and the General Manager conducted a total of 11 interviews. In addition, they spoke to students during the walk-up period about careers in broadcasting and positions that were available at the station.	2	CEO VP & GM
11	4/13/2017	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the New Bern Chamber of Commerce Business Expo. The Creative Services Director and a number of Sales staff and News employees participated in the event. The staff networked with local businesses and had the opportunity to speak about broadcasting opportunities and their jobs in the broadcasting field.	9	Creative Services Director Account Executives News Talent Creative Services Editor
12	4/27/2017	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Carteret County Chamber of Commerce Business Expo. The Creative Services Director, General Sales Manager, Sales and News employees participated in the event. The staff networked with local businesses and had the opportunity to speak about broadcasting opportunities and their jobs in the broadcast field.	8	Creative Services Director General Sales Manager Account Executives News Staff

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13	5/5/2017	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Greenville-Pitt County Chamber of Commerce Business Expo. The Local Sales Manager, Creative Services Director, Sales staff and News employees participated in the event. The staff networked with local businesses and had the opportunity to speak about broadcasting opportunities and their jobs in the broadcast field.	8	Creative Services Director Local Sales Manager Account Executive News Staff
14	6/9/2017	Participation in events sponsored by community groups	On June 9, 2017, Chief Meteorologist Donnie Cox attended the STEM Fly-IN night in Havelock, NC that was sponsored by The City of Havelock and the Eastern Carolina Aviation Heritage Foundation. During the event, Donnie spoke about weather and the TV business. Several kids came by the booth to talk about weather, observe the weather demonstrations and to learn about what we do at the TV station. He discussed with them the process, knowledge, education and opportunities in the media world.	1	Chief Meteorologist
15	6/15/2017	Participation in events or programs sponsored by educational institutions	On June 15, 2017, WCTI-TV hosted a college student from the University of North Carolina at Chapel Hill. The student shadowed our former Morning Anchor/current Executive Producer. The student sat in the editorial meeting, was shown how to prepare for a story and how to produce a newscast. She also had some exposure to social media and the website. The event took place at the WCTI-TV station in New Bern, NC.	1	Executive Producer

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16	7/25/2017	Participation in events or programs sponsored by educational institutions	<p>Station Tours</p> <p>2/8/2017 The station hosted a tour to 20 scouts from Girl Scout Troop 424 from New Bern, NC. The Creative Services Director led the tour as he addressed the different departments as he spoke about careers in broadcasting. The group was able to watch the production of our noon newscast.</p> <p>3/9/2017 The station hosted a tour to 24 students from the Grover C. Fields Middle School in New Bern, NC. The Creative Services Director led the tour as he addressed the different departments as he spoke about careers in broadcasting. The group was able to watch the production of our noon newscast.</p> <p>4/5/2017 The station hosted a tour to 11 students from Beaufort Elementary School. The Creative Services Director led the tour as he addressed the different departments as he spoke about careers in broadcasting. The group was able to watch the production of our noon newscast.</p> <p>7/25/2017 The station hosted a tour to 12 students from Access Family Services - a special needs summer program for kids. The Creative Services Director led the tour as he addressed the different departments as he spoke about careers in broadcasting. The group was able to watch the production of our noon newscast.</p>	1	Creative Services Director

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17	7/31/2017	Establishment of training programs for station personnel	<p>During the reporting period, many staff participated in ongoing training provided by the station. This training is designed to provide employees with more advanced skills that could help them qualify for higher-level vacancies. The station has promoted one employee in this reporting period.</p> <p>Smith Geiger News Training September 9 - September 10, 2016 Research presentation - all staff</p> <p>January 30 - February 1, 2017 June 19 - June 21, 2017 All newsroom staff</p> <p>Kurlan Market Visit - Sales Managers & Staff January 19-20, 2017 May 24-25, 2017</p> <p>MVP - Business Development Training - Sales Team Week of March 13, 2017</p> <p>MFM/BCCA - Digital Auditing - Key Risks and Internal Controls for Digital Advertising and Marketing Services January 19, 2017 - Audio conference - Controller and Digital Sales Manager participated.</p> <p>MFM/BCCA 2017 Annual Conference May 22-24, 2017 - Attended by Controller Media Finance Focus 2017 is an exclusive source for professional education targeting media financial and business executives. More than 170 speakers/panelists provided the latest information on accounting, taxes, human resources, technology, newspaper, out-of-home, television, radio, cable, digital, print and credit & collection issues.</p> <p>PromaxBDA - 201 Station Summit</p>	85	GM Controller Director of Sales Creative Services Director

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			June 19-23, 2017 - Attended by Creative Services Director. A four-day event created exclusively for television station marketing and promotion professionals. Networks, station groups, syndicators and local broadcasters discuss, dialogue and debate the issues, trends and emerging business opportunities driving success in local television.		
18	7/31/2017	Listing of each upper-level category opening in a job bank or newsletter	As part of our commitment to widely disseminate our job opportunities, WCTI-TV posts all positions with the North Carolina Association of Broadcasters (NCAB) a media trade group with a broad based membership including woman and minorities.	1	Controller