

WCTI-TV

EEO PUBLIC FILE REPORT

August 1, 2012 - July 31, 2013

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
News Director	1-2, 4, 6-8, 17, 19, 24-25, 28-29, 36, 40, 42-43, 45, 49, 51-52, 55-56, 59-62, 64	49
Account Executive - Greenville/Washington NC	1, 3, 5-10, 12, 15-17, 20-21, 23-25, 29, 34-35, 37, 40-44, 46, 51, 53-56, 60-62, 64	21
Account Executive - New Bern, NC	1, 3, 5-12, 15-18, 20-21, 23-25, 29, 34-35, 37, 39-44, 46, 51, 53-56, 60-62, 64	9
Camera Operator	1, 3, 5-8, 10-14, 16-18, 20, 23-25, 29, 34, 37, 40-43, 46, 51, 53, 55, 57-58, 60-61, 63, 65	14
National Sales Assistant	1, 3, 5-8, 10-13, 15-18, 20, 23-25, 29, 34-35, 37, 40-43, 46-47, 51, 53, 55, 57-58, 60-61, 63, 65	47
Reporter	1, 3, 5-8, 10, 12-13, 16-18, 20, 23-25, 29-30, 34, 37, 40-43, 46, 51, 53, 55, 57-58, 60-61, 63, 65-66	66
Assistant News Director	1, 3, 5-8, 10-13, 16-18, 20, 23-26, 28-29, 34, 37, 40-43, 46, 51, 53, 55, 57-58, 60-61, 63, 65	28
Reporter	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 29-30, 34, 37, 40-43, 46, 51, 53, 55, 57-58, 60-61, 63, 65-66	30
Digital Content Manager	1, 3, 5-8, 10, 12-13, 16-18, 20, 23-24, 26, 28-29, 34, 37, 40-43, 46-47, 51, 53, 55, 57-58, 60-61, 63, 65-66	26
Reporter	1, 3, 5-8, 10-14, 16-18, 20, 23-24, 28-29, 34, 37-38, 40-43, 46-47, 51, 53, 55, 57-58, 60-61, 63, 65-66	28
Master control operator	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 29-30, 33-34, 37, 40-43, 46-47, 49-51, 53, 55, 57-58, 60-61, 63, 65	47
News Producer	30, 47	47
Traffic Assistant	1, 3, 5-8, 10, 12-13, 16-18, 20, 23-24, 29-30, 33-34, 37, 40-43, 46-48, 50-51, 53, 55, 57-58, 60-61, 63, 65-66	48
Account Executive	1, 3, 5-13, 16-18, 20, 23-24, 28-29, 33-34, 37, 40-44, 46-47, 50-51, 53, 55, 57-58, 60-61, 63, 65	44
News Producer	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 28-29, 33-34, 37, 40-43, 46-47, 50-51, 53, 55, 57-58, 60-61, 63, 65	28

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News Producer	1, 3, 5-8, 10-14, 16-18, 20, 23-24, 28-29, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 57-58, 60-61, 63, 65	28
Producer	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 26-27, 29, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 60-61, 63, 65	26
Reporter	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 28-29, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 60-61, 63, 65-66	47
Photographer	1, 3, 5-8, 10-13, 16-18, 20-21, 23-24, 28-29, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 60-61, 63, 65	21
Producer	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 26, 28-29, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 60-61, 63, 65	28
Master Control Operator -- Full-Time	1, 3, 5-8, 10-13, 16-18, 20, 23-24, 29-34, 37, 40-43, 46, 50-51, 53, 55, 60-61, 63, 65	31
Camera Operator	1, 3, 5-8, 10-13, 16-18, 20, 22-24, 29-30, 32-34, 37, 40-43, 46-47, 50-51, 53, 55, 60-61, 63, 65	47

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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 : Tracey_Ray@ncsu.edu Fax : 1-919-515-8078 Tracey Ray	N	0
3	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
4	Appalachian State University 305 Wey Hall Boone , North Carolina 28607 Phone : 828.262.2000 Url : www.appstate.edu Email : ellismr@appstate.edu Marjorie Ellis	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	Bennett College 900 E Washington Street Greensboro, North Carolina 27401 Phone : 800-413-5323 Email : yjohnson@bennett.edu Fax : 1-336-517-2202 Yolanda Johnson	N	0

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7	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
8	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	0
9	Call In	N	4
10	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
11	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
12	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

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13	Craven Community College Workforce Development & Military Programs 800 College Court New Bern, North Carolina 28562 Phone : 252.444.6013 Email : zaccardk@cravencc.edu Kim Zaccardelli	N	0
14	Current Employee	N	3
15	E-mail Inquiry	N	3
16	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	0
17	Eastern NC Employment Security Commission 2836 Neuse Blvd New Bern, North Carolina 28560 Phone : 2525144828 Email : richard.hansen@nccommerce.com Fax : 1-252-514-4840 Richard Hansen	N	0
18	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
19	Elon University McEwen Comm, Room 109, 2850 Campus Box Elon, North Carolina Email : bcheek@elon.edu Brittain Cheek	N	0
20	Elon University McEwen Comm, Room 109, 2020 Campus Box Elon, North Carolina 27244 Phone : 336-278-6536 Email : aeicher@elon.edu Fax : 1-336-278-6545 Arli Eicher	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
21	Employee Referral Joe Carriere	N	6
22	Employment Agency Job Bank	N	1
23	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
24	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
25	Freedom ENC PO Box 13948 New Bern, North Carolina 28561 Phone : 252-638-5681 Url : http://www.sunjournal.com Email : tadkins@freedomenc.com Tina Adkins	N	0
26	Internal Candidate CURRENT EMPLOYEE	N	5
27	Internal Posting TVJobs.com	N	1
28	Internet Ad TV JOBS	N	25
29	Jacksonville Employment Security Commission 461 Western Blvd. #106 Jacksonville, North Carolina 28546 Phone : 910-347-2121 Email : esc.jobs.jacksonville@ncesc.gov Fax : 1-910-938-2583 Davis Williams	N	0
30	Job posting on internet TV JOBS	N	24
31	Local Newspaper NEWSPAPER	N	1

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32	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
33	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	Y	0
34	Multi-Cultural Student Affairs 1107 Pullen Hall Raleigh, North Carolina 27695-7314 Phone : (919) 515-3835 Email : teray@ncsu.edu Fax : 1-919-515-8078 Tracey Ray	N	0
35	National Assoc. of Broadcasters (NABEF) 1771 N. Street NW Washington, D.C., District of Columbia 20036 Phone : 123-456-7890 Email : broadcastcareerlink@nab.org Career Center Career Link	N	0
36	National Press Photographers Association/NPPA - Region 6 3200 Croasdaile Drive #306 Durham, North Carolina Phone : 919-383-7246 Url : nppa.org and http://metalab.unc.edu/nppa/jib/html Fax : 1-919-383-7261 Career Service	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
37	National Press Photographers Association/NPPA - Region 6 3200 Croasdaile Drive #306 Durham, North Carolina Phone : 919-383-7246 Url : nppa.org and http://metalab.unc.edu/nppa/jib/html Email : info@nppa.org Fax : 1-919-383-7261 Career Service	N	0
38	Non-Employee Referral UNC PROF. JIM HEFNER	N	1
39	None indicated	N	1
40	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
41	North Carolina A&T State University 1601 East Market St. Murphy Hall Room 101 Greensboro, North Carolina 27411 Phone : 336-334-7755 Email : markc@ncat.edu Fax : 1-336-334-7018 Carolyn Mark	N	0
42	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
43	North Carolina Central University 1801 Fayetteville St Durham, North Carolina 27707 Phone : 919-530-6198 Url : http://www.nccu.edu/ Email : nccucareerservices@nccu.edu Career Services	N	0
44	Other Source	N	4

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45	Shaw University 118 E South Street Raleigh, North Carolina 27601 Phone : 919-879-8351 Url : www.shawuniversity.edu Fax : 1-919-546-8332 Juanita Holley	N	0
46	Shaw University 118 E South Street Raleigh, North Carolina 27601 Phone : 919-278-2673 Url : www.shawuniversity.edu Email : career@shawu.edu Dr. Denise Vaughan	N	0
47	Station Website WCTI12.com	N	25
48	Temp Agency Holden Temporaries - Megan Morrow	N	1
49	Trade Website Rick Gevers	N	2
50	UNC School of Journalism and Mass Communication Carroll Hall CB 3365 Chapel Hill, North Carolina 27599 Phone : 919-962-4518 Email : jeubank@email.unc Fax : 1-919-962-0620 Jay Eubank	N	0
51	UNC Wilmington Career Center 601 S College Road Wilmington, North Carolina 28403 Phone : 910-962-3174 Email : boydl@uncw.edu Lisa Boyd	N	0
52	UNCC Charlotte, University Career Center 9201 University City Blvd Charlotte, North Carolina Phone : (704) 687-2231 Fax : 1-704-687-2683 Career Service	N	0

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53	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
54	University of North Carolina 250 E. Franklin Street Chapel Hill, North Carolina 28509 Phone : 919-824-0202 Url : unc.edu Email : jobboard@unc.edu Fax : 1-919-824-0567 Karen Coyle	N	0
55	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-2197 Email : ucs@unc.edu Fax : 1-919-962-2197 Wendy P. and Dean E.	N	0
56	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Fax : 1-336-334-5039 Mr. Frank Donaldson	N	0
57	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Phone : 336-334-5360 Email : frank_donaldson@uncg.edu Fax : 1-336-334-5039 Mr. Frank Donaldson	N	0
58	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Phone : 336-334-5360 Email : frierson@uncg.edu Fax : 1-336-334-5039 Dr. Michael Frierson	N	0
59	Unknown Referral Source	N	1

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60	WCTI-TV 225 Glenburine Dr New Bern, North Carolina 28560 Phone : 252-638-1212 Email : cyu@wcti12.com Chris Yu	N	0
61	WCTI/WFXI Employees 225 Glenburine Dr New Bern, North Carolina 28560 Email : jbrinkley@wcti12.com Josephine Brinkley	N	0
62	Weaver Education Center 300 S. Spring Street Greensboro, North Carolina Phone : 336-370-8282 Email : crenshm@gcsnc.com Fax : 1-336-370-8287 Michael Crenshaw	N	0
63	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
64	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-725-5614 Fax : 1-336-722-5713 Hobart Jones	N	0
65	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-725-5614 Email : aborders@wsurban.org Fax : 1-336-837-3044 Alvin Borders	N	0
66	Word of Mouth Referral WES	N	7
TOTAL INTERVIEWS OVER REPORTING PERIOD:			115

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/7/2012	Participation in events sponsored by community groups	On August 7, 2012, WCTI's Meteorologist Les Still participated as a guest speaker at the New Bern Rotary Club in New Bern, NC. He spoke to a group of 100+ people about the broadcasting business and his career as a meteorologist.	1	Meteorologist	0.25
2	8/23/2012	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the New Bern Chamber of Commerce Business Expo. The GM, Promotions Manager, a number of Sales staff and three News employees participated in the event. The staff networked with local business and had the opportunity to speak about broadcasting opportunities and their jobs in broadcasting.	8	VP and General Manager Interim Promotion Manager Director of Sales	0.25
3	10/10/2012	Participation in events or programs sponsored by educational institutions	WCTI's Chief Meteorologist Skip Waters participated as a guest speaker at Bell Fork Bell Elementary School in Jacksonville, NC. He spoke to a group of 85 5th graders and 11 adults. Skip's main presentation is based on weather education. He includes weather instruments and how they are used to forecast weather, the water cycle, cloud formation and cloud types. He also discusses Doppler radar & how it helps us identify severe weather. In each of those sections, part of the presentation talks about how we deal with those elements as we prepare, forecast and deliver it on TV. There was a question and answer period following the presentation and that is when Skip discusses educational requirements, work environment & expectations of the broadcast industry.	1	Chief Meteorologist	0.25
4	10/10/2012	Participation in Job Fairs	Career and Graduate School Fair at East Carolina University, Greenville, NC WCTI-TV participated in the Eastern North Carolina Career Fair. The GM, Controller and News Director spoke about careers in broadcasting, positions that were available at the station and internship opportunities	3	VP and General Manager Controller News Director	0.25

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5	11/7/2012	Participation in events or programs sponsored by educational institutions	WCTI's Chief Meteorologist Skip Waters participated as a guest speaker at Eastern Elementary School in Greenville, NC. He spoke to a group of 120 5th graders and 11 adults. Skip's main presentation is based on weather education. He includes weather instruments and how they are used to forecast weather, the water cycle, cloud formation and cloud types. He also discusses Doppler radar & how it helps us identify severe weather. In each of those sections, part of the presentation talks about how we deal with those elements as we prepare, forecast and deliver it on TV. There was a question and answer period following the presentation and that is when Skip discusses educational requirements, work environment & expectations of the broadcast industry.	1	Meteorologist	0.25
6	11/9/2012	Participation in events or programs sponsored by educational institutions	On November 9, 2012, WCTI-TV hosted three students from Early College East High School in Havelock, NC. Two of the students observed the News Department. They observed editing and news producing activities. The other student observed the Production department activities for the day, participating shadowing and learning about the use of studio cameras. The event took place at the WCTI-TV station in New Bern.	4	Operations Manager News Director Morning Anchor Camera Operator	0.25

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7	2/20/2013	Participation in events or programs sponsored by educational institutions	WCTI's Chief Meteorologist Skip Waters participated as a guest speaker at Banks Elementary School in Kinston, NC. He spoke to a group of 100 5th graders/11 adults. Skip's main presentation is based on weather education. He includes weather instruments and how they are used to forecast weather, the water cycle, cloud formation and cloud types. He also discusses Doppler radar & how it helps us identify severe weather. In each of those sections, part of the presentation talks about how we deal with those elements as we prepare, forecast and deliver it on TV. There was a question and answer period following the presentation and that is when Skip discusses educational requirements, work environment & expectations of the broadcast industry.	1	Meteorologist	0.25
8	3/12/2013	Participation in events or programs sponsored by educational institutions	WCTI's Chief Meteorologist Skip Waters participated as a guest speaker at St. Paul Catholic School School in New Bern, NC. He spoke to a group of 70 1st-5th graders and 5 adults. Skip's main presentation is based on weather education. He includes weather instruments and how they are used to forecast weather, the water cycle, cloud formation and cloud types. He also discusses Doppler radar & how it helps us identify severe weather. In each of those sections, part of the presentation talks about how we deal with those elements as we prepare, forecast and deliver it on TV. There was a question and answer period following the presentation and that is when Skip discusses educational requirements, work environment & expectations of the broadcast industry.	1	Meteorologist	0.25

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9	3/20/2013	Participation in Job Fairs	East Carolina University Job Fair Greenville, NC WCTI-TV participated in the Eastern North Carolina Career Fair. The News Director and Controller spoke about careers in broadcasting, positions that were available at the station and internship opportunities.	2	Controller News Director	0.25
10	3/21/2013	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Jacksonville/Onslow Chamber of Commerce Business Expo. The GM, Promotions Manager, a number of Sales staff and four News employees participated in the event. The staff networked with local business and had the opportunity to speak about broadcasting opportunities and their jobs in broadcasting.	7	VP & General Manager Interim Promotion Manager Director of Sales	0.25
11	4/3/2013	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Greenville-Pitt County Chamber of Commerce Business Expo. The GM, Promotions Manager, a number of Sales staff and nine News employees participated in the event. The staff networked with local business and had the opportunity to speak about broadcasting opportunities and their jobs in broadcasting.	12	VP & General Manager Interim Promotion Manager Director of Sales	0.25
12	4/5/2013	Participation in events or programs sponsored by educational institutions	On April 5, 2013, WCTI hosted a student from Brinson Elementary in Craven County, NC. The student observed the Morning Meteorologist as part of a career day project at her school. She had a tour of the station and learned how TV weather is produced. The event took place at the WCTI-TV station in New Bern.	1	Meteorologist	0.25
13	4/6/2013	Participation in events sponsored by community groups	WCTI-TV sponsored and participated in the Swansboro Area Chamber of Commerce Business Expo. The Promotions Manager, a Sales staff member and three News employees participated in the event. The staff networked with local business and had the opportunity to speak about broadcasting opportunities and their jobs in broadcasting.	5	Promotion Manager AE Reporter Anchor/Reporter	0.25

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14	4/24/2013	Participation in Job Fairs	Eastern North Carolina Career Fair Crystal Coast Civic Center Morehead City, NC WCTI-TV participated in the Eastern North Carolina Career Fair. The Operations Manager spoke about careers in broadcasting, positions that were available at the station and internship opportunities.	1	Operations Manager	0.25
15	5/15/2013	Participation in events or programs sponsored by educational institutions	On May 15 2013, WCTI's Anchor Brian North participated as a guest speaker at New Bern Hight School in New Bern, NC. He spoke to a group of 20 students in grades 9-12. He spoke about the broadcasting business, his career and what we do at the station.	1	Anchor	0.25
16	7/31/2013	Listing of each upper-level category opening in a job bank or newsletter	As part of our commitment to widely disseminate of our job opportunities, WCTI-TV posts Full-Time positions with the North Carolina Association of Broadcasters (NCAB) a media trade group with a broad based membership including women and minorities.	1	Staff Accountant	1.00

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17	7/31/2013	Establishment of training programs for station personnel	<p>During the reporting period, the station conducted ongoing in service training with its employees. This training was designed to provide employees with more advanced skills that could help them qualify for higher-level vacancies. The station has promoted five employees in this reporting period.</p> <p>Magid News training – October 31 - November 1, 2012, February 12-13, 2013 and April 9-11, 2013 - All newsroom staff</p> <p>National Weather Service Media Winter Weather training – December 13, 2013 - Meteorologists</p> <p>Weather Central training - July 1-2, 2013 - Meteorologists</p> <p>National Weather Service Media Spring Severe Weather training – June 25, 2013 - Meteorologists</p> <p>OSI - Yield Management Training - August 3, 2012 - Director of Sales</p> <p>TellUsMore - Business Development Training - August 24, 2012 - Sales Team</p> <p>IB internet sales training – October 2-4, 2012 - Sales Team</p> <p>Kurlan Training - Sales Process with Frank Belzer - DOS & 3 AE's</p> <p>Jim Doyle TV Sales 101 - January 2013- July 2013 - Sales Team</p> <p>Digital Training - January - February 2013 - Sales Team</p> <p>IB Webscan Training - February 6, 2013 - AE</p>	50		1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>Kurlan Training - Full day sales process - February 28,2013 - Sales Staff</p> <p>Corporate VP - White Board/Transactional Training - March 27, 2013 - 3 AE's</p> <p>Kurlan Training - Full day sales process - April 2,2013 - Sales Staff</p> <p>IB Internet Sales training – April 8-10, 2013 - Sales Team</p> <p>Corporate VP - White Board/Transactional Training - April 25, 2013 - 2 AE's</p> <p>Matrix - Web-X training session - April 29, 2013 - 1 AE</p> <p>IB Webscan Training - February 6, 2013 - Director of Sales</p> <p>Training Program for new AE's - June 3 -21, 2013 - 2 AE's</p> <p>Corporate VP - White Board/Transactional Training - June 26-27, 2013 - Sales Team</p> <p>Kurlan Training - Webinar on Sales Process - July 9,2013 - Sales Staff</p>			

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
18	7/31/2013	Establishment of an intern program designed to assist members of the community	The 2012-2013 WCTI-TV Intern Program included eight interns. We offer student interns active participation in a professional broadcast organization. Our goal is to provide students with educational development and acquire skills needed for broadcast employment. The interns worked with the News and Engineering Departments. All of our internships are non-paid and are for college credit. Our interns attended East Carolina University (3), Campbell University (1), UNC Charlotte (1), NC Agricultural and Technical State University(2) and Craven Community College (1).	2	News Director Chief Engineer	1.00
TOTAL POINTS OVER REPORTING PERIOD:						6.75