

# WCTI-TV

## EEO PUBLIC FILE REPORT

August 1, 2017 - July 31, 2018

### 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
Executive Producer	2-3, 5-6, 8, 10-16, 18-19, 25, 28, 31, 33, 36-37, 39-40, 49-53, 55-59	13
Digital Content Producer	2-3, 5-6, 8, 10-12, 14-16, 18-19, 25-26, 28, 31, 33, 36-37, 39-40, 49-53, 55-59	26
Accounting Manager	2-4, 6-12, 16, 18-22, 24, 26-35, 37, 40-41, 43-58	24
Director	1-4, 6, 8-10, 12-13, 15-16, 18-22, 24, 27-32, 36-37, 39-41, 43-44, 46-51, 53-59	13
Local Sales Manager	1-4, 6, 8-10, 12, 15-22, 24, 27-32, 36-37, 39-41, 43-44, 46-51, 53-59	17
Marketing Consultant	2-4, 6, 8-10, 12-13, 15-16, 18-22, 24, 27-32, 36-41, 43-44, 46-51, 53-59	24
Marketing Consultant	2-4, 6, 8-10, 12-13, 15-16, 18-22, 24, 27-32, 36-41, 43-44, 46-51, 53-59	38
Multimedia Journalist	2-4, 6, 8-10, 12-13, 15-22, 24, 27-32, 36-37, 39-44, 46-51, 53-59	17
Multimedia Journalist	2-4, 6, 8-10, 12-13, 15-22, 24, 27-32, 36-37, 39-44, 46-51, 53-59	17
Multimedia Journalist	2-4, 6, 8-10, 12-13, 15-22, 24, 27-32, 36-37, 39-44, 46-51, 53-59	13
News Producer	2-4, 6, 8-10, 12-13, 15, 18-22, 24, 26-32, 37-41, 43-44, 46-51, 53-59	13
News Producer	2-4, 6, 8-10, 12-13, 15, 18-22, 24, 26-32, 37-41, 43-44, 46-51, 53-59	38
News Producer	2-4, 6, 8-10, 12-13, 15, 18-22, 24, 26-32, 37-41, 43-44, 46-51, 53-59	24
General Sales Manager	1-4, 6, 8-10, 12-13, 15-16, 18-22, 24, 27-32, 36-41, 43-44, 46-51, 53-59	48
Receptionist / Accounting Assistant	2-4, 6-10, 12-13, 18-22, 24, 27-32, 34-35, 37, 40-41, 43-44, 46-58	24
Receptionist / Accounting Assistant	2-4, 6-10, 12-13, 18-22, 24, 27-32, 34-35, 37, 40-41, 43-44, 46-58	24
Master Control Operator	2-4, 6-10, 12-13, 16, 18-22, 24, 27-32, 34-35, 37, 40-41, 43-44, 46-59	13
News Editor/Photographer	2-4, 6-13, 16, 18-22, 24, 27, 29-35, 37, 40-41, 43-59	9
Automotive / Marketing Consultant	2-4, 6-10, 12-13, 16-22, 24, 27-32, 34-35, 37, 40-41, 43-44, 46-59	13

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Local Sales Assistant	2-4, 6-10, 12, 16, 18-24, 27-32, 34-35, 37, 40-41, 43-44, 46-59	44
Digital Sales Assistant	2-4, 6-10, 12-13, 16-24, 27-32, 34-35, 37, 40-41, 43-44, 46-54, 56-59	17
Weekend Meteorologist	2-4, 6-12, 16, 18-24, 27-35, 37, 40-41, 43-54, 56-59	48

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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	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
3	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
4	Arizona State University / Walter Cronkite School of Journalism 555 N Central Ave Ste 302 Phoenix, Arizona 85004 Url : http://www.asu.edu Email : mike.wong@asu.edu Mike Wong	Y	0
5	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	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
7	California Chicano News Media 3800 South Grand Ave Suite 3950 Los Angeles, California 90071 Url : <a href="http://www.cnma.org">http://www.cnma.org</a> Email : sylvia@cnma.org Sylvia Wells	Y	0
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	Careerbuilder.com 8401 Greensboro Drive Suite 250 McLean, Virginia 22102 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Email : sbgresumes@sbgstv.com Andrew Hamburger	N	3
10	Carteret Community College 3505 Arendell St Morehead City, North Carolina 28557 Phone : 252-222-6000 Fax : 1-252-222-6265 Gabriel Rainer	N	0
11	Collective Talent 26150 Herseyvale Franklin, Michigan 48025 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : bille@michaelsmedia.com Michael Bille	N	0

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12	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
13	Current Employee - Transfer/Promotion	N	12
14	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
15	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
16	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
17	Employee Referral	N	7
18	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

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19	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
20	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0
21	Hire A Hero PO Box 6808 Morango, California 94705 Url : http://www.hireahero.org Email : sbgresumes@sbgvtv.com Broadbean Source	Y	0
22	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
23	Husson University 1 College Circle New England School of Communication Bangor, Maine 04401 Url : **NEWS ONLY** Email : verrillr@husson.edu Rodney Verrill	Y	0
24	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	8

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25	Indeed.com 6433 Champion Grandview Way Austin, Texas Url : www.indeed.com Ainsley Singleton Manual Posting	N	0
26	Internet Ad-not directly contacted by SEU	N	3
27	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : eloise@ithaca.edu Eloise Green	Y	0
28	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
29	Journalismjobs.com 72 Plaza Drive 2nd fl Berkeley, California 94706 Url : http://www.journalismjobs.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
30	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Email : sbgresumes@sbgstv.com Todd Soffian	N	1

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
31	Marine For Life 1003 Jennifer Drive Jacksonville, North Carolina 28546 Phone : 910.376.4102 Url : <a href="http://www.MarineForLife.org">www.MarineForLife.org</a> Email : <a href="mailto:Nichole.Mason@usmc.mil">Nichole.Mason@usmc.mil</a> Staff Sergeant Nichole Mason	N	0
32	Media Match 8112 1/2 West 3rd St Los Angeles, California 90048 Url : <a href="http://www.media-match.com">http://www.media-match.com</a> Email : <a href="mailto:info@media-match.com">info@media-match.com</a> Tammy Romaniuk	Y	0
33	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone	N	0
34	National Association of Broadcaster 1771 North Street NW Washington, District of Columbia 20036 Phone : 202-429-5499 Url : <a href="http://www.nab.org">http://www.nab.org</a> Email : <a href="mailto:nab@nab.org">nab@nab.org</a> Edward Fritts	N	0
35	National Hispanic Media Coalition North Carolina Email : <a href="mailto:info@nhmc.org">info@nhmc.org</a> Alejandra Valenzuela	N	0
36	NC Works Career Center 461 Western Blvd. Suite 106 Jacksonville, Nebraska 28546 Phone : 910-347-2121 Gerardo Cruz Manual Posting	N	0



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37	NCWorks Career Center 2836 Neuse Blvd New Bern, North Carolina 28560 Phone : 252-514-4828 Email : jason.akes@nccommerce.com Fax : 1-252-514-4840 Jason Akes	N	1
38	Non-Employee Referral	N	3
39	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
40	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
41	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
42	Recruiter	N	1
43	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0

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44	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : <a href="http://www.sbgi.net">http://www.sbgi.net</a> Email : <a href="mailto:employment@sbgi.net">employment@sbgi.net</a> Sharon Pickeral	N	4
45	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : <a href="http://www.talentedynamics.com">http://www.talentedynamics.com</a> Email : <a href="mailto:hedding@talentedynamics.com">hedding@talentedynamics.com</a> Christina Hedding	N	0
46	The Muse 1375 Broadway New York, New York 10018 Url : <a href="http://www.themuse.com">http://www.themuse.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Andrea Siegle	N	0
47	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : <a href="http://www.theladders.com">http://www.theladders.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	0
48	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:info@tvjobs.com">info@tvjobs.com</a> Mark Holloway	N	2
49	UNC Wilmington Career Center 601 S College Road Wilmington, North Carolina 28403 Phone : 910-962-3174 Email : <a href="mailto:vankoughnetl@uncw.edu">vankoughnetl@uncw.edu</a> Lisa VanKoughnet	N	0

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50	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
51	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
52	University of North Carolina – Chapel Hill University Career Services, CB 5140 Chapel Hill, North Carolina Phone : 919-962-7886 Email : sbgresumes@sbgvtv.com Julie Pendergraff	N	0
53	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
54	US Army Wounded Warrior Program 200 Stovall St. Room 7N53 Alexandria, Virginia 22332 Email : vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
55	WCTI/WFXI Employees 225 Glenburine Dr New Bern, North Carolina 28560 Email : jbrinkley@wcti12.com Josephine Brinkley	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
56	WCTI/WYDO TV 225 Glenburine Dr New Bern, North Carolina 28560 Phone : 252-638-1212 Email : jboyd@wcti12.com Jason Boyd	N	1
57	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
58	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
59	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>46</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	10/5/2017	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Les Still participated as a guest speaker at Warsaw Elementary school 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.	1	Meteorologist
2	10/14/2017	Participation in events or programs sponsored by educational institutions	WCTI's Anchor Brian North participated as a guest speaker at Tucker Creek Middle School. Brian gave a presentation about how to work in media to the yearbook class.	1	Anchor
3	10/19/2017	Participation in events or programs sponsored by educational institutions	WCTI's Anchor Brian North participated as a guest speaker at Swansboro Middle school. Brian spoke at the school's career day about getting into the media business	1	Anchor
4	10/27/2017	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Les Still participated as a guest speaker at James W. Smith Elementary school 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.	1	Meteorologist
5	1/10/2018	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Ashley Pratt and Matt Callihan was a guest speaker at Comfort Elementary School. The gave a lesson on weather forecasting. There is a question and answer period following the presentation.	2	Meteorologist Meteorologist
6	2/10/2018	Participation in events or programs sponsored by educational institutions	WCTI's Multi Media Journalist Merrilee Moore participated as a guest speaker at Jacksonville Commons Elementary school in our DMA. Merrilee' main presentation was based on careers in TV News. There was a question and answer period following the presentation.	1	Mult-Media Journalist

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7	2/14/2018	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Ashley Pratt and Matt Callihan participated as a guest speaker at Pamlico Community College. Their main presentation is based on weather education and how weather forecasting is done..	2	Meteorologist Meteorologist
8	2/14/2018	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Ashley Pratt and Matt Callihan participated as a guest speaker at Pamlico Community College. Their main presentation is based on weather education and how weather forecasting is done..	2	Meteorologist Meteorologist
9	2/14/2018	Participation in Job Fairs	We attended the East Carolina University School of Communication Career Fair on 2/14/2018. Over hundred students signed up for the career fair. We spoke to students about current open positions as well as supplied them with a handout of our open positions and how to apply. It was a huge success.	2	Assistant Business Manager Promotion Manager
10	2/27/2018	Participation in events or programs sponsored by educational institutions	WCTI Reporter attended a 3rd grade class to encourage reading as part of the "Read Across America Week"	1	Multi-Media Journalist
11	3/18/2018	Participation in events or programs sponsored by educational institutions	WCTI's Anchor Brian North participated as a guest speaker at Pamlico County High School. Brian gave a presentation about sportsmanship to a group of Athletes and parents	1	Anchor
12	5/15/2018	Participation in events or programs sponsored by educational institutions	WCTI's Meteorologist Les Still participated as a guest speaker at Trenton Elementary school in our DMA. Les' main presentation is based on weather and science to prep them for EOG testing. 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. He	1	Meteorologist

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13	5/19/2018	Participation in events sponsored by community groups	WCTI's Meteorologist Les Still participated as a guest speaker at Swansboro Library 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.	1	Meteorologist
14	7/8/2018	Participation in events sponsored by community groups	Event Focuses on the goal of educating young people about science, aviation and engineering. Meteorologist did live broadcasts.	1	Chief Meteorologist
15	7/10/2018	Participation in events sponsored by community groups	WCTI's Meteorologist Ashley Pratt participated as a guest speaker at Beta Sigma Phi of Morehead . Ashley talked about Hurricane season and how to prepare.	1	Meteorologist
16	7/10/2018	Participation in events sponsored by community groups	WCTI's Chief Meteorologist Donnie Coxl participated as a guest speaker at MCAS Cherry Point. Donnie worked with the STEM 4th - 6th grade campers on careers including a live feed from ISS. There is a question and answer period following the presentation	1	Chief Meteorologist