

**WITN-TV**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2015 – July 31, 2016**

**VACANCY LIST**

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

<b>Full Time Hires - Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy<sup>1</sup></b>	<b>RS Referring Hiree</b>
News Reporter/VideoJournalist	1,2,4,5,6,7,8,10, 12, 13, 14, 16, 17, 18, 19, 20, 21	17
News Producer	1,2,4,5,6,7,8, 9, 10, 12, 13, 14, 16, 17, 18, 19, 20, 21	6
Digital Content Producer	1, 2, 5, 6, 7, 8, 9, 10, 12, 14, 18, 20, 21	9
Account Executive	5, 7, 8, 9, 10, 12, 14, 18, 20, 21	21
News Anchor/Reporter	1,2,4,5,6,7,8,10, 12, 13, 14, 16, 17, 18, 19, 20, 21	21
News Producer	1,2,4,5,6,7,8,10, 12, 13, 14, 16, 17, 18, 19, 20, 21	6
New Reporter/Bureau Chief	1,2,4,5,6,7,8, 9, 10, 12, 13, 14, 16, 17, 18, 19, 20, 21	20
News Anchor/Reporter	1,2,4,5,6,7,8,10, 12, 13, 14, 16, 17, 18, 19, 20, 21	20
Sales Assistant	2, 3, 5, 6, 7, 10, 11, 12, 15, 20, 21	21

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<sup>1</sup> 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 Burseson 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 <sup>th</sup> 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	2
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	
9	Indeed.com (web posting) 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750	N	4
10	Indian Woods Missionary Baptist Church – Reverend Wilson 2330 Indians Wood Road Windsor, NC 27983 252-794-3187	Y	
11	Lenoir Community College – Bobby Merritt PO Box 188 Kinston, NC 28501 252-527-6223	N	
12	NC Workforce Solutions (NCWorks) (web posting) 3101 Bismarck Street Greenville, NC 27834 252-355-4322	N	
13	NC A&T University - Gail Wiggins 111 Crosby Hall Greensboro, NC 27411 910-334-7599	N	
14	NC Association of Broadcasters – Lisa Reynolds PO Box 627 Raleigh, NC 27602 919-821-7300	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	Pitt Community College – Rachel Bridgers P.O. Box 7707 Greenville, NC 27834 252-493-7819	N	
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	1
18	UNC–Chapel Hill JOMC Career Ctr. - Jay Eubank Carroll 162 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	<a href="http://www.witn.com">www.witn.com</a>	N	3
21	WITN-TV Station Posting/Employee Referrals	N	6
22	Self-Referral/Walk-in	N	
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>16</b>

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**III. RECRUITMENT INITIATIVES**

<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b> Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN provided Career/Job Shadowing opportunities on February 15, 17, and 19, 2016 for 11 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.
<b>2</b> Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN provided Career/Informational Station Tour opportunity on October 15, 2015 for 9 student members of the East Carolina University Student Journalism Society.
<b>3</b> Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN provided Career/Informational Station Tour opportunity on November 11, 2015 for 16 student members of the East Carolina University Public Relations Student Society of America.
<b>4</b> Internship Program	WITN coordinated with East Carolina University to conduct Spring Semester 2016 internship programs for 2 students studying in the field of journalism and 1 student studying meteorology with goals to enter the broadcast industry.
<b>5</b> Participate in job fair	Lenoir Community College on campus Career Fair on March 16, 2015. WITN's Production Manager attended the event in Kinston, NC and staffed a WITN booth 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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<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
6 Participate in job fair	Pitt Community College on campus Career Fair on March 31, 2016. WITN's 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.
7 Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN's General Manager participated in the Pitt Community College Marketing Program Advisory Committee Meeting on May 25, 2016 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's Operations Manager participated in the Elon University's Internship/ePortfolio Expo on February 18, 2016 at the university. WITN's operations manager networked with potential intern candidates and conducted mock interviews and ePortfolio reviews with several students seeking to enter the field.
9 Participate in job fair	East Carolina University School of Communications Career Fair on February 26, 2016. WITN's News Director and Operations 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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<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>10</b> EEO/Recruitment training initiative	WITN's General Manager and Operations Manager participated in a Webinar on October 8, 2015 administered by Gray Legal to review and explain the FCC EEO Recruitment Rules & Regulations.
<b>11</b> Event or program sponsored by local organization to promote EEO Recruitment opportunities	WITN's General Manager and Operations Manager attended a Greenville-Pitt County Chamber of Commerce Power Luncheon in November 2015 that featured presentations by the Executive Director and Regional Operations Manager of <i>NCWorks</i> , the state workforce development agency.
<b>12</b> EEO/Recruitment training initiative	WITN's General Manager participated in w Gray Human Resources Training Webinar in January 2016 that focused on managing and retaining challenging employees
<b>13</b> EEO/Recruitment training initiative	WITN's General Manager, General Sales Manager and Operations Manager attended a training session on June 14, 2016 at the North Carolina Association of Broadcasters Summer Meet. The session was Kelly Wirges, President of ProMax Training & Consulting, Inc. and was titled "Recruit & Retain to Win".