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

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis) [With Hiree's Recruitment Source In Brackets]

Account Executive (#1-19) [#12]
Account Executive (#1-20) [#15]

Total Interviewees for all Full-Time Positions
15 persons

Number of Referrals From Sources Used
#12 (4 persons), #14 (6 persons), #15 (4 persons), #16 (1 person)

Supplemental Outreach Activities
See Attached.

*** The employment unit includes employees who provide certain services to station WSFX-TV, Wilmington, NC, pursuant to a shared services agreement.**

WSFX-TV

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. Gloria Purdy, Bladen Community College Career Center, 401 Mercer Mill Rd, Elizabethtown, NC 28332 (910) 862-3255 Ext 202

2. Evelyn Bisbon, Columbus County NC Works, P. O. Box 151, Whiteville, NC 28472 (Formerly Bettina Cox, Columbus Co. Job Link Career Center, P. O. Box 151, Whiteville, NC 28472.) (910) 642-7141 Ext 220

3. Penny Hoprich, Senior Aides Job Developer, 505 Oak Village Dr, #605, Whiteville, NC 28472 (910) 798-3900 Ext 108

4. Phoenix Hometown Hires, 20 N 4th Street, Suite 100, Wilmington, NC 28401. Attn: Ally Thornton (Formerly Phoenix Employment Ministries & Hometown Hires) (910) 343-8469

5. Jackie Radford, NC Div of Vocational Rehabilitation, 3340 Jaeckle Dr, Ste 201 Wilmington, NC 28403. (910) 251-5710 Ext 21

6. UNCW Career Services, 601 S. College Rd, Wilmington, NC 28403. (910) 962-3174

7. Bob Jalbret, Coastal Horizons, 615 Shipyard Blvd, Wilmington, NC 28412. (Formerly Attn: Parrah Boyce) (910) 343-0145

8. Miller-Motte College, Attn: Rachel Merritt, 5000 Market Street, Wilmington, NC 28405 (Formerly Attn: Keith Parker) (910) 392-4660 Ext 3494

9. Cape Fear Community College, Career Planning & Placement, 411 N. Front St., Wilmington NC 28401. (910) 362-7747

10. Employment Security Commission of NC, 717 Market Street, Wilmington, NC 28403. (910) 251-5777 Ext 202

11. Regina Johnson, Arc of NC, 5041 New Centre Drive, Suite 100. Wilmington, NC 28403. (910) 792-9146

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

12. Raycom Web Site – posted by Donna Tadlock in Montgomery, AL/Corporate HR

13. Internship Program

14. Wilmington Star News – Contact: Leigh Ann Askew - leighann.askew@starnewsonline.com

15. Internal Posting/Employee Referral

16. North Carolina Association of Broadcasters Website - www.ncbroadcast.com

17. NAJA.com - rebeccalandberry@naja.com

18. AAJA.com - www.aaja.org

19. Vankoughnet1@uncw.edu

20. NC Works Online – systemalert@geosoline.com

WSFX-TV

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s):_____(ongoing)_____

Describe Nature of Initiative
:

Student Internships

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WECT offers internships to college students as a way to assess jobs, and job readiness.
Some of these are in conjunction with UNCW, Pembrook State, Cape Fear Community College and South Brunswick High School, whose members must interview for positions to understudy on-line news producers.

Fall 2015	0 intern
Spring 2016	1 Sales intern
Summer 2016	1 Sales intern

Names of Station Personnel involved in Initiative:

Andy Scheid – Local Sales Manager
Charlotte Cohen – General Manager

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

WSFX TV

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): December 4, 2015

Describe Nature of Initiative:

UNC Chapel Hill – News Director spoke with a dozen students about their senior level project called Media Hub. Spoke with a few of the students about their future employment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WSFX, in conjunction with Projects and Industry.
Attended the event to discuss with graduating Seniors regarding their future careers in television and to promote WECT/WSFX News and open positions. Also offered advice, critique and feedback on the project at a dozen of the senior students were working on.

Names of Station Personnel involved in Initiative:

Scott Saxton, News Director WECT-TV/WSFX-TV

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): October 21, 2015

Describe Nature of Initiative:

UNCW Career Fair – Burney Center on the campus of UNC- Wilmington

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Scott Saxton & Clara Dittmer took part in the UNCW Career Fair. Spoke with interested students regarding employment at WECT/WSFX in News, Marketing & Sales.

Names of Station Personnel involved in Initiative:

Scott Saxton - News Director WECT-TV/WSFX-TV
Clara Dittmer – Business Office Coordinator for WECT-TV/WSFX-TV

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): February 23, 2016

Describe Nature of Initiative:

UNCW Program on Summer Sales Internship - Burney Center on the campus of UNC- Wilmington

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended by Sales Management on WECT and WSFX. Spoke with interested students regarding internships in Sales. Event also offered training suggestions for employers, helping to steer students in the direction of sales.

Names of Station Personnel involved in Initiative:

Charlotte Cohen – General Manager WSFX-TV

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): February 23, 2016

Describe Nature of Initiative:

UNCW Project Protégé Meet & Greet on the campus of UNC-Wilmington

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Jon Evans, Anchor for WECT-TV and WSFX-TV attended event for Communitications majors Event connected students with professionals to network and establish contacts in Communication-related fields.

Names of Station Personnel involved in Initiative:

Jon Evans – Evening Anchor for WECT-TV and WSFX-TV
Charlotte Cohen – General Manager WSFX-TV

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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WSFX-TV an American Spirit station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of full-time job opportunity notification mailing list.

If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to:

WSFX-TV Business Office Coordinator
322 Shipyard Blvd
Wilmington, NC 28412
EOE - M/F/D/V