

EEO Public File Report

WWAY-TV, Wilmington, NC

July 27, 2023 - July 26, 2024

Full-Time Positions Filled

Full-time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations)	Number Interviewed	Number Hired	Recruitment Source
Yes	543-Multimedia Account Executive	April 3, 2023	September 5, 2023	All Except: 7, 11, 13, 22, 32, 52, 54, 61, 63	5	1	Indeed
Yes	545-Creative Services/Promotions Producer	May 18, 2022	August 24, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	8	1	Indeed
Yes	546-News Producer	June 9, 2023	July 5, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	2	1	Indeed
Yes	547-Multimedia Journalist	August 16, 2023	January 2, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 62, 63	5	1	intern
Yes	548-National Sales Assistant	August 21, 2023	September 19, 2023	All Except: 7, 11, 13, 22, 24, 34, 54, 61, 63	9	1	linked in
Yes	549-Production Assistant	August 31, 2023	September 11, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	2	1	job fair
Yes	550-Producer/Video Journalist	September 1, 2023	September 25, 2023	All Except: 7, 11, 13, 22, 24, 34, 54, 61, 63	3	1	indeed
Yes	551-Technical Operations Manager	September 7, 2023	closed no hire	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	3	0	no hire
Yes	552-Chief Engineer	October 19, 2023	November 13, 2023	All Except: 7, 11, 22, 24, 32, 34, 52, 54, 61, 63	4	1	Employee Referral
Yes	553- Multimedia Account Executive	October 30, 2023	December 4, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	4	1	indeed
Yes	554- IT Support Technician	November 1, 2023	January 2, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	14	1	indeed
Yes	555-Master Control Operator	November 16, 2023	December 8, 2023	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	1	1	indeed
Yes	556- producer/video journalist	November 21, 2023	January 10, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	2	1	intern

Yes	557-Account Executive	February 2, 2024	February 26, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	8	1	indeed
Yes	558-Production Asst	February 6, 2024	February 26, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 52, 54, 61, 63	2	1	indeed
Yes	559-Account Executive	February 28, 2024	March 4, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	1	1	indeed
Yes	560-Account Executive	February 28, 2024	April 15, 2024	All Except: 11, 13, 22, 24, 32, 34, 54, 61, 63	4	1	client referral
Yes	561-Digital Operations Specialist	March 14, 2024	March 27, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	7	1	indeed
Yes	562-Weekend Anchor/MMJ	March 26, 2024	still open	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63			
Yes	563-Weekend Meteorologist/Reporter	April 1, 2024	June 10, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	1	1	found on youtube
Yes	564-Producer	April 3, 2024	June 17, 2024	All Except: 7, 13, 22, 24, 32, 34, 54, 61, 63	1	1	wway website
yes	566-Multimedia Journalist	May 30, 2024	July 8, 2024	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63	1	1	indeed
yes	567-Account Executive	July 12, 2024	still open	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63			
yes	568-Account Executive	July 12, 2024	still open	All Except: 7, 11, 13, 22, 24, 32, 34, 54, 61, 63			

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

Number	Recruitment Source			Contact	Total Interviewed	Entitled to Notification?
1	Arizona State University	1151 S Forest Ave. #329, Temple, AZ 85287	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Services 480-965-2350	0	N
2	Bladen Community College	PO Box 266, Dublin, NC 28332	<a href="mailto:cbryan@bladenc.edu">cbryan@bladenc.edu</a>	Carlton Bryan 910-863-6002	0	N
3	Boston University	595 Commonwealth Avenue, Boston, MA 022	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Development 617-353-3590	0	N
4	Brunswick Community College	PO Box 30 Supply, NC 28462	<a href="mailto:gardner@brunswickcc.edu">gardner@brunswickcc.edu</a>	Onya Gardner 800-754-1050	0	N
5	Cape Fear Community College	411 N. Front Street Wilmington NC 28401	<a href="http://www.collegecentral.com/cfcc/">www.collegecentral.com/cfcc/</a>	David Wilson 910-362-7846	0	N
6	Central Carolina Community College	11054 Kelley Dr Sanford, NC 27330	<a href="mailto:mparker@cccc.edu">mparker@cccc.edu</a>	Mary Parker 919-775-5401	0	N
7	Client Referral	N/A			2	N
8	Coastal Carolina Community College	444 Western Blvd. Room 108, Jacksonville, N	<a href="mailto:careerservices@coastalcarolina.edu">careerservices@coastalcarolina.edu</a>	Department of Continuing Ed 910-938-6761	0	N
9	Coastal Carolina University	PO Box 261954, Conway, SC 29528	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Development 843-347-3161	0	N
10	Coker College	300 East College Ave Hartsville SC 29550	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Heather Norment 843-383-8185	0	N
11	Drop In	N/A			0	N
12	Elon University	100 Campus Drive, Elon, NC 27244	<a href="http://www.elon-csm.symplicity.com">www.elon-csm.symplicity.com</a>	Career Services 336-278-5724	0	N
13	Employee Referral	N/A			5	N
14	East Carolina University	701 East 5th Street, Greenville, NC 27858	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Services 252-3286050	0	N
15	Eastern Kentucky University	216 Park Dr., CPO 62 Whitlock Building, Roov	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 859-622-1296	0	N
16	Florida State University	32306 100 S Woodward Ave, Tallahassee, FL	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 850-644-6431	0	N
17	Francis Marion University	PO Box 100547, Florence SC 29501-0547	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Ronald Miller 800-368-7551	0	N
18	Full Sail University	3300 University Boulevard, Winter Park, FL 32	n/a	Career Department 800-226-7625	0	N
19	High Point University	833 Montlieu Ave., High Point, NC 27262	<a href="mailto:careerservices@highpoint.edu">careerservices@highpoint.edu</a>	Doug Hall 336-841-9338	0	N
20	Indeed Website	N/A	<a href="http://www.indeed.com">www.indeed.com</a>		58	N
21	In House	N/A			0	N
22	Intern	N/A			2	N
23	Louisiana State University	158 LSU Student Union Building, Baton Roug	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 225-578-2162	0	N
24	Media Line	1209 Wood Valley Road, Augusta, GA 30909	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	Don Matthews 706-364-7564	0	N
25	Midlands Technical	PO Box 2408 Columbia SC 29202	<a href="mailto:jobpost@midlandstech.edu">jobpost@midlandstech.edu</a>	Janet Walker 803-822-3538	0	N
26	Miller Motte Business College	5000 Market Street Wilmington NC 28405	<a href="mailto:rachel.merritt@miller-motte.edu">rachel.merritt@miller-motte.edu</a>	Rachel Merritt 910-392-4660	0	N

see 2nd tab for entry

27	Morris College	100 W. College Street, Sumter, SC 29150	<a href="mailto:gwright@morris.edu">gwright@morris.edu</a>	Dr. Gloria Seabrook-Wright 803-773-3687	0	N
28	NC Dept of Commerce, DIV Workforce (ES&I)	5300-7 Main Street, Shallotte, NC 27470	<a href="mailto:marcell.hatten@nccommerce.com">marcell.hatten@nccommerce.com</a>	Marcell Hatten 910-754-6120	0	N
29	NC State	2831 Thurman Drive, Raleigh, NC 27695	<a href="mailto:Careerservices@ncsu.edu">Careerservices@ncsu.edu</a>	Bridget Hartsfield 919-515-3249	0	N
30	Northwestern University	620 Lincoln St, Evanston, IL 60201	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Advancement Center 847-491-3700	0	N
31	Ohio State University	1640 Neil Ave, Columbus, OH 43210	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Counseling 614-688-3898	0	N
32	Other	N/A			0	N
33	Temple University	1913 N Broad St, Philadelphia, PA 19122	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 215-204-7981	0	N
34	TV Jobs	tvjobs.com	<a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>		0	N
35	The University of Colorado Boulder	2249 Willard Loop Dr., Boulder, CO 80305	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 303-492-6541	0	N
36	The University of Georgia	825 S. Lumpkin St., Athens, GA 30602	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 706-542-3375	0	N
37	The University of Kentucky	408 Rose St., Lexington, KY 40508	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 859-257-2746	0	N
38	The University of Missouri-Columbia	909 Lowry Mall, Columbia, MO 65211	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 573-882-6803	0	N
39	The University of Mount Olive	634 Henderson Street, Mt. Olive, NC 28365	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 919-658-7750	0	N
40	The University of Oklahoma	900 Asp Ave #323, Norman, OK 73019	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Services 405-325-1974	0	N
41	The University of South Carolina	1322 Greene Street, Columbia, SC 29208	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 803-777-7280	0	N
42	UNC Charlotte	9201 University City Blvd., Charlotte, NC 28222	<a href="http://www.career.unc.edu/hire-a-niner">www.career.unc.edu/hire-a-niner</a>	Jim Novak 704-687-0795	0	N
43	UNC Chapel Hill	Howell Hall Campus, Box 3365, Chapel Hill, NC 27516	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Amy Wittmayer 919-962-3593	0	N
44	UNC Greensboro	1 Elliott University Center-Ground Floor, Greensboro, NC 27402	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Katie Geise 336-334-5454	0	N
45	UNC Pembroke	1 University Drive, Pembroke, NC 28372	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Brenda Bullard 901-521-6270	0	N
46	UNC Wilmington	601 S. College Road, Wilmington, NC 28403	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 910-962-3000	0	N
47	Valparaiso University	1509 Chapel Dr., Harre Union Room 100, Valparaiso, IN 46086	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 219-464-5005	0	N
48	Voorhees College	PO Box 678 Denmark SC 29042	<a href="mailto:humanresources@voorhees.edu">humanresources@voorhees.edu</a>	803-798-3351 Human Resources	0	N
49	Western Carolina University	205 Killian Annex, Cullowhee, NC 28723	<a href="http://www.careers.wcu.edu">www.careers.wcu.edu</a>	Career Services 828-227-7133	0	N
50	Western Kentucky University	1906 College Heights Blvd., Bowling Green, KY 40301	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 270-745-3095	0	N
51	WWAYTV3 Facebook	N/A			0	N
52	WWAYTV3 Twitter	N/A			0	N
53	WWAY TV3 Website	N/A	<a href="http://WWW.WWAYTV3.COM">WWW.WWAYTV3.COM</a>		10	N
54	Spots N Dots	N/A		Office 888-884-2630	0	N
55	UNC Asheville	1 University Heights, Asheville, NC 28804	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 828-251-6515	0	N

56	Claflin University	400 Magnolia Street, Orangeburg, SC 29115	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 800-922-1276	0	N
57	Stony Brook University	Stony Brook, NY 11794	<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	Career Center 631-632-6810	0	N
58	WWAYTV Job fair	N/A	<a href="http://www.wwaytv3.com/jobfair">www.wwaytv3.com/jobfair</a>		2	N
59	Morris Multimedia	27 Abercorn Street, Savannah, GA 31401	<a href="http://www.morrimultimedia.com/broadcast">www.morrimultimedia.com/broadcast</a>		0	N
60	WXXV	14531 Hwy 49 North Gulfport, MS 39503	<a href="http://www.wxv.com/jobfair">www.wxv.com/jobfair</a>		0	N
61	Media Recruiter	5702 Spicewood Dr Harlingen, TX 78552	<a href="mailto:art@mediarecruiter.com">art@mediarecruiter.com</a>	303-400-5150	0	N
62	JazzHR	N/A	<a href="mailto:info.jazzhr.com">info.jazzhr.com</a>		1	N
63	Youtube	N/A	<a href="http://www.youtube.com/jobs">www.youtube.com/jobs</a>		3	N
64	LinkedIn	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>		4	N
				Total	87	N



Name of Initiative: 3.

Training Program

**Date of Initiative:**

July 27, 2023 - July 26, 2024

**10.16.23 Trained on Announcement Libr; 1.9.24 EAS Ticker Training Usage**

Promotions Manager Creative Service/Promotions Manager  
Promotions Manager

**11.1.23 VizRT Scene Controls & Templat** Graphic Artist  
Chief Engineer Promotions Producer  
IT Manager

Graphic Artist **1.11.24 Breaking News Livestream & Turning off a**  
IT Manager

**11.30.23 Quarterly Safety Meeting**

News Director  
Creative Service/Promotions Manager Producer  
Promotions Manager Producer  
Graphic Artist Managing Editor  
Promotions Producer

**1.22.24 Doyle**

**12.1.23 Digital Product Overview Training**

Sales Manager  
Account Executive National/Local Sales Manager  
Account Executive Digital Sales Manager  
St. Account Executive Sales Assistant  
Local Sales Manager Digital Operations Specialist  
Account Executive Account Executive  
Event Planner Account Executive  
National Sales Assistant

**12.6-7.23 Digital Product Overview Train**

Account Executive Account Executive  
Account Executive Sr. Account Executive  
Account Executive Marketing Consultant  
Event Planner Digital Sales Specialist  
Sr. Account Executive

**12.11.23 Digital Product Overview Training**

Account Executive **1.31.24 Tease Writing Training**  
St. Account Executive News Director  
Account Executive Anchor/Reporter  
Anchor/Reporter

**12.5-6.23 Dept TVU Gear Training**

Managing Editor  
IT Manager Anchor/Reporter  
News Director Producer  
Sports Anchor/Reporter Anchor/Reporter  
Reporter/Meteorologist Producer  
Anchor/Reporter Producer  
Reporter/Meteorologist Sports Anchor/Reporter  
Anchor/Reporter Producer  
Reporter Producer/Video Journalist  
Anchor/Reporter

**2.1.24 Tease Writing Training**

News Director  
Anchor/Reporter  
Producer/Video Journalist Anchor/Reporter

**10.30.23 - 11.3.23 Baron Weather Trainin**

Managing Editor  
Chief Meteorologist Anchor/Reporter  
Meteorologist Producer  
Web Content Manager Anchor/Reporter  
Reporter/Meteorologist Producer

**11.6.23 - 11.10.23 Baron Weather Trainin**

Sports Anchor/Reporter  
Chief Meteorologist Producer  
Meteorologist Producer/Video Journalist  
Web Content Manager

**2.5-11.23 Baron WX Training**

Chief Meteorologist  
Meteorologist  
Web Content Manager  
Reporter/Meteorologist

**2.13.24 Using AI to Transform Radio & TV Sale Strat 2.29.24 - 3.2.24 Baron Broadcast Conference**

Sales Manager Meteorologist  
National/Local Sales Manager

**3.01.24 System 21 Training**  
Digital Sales Manager  
Sales Assistant  
Sales Manager  
National/Local Sales Manager  
Digital Sales Manager  
Sales Assistant

Digital Operations Specialist  
Account Executive  
Account Executive  
National Sales Assistant  
Account Executive  
Account Executive  
National Sales Assistant  
Account Executive

**2.16.24 Weather Training**

Chief Meteorologist  
Meteorologist  
Web Content Manager  
2.19-25.24 Baron WX Training Webinar  
Chief Meteorologist  
Meteorologist  
Reporter/Meteorologist  
Web Content Manager

**3.8.24-3.9.24 Baron Broadcast Conference 2024**

Meteorologist  
Account Executive  
Sr. Account Executive  
Marketing Consultant  
Account Executive  
Sr. Account Executive  
Marketing Consultant  
Digital Sales Specialist  
Digital Sales Specialist  
Sr. Account Executive

**4.4.24 - 4.9.24 Tricaster Black Magic**

Creative Service/Promotions Manager  
Promotions Manager  
Graphic Artist  
Promotions Producer  
Director  
Chief Engineer  
IT Engineer

**2.19.24 - 2.25.24 Eco Report**

Chief Meteorologist  
Meteorologist  
Reporter/Meteorologist  
Web Content Manager

**2.5.24 - 2.11.24 WX Training Video Baron Conferen**

Chief Meteorologist  
Meteorologist  
Web Content Manager  
Reporter/Meteorologist

**2.8.24 Studio Usage Training for Carolina Beats**

Creative Service/Promotions Manager  
Promotions Manager  
Graphic Artist  
Promotions Producer

**2.12.24 - 2.18.24 Baron WX Webinar**

Chief Meteorologist  
Meteorologist  
Web Content Manager/Meteorologist

**3.01.24 System 21 Training**

Sales Manager  
National/Local Sales Manager  
Digital Sales Manager  
Sales Assistant  
Digital Operations Specialist  
Account Executive  
Account Executive  
National Sales Assistant  
Account Executive  
Account Executive  
National Sales Assistant  
Account Executive  
Sr. Account Executive  
Marketing Consultant  
Account Executive  
Sr. Account Executive  
Marketing Consultant  
Digital Sales Specialist  
Digital Sales Specialist  
Sr. Account Executive

**3.8.24-3.9.24 Baron Broadcast Conference 2024**

Meteorologist

**4.4.24 - 4.9.24 Tricaster Black Magic**

Creative Service/Promotions Manager  
Promotions Manager  
Graphic Artist  
Promotions Producer  
Director  
Chief Engineer  
IT Engineer

**4.30.24 - 5.1.24 Baron Weather**

Chief Meteorologist  
Web Content Manager  
Meteorologist

**7.10.24 Hurricane Plan Meeting**

Creative Service/Promotions Manager  
Graphic Artist  
Promotions Manager  
Promotions Producer

**1.1.24 Emergeny Alert System Training**

General Sales Manager  
St. Account Executive  
National Sales Assistant  
Account Executive  
Account Executive  
Account Executive  
Account Executive  
Local Sales Manager  
Account Executive  
Local & Regional Sales Assistant  
Account Executive  
National Sales Manager  
Digital Operations Specialist  
Event Planner  
Digital Sales Manager  
St. Account Executive

Name of Initiative: 4.

Job Fairs

**Description of Initiative:** CFCC Job Fair **Date of Initiative:** 8/29/23

**Scope of employment unit's participation:**  
News Director  
Chief Engineering  
General Sales Manager  
Creative Services/Promotions Manager  
Business Manager

**Description of Initiative:** WWAY Event Center - WWAY in-person job fair **Date of Initiative:** 8/30/23

**Scope of employment unit's participation:**  
News Director  
Chief Engineering  
General Sales Manager  
Creative Services/Promotions Manager  
Business Manager

**Description of Initiative:** WWAY Independence Mall - WWAY in-person job fair **Date of Initiative:** 9/16/23

**Scope of employment unit's participation:**  
News Director  
Chief Engineering  
General Sales Manager  
Creative Services/Promotions Manager  
Business Manager

**Description of Initiative:** WWAY Event Center - WWAY in-person job fair **Date of Initiative:** 10/11/23

**Scope of employment unit's participation:**  
News Director  
Chief Engineering  
General Sales Manager  
Creative Services/Promotions Manager  
Business Manager



**Name of Initiative: 5.**

**Internship Program**

**Description of Initiative:**

**Date of Initiative:**

**7/27/23-7/26/24**

Promotions Internship -

Training in Videography applications.

Intern performs a variety of functions including designs for on-air use, write daily topical copy, edit topical/image/public services announcements, and basic web updates.

News Internship-

Gains specific knowledge of how the news desk operates as well as the overall television news operations, including learning broadcast news writing with scripts written for actual airing by the anchors; accompany news crews in the field and provide necessary assistance; monitor the network news.

Production Internship-

Receives training on how to operate television broadcast equipment including teleprompter and studio cameras; attends post-newscast meetings; observes every aspect of the production department

Sports Internship-

Gains knowledge of how a sportscast is produced and broadcast. Student is trained to edit, conduct interviews in the field, write scripts and learn to do stand-ups

Meteorologist Internship-

Intern learns the various task involved in typical Broadcast Meteorologist's job. Interns observe how analyze weather data through various websites and use meteorological theory to formulate a forecast, learn how to create and produce weather graphics through our graphics systems, observe weather presentations and practice their own delivery on the key wall to strengthen their own communications skills in delivering a weather presentation to the public

Sales Internship-

Provided knowledge of how the sales department operates including but not limited to: how to gain new clients and grow current clients, creating new schedules, budget assignments, and basic sales product knowledge.

**Scope of employment unit's participation:**

WWAY has had a long and active internship program, providing hands-on television broadcast experience for college students. Interns during the reporting period included:

Interns during the reporting period include:

**Meteorology:**

COLLEGE OF CHARLESTON  
NC STATE

May, 2023- August 2023  
May, 2023- August 2023

**News:**

UNCW  
APPALACHIAN STATE  
ELON UNIVERSITY  
UNCW  
UNCW  
UNCW  
Western Carolina University

May 2023- August 2023  
June 2023-July 2023  
June 2023- August 2023  
August 2023-December 2023  
August 2023-December 2023  
May 2024- July 2024  
May 2024-july 2024

**Sales:**