

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

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
Marketing Director	1-5, 7-14, 17, 20-29, 31, 33, 36-41, 44, 46	1
Digital Producer	2-5, 8-9, 11, 13-15, 21-24, 26-29, 31, 33, 36-41, 44, 46	28
Account Manager	2-5, 8-14, 17, 19, 21-24, 26-27, 29, 31, 36-41, 44, 46	3
Executive Producer	2-6, 8-11, 13-14, 17, 20-24, 27, 29, 31- 32, 35-42, 44, 46	17
Multi-Skilled Journalist	2-6, 8-9, 11, 13-14, 20-24, 27, 29, 31, 36-42, 44, 46	3
Assignment Editor	2-6, 8-9, 11, 13-14, 20-24, 26-27, 29, 31, 36-42, 44-46	45
Digital Content Producer	2-11, 13-14, 20-24, 26-27, 29, 31-32, 35-44, 46	10
Production Assistant	2-6, 8-9, 11, 13-15, 20-24, 26-27, 29, 31, 36-42, 44, 46	15
Master Control Operator	2-6, 8, 11, 13-14, 20-23, 27, 29, 33, 37- 42, 44, 46	33
Visual Journalist & Storyteller	2-6, 8, 11-14, 18, 20-23, 26-27, 29-30, 32-35, 37-42, 44-46	32
Sports Anchor/MSJ	2-6, 8, 11-14, 16, 18, 20-23, 26-27, 29- 30, 33-35, 37-42, 44-46	16

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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	Agency Referral	N	5
2	Bennett College 900 E Washington Street Greensboro, North Carolina Phone : 336-370-8677 Email : yjohnson@bennett.edu Yolande Johnson	N	0
3	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	13
4	City of Greensboro Drawer W-2 Greensboro, North Carolina Fax : 1-336-373-2511 Connie Hammond	N	0
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
6	Connecticut School of Broadcasting 9144 Arrow Point Blvd Charlotte, North Carolina 28273 Phone : 704-502-1979 Email : jcasson.corporate@gmail.com John Casson	N	0
7	Current Employee	N	2
8	Elon University Box 2850 Elon, North Carolina Email : ntonkins@elon.edu Nagatha Tonkins	N	0

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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
9	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
10	Employee Referral	N	6
11	Employment Security Commission 2005-B South Elm-Eugene St Greensboro, North Carolina Email : esc.employmentservice@ncmail.net Anne G. Lasley	N	0
12	Glassdoor 100 Shoreline Highway Sausalito, California Url : www.glassdoor.com Casi Young Manual Posting	N	2
13	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com Email : slizik@602communications.com Career Services	N	0
14	Guilford Technical Community College P. O. Box 309 Jamestown, North Carolina Email : careers@gtcc.edu Guilford Technical Community College	N	0
15	Indeed.com 1777 Broad Street Stamford , Connecticut 06901 Url : www.indeed.com n/a n/a	N	3
16	Indeed.com	N	1
17	Indeed.com - Not Directly Contacted by SEU	N	5

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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
18	JuJu 151 First Avenue New York, New York Url : www.juju.com Casi Young Manual Posting	N	0
19	Linked In	N	1
20	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
21	Mt Zion Baptist Church 1301 Alamance Church Greensboro, North Carolina Phone : 336-373-4211 Fax : 1-336-373-4224 Demetria Wade	N	0
22	N. C. Association of Broadcasters P. O. Box 627 Raleigh, North Carolina Phone : 919-21-7300 Email : info@ncbroadcast.com N. C. Association of Broadcasters	N	0
23	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint	N	0
24	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0
25	Non-Employee Referral	N	1

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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
26	North Carolina A&T State University 103 Price Hall Greensboro, North Carolina Fax : 1-336-334-7018 Dr. Elazer J. Barnette	N	0
27	North Carolina A&T State University N.C. University N.C., North Carolina Phone : 336 Email : gwiggins@ncat.edu Gail Wiggins	N	0
28	Other Source	N	5
29	Providence Baptist Church 1106 Tuscaloosa Street Greensboro, North Carolina Email : prbaptist@bellsouth.net Howard Allen Chubbs	N	0
30	Simply Hired 525 Almanor Ave Sunnyvale, California Url : www.simplyhired.com Casi Young Manual Posting	N	0
31	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
32	Station Website	N	6
33	TEGNA, Inc 7950 Jones Branch Drive McLean, Virginia 22107 Phone : 704-329-3642 Url : www.tegna.com Casi Young Manual Posting	N	3

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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
34	The Broadbean Network 610 Newport Center Dr #1400 Newport Beach, California 92660 Url : www.broadbean.com Casi Young Manual Posting	N	0
35	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
36	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Regina Parker	N	0
37	Univ of South Carolina School of Journalism and Mass Communications 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.sc.edu/cic Email : KBULLARD@mailbox.sc.edu Katie Bullard	N	0
38	University of Kansas Journalism School 2066 Dole Center School of Journalism Lawrence, Kansas 66045 Email : utsler@ku.edu Dr Max Utsler	N	0
39	University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, North Carolina Fax : 1-919-962-2197 John C. Conway	N	0

WFMY
EEO PUBLIC FILE REPORT

July 21, 2016 - July 20, 2017

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
40	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
41	University of North Carolina – Greensboro Broadcasting/Cinema Division Greensboro, North Carolina Fax : 1-336-334-5039 Mr. Frank Donaldson	N	0
42	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
43	Walk In	N	1
44	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
45	WFMY Website North Carolina Phone : 404-873-9113 Joyce Ray Manual Posting	N	1
46	Winston-Salem State University 601 Martin Luther King Jr. Drive Winston-Salem, North Carolina Phone : 336-750-2320 Email : blountb@wssu.edu Brian C. Blount ED. D	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			55

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	7/26/2016	Establishment of training programs for station personnel	<p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well. Selling the TEGNA Way attended by the sales department, General Manager and HR Business Partner.</p> <p>Selling the TEGNA Way takes sales employees through the four phases of the sales cycle enabling them to have more sophisticated conversations with current and potential clients to better understand their goal and provide solutions to meet those goals.</p>	17	<p>Director of Sales General Manager Local Sales Manager Digital Sales Manager</p>
2	8/3/2016	Co Sponsoring Job Fair	<p>Assistant News Director attended the National Association of Black Journalists (NABJ) Convention and Career Fair.</p> <p>At NABJ journalists, media executives, public relations professionals, and students attend to network, participate in professional development sessions and celebrate excellence in journalism.</p>	1	Assistant News Director
3	8/6/2016	Participation in events sponsored by community groups	<p>MSJ/Anchor was a panel speaker at Girl Scouts Carolinas Peaks to Piedmont Media Girls Program. The girls chosen for this program will be the face and voice of the council throughout the year-participating in TV, radio and newspaper interviews, public engagements and council events. Girls will meet and learn from the broadcast experts- from interview skills and day-to-day tasks in the newsroom to social media best practices and being in front of the camera. The hands-on training will give the girls the confidence needed to represent GSCP2P in their local communities.</p> <p>MSJ also talked about her background, how she got into the business, what her job is like, what motivates her, etc.</p>	1	MSJ/Anchor

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	8/24/2016	Establishment of training programs for station personnel	<p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>The Sales department attended CSS (Center for Sales Strategy) training that takes the concepts of Selling the TEGNA Way (Function and Strategy) and brings them into the real world (rubber meets the road). The following topics were covered: 1) Understanding and Owning Your Role and being clear how it fits into Selling the TEGNA Way, Sales Accelerator Drive—practicing Selling the TEGNA Way with 4 DEVELOP and 4 EXPAND Accounts, Sales Accelerator Drive working session: Selecting the best accounts, getting that first appointment, using Insights as part of the sales process, etc.</p>	19	Director of Sales Local Sales Manager Local Sales Manager Account Executive
5	9/12/2016	Establishment of training programs for station personnel	Assistant News Director attended the TEGNA Innovation Summit. During the summit we discussed ways to make our company stronger digitally and on air. The attendees brainstormed ideas for new shows the company could develop into pilots, reviewed pilots that are already running and discussed ways to make them better. The summit also gave attendees a better idea of where the company wants to go with the way it cover news. A highlight from the summit was the opportunity to interact with corporate management. Attendees also discussed how TEGNA wants to move away from traditional news and really cater our content to our audience.	1	Assistant News Director

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	9/15/2016	Participation in other activities designed by the station employment unit	<p>During the reporting period, the News Staff at WFMY continued its participation in the station implemented Read to Succeed Program for surrounding schools in our broadcasting area. A team of WFMY employees visit each location and cover many topics including careers in the broadcast industry, and the importance of reading in their careers as journalists. Station participants participate at different times during the year.</p> <p>9/15/16: Madison Elementary, McLeansville, NC, 225 students</p> <p>9/22/16: Bluford Stem Academy, GSO, NC, 285 students</p> <p>9/29/16: Foust Elementary, GSO, NC, 350 students</p> <p>10/6/16: Triad Math & Science Academy, GSO, NC, 570 students</p> <p>10/13/16: Gillespie Park Elementary, GSO, NC, 240 students</p> <p>10/20/16: Parkview Village, High Point, NC, 100 students</p> <p>10/27/16: Johnson Street Global, High Point, NC, 275 students</p> <p>11/3/06: Liberty Elementary, Liberty, NC, 454 students</p> <p>11/10/16: Kirkman Park Elementary, High Point, NC, 310 students</p> <p>11/17/16: Gibsonville Elementary, Gibsonville, NC, 519 students</p> <p>12/1/16: Easton Elementary, Winston-Salem, NC, 300 students</p> <p>12/8/16: Alderman Elementary, GSO, NC, 300 students</p>	4	Meteorologist Anchor Anchor MSJ

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
			<p>12/15/16: Fairview Elementary, High Point, NC, 420 students</p> <p>1/5/17: Farmer Elementary, Asheboro, NC, 375 students</p> <p>1/12/17: Jamestown Elementary, Jamestown, NC, 420 students</p> <p>1/19/17: Florence Elementary, High Point, NC, 335 students</p> <p>1/26/17: Southern Elementary, Greensboro, NC, 328 students</p> <p>2/2/17: Jesse Wharton Elementary, Greensboro, NC, 490 students</p> <p>2/16/17: Hampton Elementary, Greensboro, NC, 197 students</p> <p>2/23/17: Hunter Elementary School, Greensboro, NC, 300 students</p> <p>3/2/17: Trinity Elementary School, Trinity, NC, 420 students</p> <p>3/9/17: Oak Hill Elementary, High Point, NC, 240 students</p> <p>3/16/17: Triangle Lake Elem, Greensboro, NC, 540 students</p> <p>3/23/17: Lindley Elementary, Greensboro, NC, 340 students</p> <p>3/30/17: Peck Elementary, Greensboro, NC, 320 students</p> <p>4/6/17: Konnoak Elementary, Winston-Salem, NC, 750 students</p>		

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	9/23/2016	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to group of multi-handicap students at Western Alamance High School as part of their career day. He talked about his job as a meteorologist and spoke about why we do what we do.	1	Meteorologist
8	9/26/2016	Participation in events or programs sponsored by educational institutions	Chief Meteorologist spoke to the students of the University of North Carolina Asheville Atmospheric Science Department. Chief Meteorologist discussed his journey from UNCA through the broadcast business. There was an open discussion about the best way to approach broadcast meteorology in today's digital climate.	1	Chief Meteorologist
9	10/17/2016	Participation in events or programs sponsored by educational institutions	Sports Anchor served as a guest speaker at Sandra Hughes' journalism class at NCA&T University. She spoke about her journey as a young journalist, the field of broadcast news, and answered questions.	1	Sports Anchor
10	10/17/2016	Participation in events or programs sponsored by educational institutions	Meteorologist spoke about his position as a meteorologist at A/O Elementary School.	1	Meteorologist
11	11/16/2016	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to students at Greensboro Day School about weather forecasting and how the forecast is prepared for broadcast.	1	Meteorologist
12	11/22/2016	Participation in events or programs sponsored by educational institutions	Meteorologist spoke about his position as a meteorologist at East Lee Jr. High School.	1	Meteorologist
13	11/29/2016	Participation in events or programs sponsored by educational institutions	Meteorologist spoke about his position as a meteorologist at Lincoln Academy.	1	Meteorologist

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
14	12/8/2016	Establishment of training programs for station personnel	<p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>WFMY employees attended Social Media Training. The team learned to connect digitally and socially with the community by using current platforms and measuring tools such as Crowdtangle, Facebook, Chartbeat, Videolicious, Instagram. In addition, the team learned how to grow their social media community and find stories that matter, are memorable and shareable to create audience engagement.</p>	50	Digital Director News Director Assistant News Director Marketing Director
15	2/1/2017	Participation in other activities designed by the station employment unit	HR Business Partner participated in Patriots Path and Northeastern University-Charlotte's Speed Networking event to connect veterans and transitioning military members with corporate representatives so that they can practice their networking skills. In addition, HR Business Partner spoke to participants about jobs available in the broadcast industry and how skills obtained in the military are transferable in the broadcast industry.	1	HR Business Partner
16	2/16/2017	Participation in events or programs sponsored by educational institutions	Morning Executive Producer attended Elon University's Internext where she reviewed students resumes and portfolios. In addition, she had a booth at the event where she spoke about careers in broadcast.	1	Executive Producer
17	2/21/2017	Participation in events or programs sponsored by educational institutions	Morning Executive Producer reviewed resumes for students at NC A&T State University. During the resume review, she took the opportunity to talk about her career in broadcast journalism and how students can gain experience in the field.	1	Executive Producer

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
18	2/22/2017	Participation in events or programs sponsored by educational institutions	General Manager conducted classroom training at UNC Chapel Hill's Media Hub (journalism department), speaking to 25 upper class students on current media opportunities, expectations and best practices. Training included an introductory class address, review of 4 small group projects and one-on-one discussions with individual students about seeking and preparing for employment in media.	1	General Manager
19	2/25/2017	Participation in events sponsored by community groups	Morning Executive Producer was a panelist for the N.C. College Media Conference Panel with 3 professors where they spoke to students about "Covering the First 100 Days of the Trump Presidency".	1	Executive Producer
20	2/27/2017	Participation in events or programs sponsored by educational institutions	Meteorologist visit to 5th Graders at Konnoak Elementary where he spoke about his position at WFMY as a meteorologist, weather patterns, and severe weather preparedness.	1	Meteorologist
21	2/27/2017	Participation in events sponsored by community groups	Meteorologist was guest speaker at Kathleen Clay Edwards Library's "weather wonders" presentation to school aged children and parents. He discussed weather, weather forecasting, tv broadcasting and meteorology.	1	Meteorologist
22	3/11/2017	Participation in other activities designed by the station employment unit	Multi-Skilled Journalist was a speaker at taught a class of public relations professionals via Toastmaster International. Multi-Skilled Journalist discussed how to send original emails and story pitches to newsrooms.	1	Multi-Skilled Journalist
23	3/16/2017	Participation in events sponsored by community groups	Meteorologist was a judge for the Whitaker Elementary Annual Oration Contest. A speech competition for the 4th and 5th grade students. In the Meteorologist's introduction, he spoke about his career in broadcast.	1	Chief Meteorologist

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
24	3/17/2017	Establishment of training programs for station personnel	<p>WFMY conducts training ranging from on-the-job cross training to sessions with external trainers. These sessions are geared to enhance skill sets for staff in their current and potential future roles as well.</p> <p>Digital Director attended CBS Newspath Regional Workshop. The workshop consisted of What's new on NewspathNow.com, regional news hub in New York, new social media and web extras, franchises/Special Events we cover and special demonstration by guests from Whochit: online video creation platform.</p>	1	Digital Director
25	4/5/2017	Participation in events or programs sponsored by educational institutions	The General Manager and leadership team hosted 40 Winston Salem State University students for three hours of media instruction, best practices, and dialogue about entering media employment as well as preparing for it now. The students were provided an agenda, divided into two groups – and involved in topics including news planning, digital media, production, marketing, sales marketing and overall media trends. Each leadership member conducted instructional sessions as well as Q & A. The WSSU students and their campus faculty also toured the WFMY News 2 studios, took pictures, and engaged in social media during their visit.	5	General Manager News Director Digital Director Marketing Director

WFMY
EEO PUBLIC FILE REPORT
July 21, 2016 - July 20, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
26	4/13/2017	Participation in events or programs sponsored by educational institutions	General Manager served as guest Instructor at the University of North Carolina – Greensboro in the News Analysis class. Instruction was given on the balance between TV station journalism and revenue efforts. The GM and class probed areas of transparency, accountability, profitability and sound journalism as they relate to each other in theory and practice. Instruction and discussion also included details on how to enter media employment, and necessary steps to prepare for a career in broadcasting and media. Different platforms and options were discussed during a lengthy Q & A session.	1	General Manager