

2006 ANNUAL PUBLIC FILE EEO REPORT

August 1, 2005 - July 31, 2006

(To be completed by each station or each station group annually and placed in each station's public inspection file and on each station's web site)

Call Sign of Station(s): WNCN

1. List all full-time job vacancies filled by any station covered by this report during the past year.

Director, New Media & Operations
Photographer (2)
Assignment Editor (2)
Executive Producer
Reporter (4)
Anchor, Weekend Mornings
Engineering Technician
Weather Anchor, Weekend Mornings
Director, Creative Services
National Sales Manager
Digital Sales Manager
Producer (2)
Account Manager (2)
Marketing Manager
Special Projects Producer
Weather Anchor
Associate Producer (2)
Videotape Editor
Senior Online Producer
Customer Service Representative
Promo Writer/Producer

For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form. **Please see Attachment A**

Please Refer to Attachment B- NBC 17 WNCN RECRUITMENT RESOURCE LIST

2. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1? 146

Position	# interviewed
Director of New Media and Operations	2
Photographer	5
Assignment Editor	4
Executive Producer	4
Reporter (2)	7
Anchor Weekend AM/Reporter	3
Assignment Editor	4
Engineering Technician	7
Weather Anchor Weekend AM	4
Creative Services Director	3
National Sales Manager	10
Digital Sales Manager	8
Producer	4
Photographer	5
Account Manager	6
Producer	6
Reporter	5
Reporter	5
Account Manager	11
Marketing Manager	5
Producer - Special Projects	5
Weather Anchor	3
Associate Producer (2)	4
Videotape Editor	3
Senior Online Producer	7
COR	8
Promo Writer/Producer	8

146

3. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
nbc17.com	38
Employee referral	29
Other website	23
Media Organization	1
Broadcast Magazine	7
Other	42

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

Report Year: 8/1/05 - 7/31/06

Participation with Emma Bowen Foundation for Minority Interests in Media:

WNCN is an active participant in The Emma Bowen Foundation for Minority Interests in Media. The Foundation was established by the media industry to help increase access to permanent job opportunities for minority students. The Foundation's program is unlike other intern programs in that students work for participating companies during summers and school breaks from high school until they graduate from college. Corporations have an opportunity to guide and develop minority students at a relatively low cost with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation to help pay for college tuition and expenses. Mentoring from selected staff at WNCN is also a key element of the program. During this period of time, the station had two students participating in this program. Participation in this program allows the opportunity for the station to grow a future workforce.

WNCN Internship Program

WNCN has worked closely with various colleges and universities to build an active and healthy internship program. During the current Annual Report year, students from all the area colleges and universities have participated in the station's program.

8/3 – 8/5/05 – NABJ – Barry Leffler, President & General Manger and Nannette Wilson, Vice President of News

9/16/05 - Importance of Internships, Shaw University -- Jason Clough, Chief Assignment Editor

9/21/05 –Diversity Career Night, UNC Chapel Hill -- Teresa Doring, Human Resources Manager

9/27/05 –Spoke about being a producer and breaking into this business, Peace College Journalism -- Robin Mazyck, Executive Producer

10/26/05 –Spoke to journalism students about producing TV news at UNC Chapel Hill -- Robin Mazyck, Executive Producer

10/27/05 – Wake County Business Education Leadership Council Career Fair attended and talked with students about internships and careers in the broadcasting industry. – Teresa Doring, Human Resources Manager

2/2/06 – Job Shadowing Opportunities -- Several students from local middle and high schools job shadowed employees for the day.

2/17/06 – Wakefield High Friday Fair -- Teresa Doring, Director, Resources Manager chaired the Career Fair in Commercial and Artistic Production. She, Maryann Balbo, Director of Marketing & Community Connection, Jennifer Barron, Special Projects Manager & Morgan Grainger, Intern talked with students about internships and careers in the broadcasting industry.

3/16/06 -- Shaw University -- April Bennefield, Producer

3/17/06 -- Meredith College -- Sharon Delaney, Anchor

3/24/06 – Wakefield Middle School Career College -- Bill Reh, Meteorologist

4/21/06 – Xtreme Beginnings (roundtables with Wake County High School Students) --Teresa Doring, Director Human Resources & Maryann Balbo, Director of Marketing & Community Connection

5/26/06 – Rolesville Elementary Career Day -- Bill Reh, Meteorologist

6/14 – 6/16/06 – NAHJ – Nannette Wilson, Vice President of News

ATTACHMENT A

**NBC 17 – WNCN JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Position	Start Date	Source
Director of New Media and Operations	08/08/05	Internal
Photographer	08/10/05	Employee Referral
Assignment Editor	08/29/05	nbc17.com
Executive Producer	09/07/05	other
Reporter	10/10/05	Employee Referral
Reporter	10/30/05	other
Anchor Weekend AM/Reporter	11/21/05	other
Assignment Editor	12/04/05	nbc17.com
Engineering Technician	12/05/05	Internal
Weather Anchor Weekend AM	12/19/05	other
Creative Services Director	02/13/06	other website
National Sales Manager	02/13/06	other
Digital Sales Manager	02/13/06	Internal
Producer	02/13/06	nbc17.com
Photographer	02/13/06	other website
Account Manager	02/27/06	nbc17.com
Producer	04/03/06	other
Reporter	04/03/06	unknown
Reporter	04/03/06	other
Account Manager	04/10/06	other website
Marketing Manager	04/10/06	Employee Referral
Producer - Special Projects	04/10/06	other
Weather Anchor	04/17/06	other
Associate Producer	04/22/06	other
Associate Producer	05/24/06	other
Videotape Editor	05/08/06	Employee Referral
Senior Online Producer	06/05/06	nbc17.com
COR	06/19/06	Employee Referral
Promo Writer/Producer	06/26/06	nbc17.com

**SEE ATTACHMENT B FOR A COMPLETE LIST OF WNCN-TV
RECRUITMENTSOURCES.**

**WNCN-TV ADDS AGENCIES TO THIS LIST UPON WRITTEN REQUEST.
ATTACHMENT B**

WNCN-TV RECRUITMENT SOURCES

Central Carolina Community College

Dalton Temps & Staffing Service

DFW Network of Hispanic Communities

Eastern New Mexico University

TV Bureau Adv. In New York

University of North Carolina School System

Medialine

National Association of Hispanic Journalists

NC Broadcasters Association

NC Employment Security Commission

North Carolina State University Career Services

Television Bureau of Advertising

Career Services, University of North Carolina, Chapel Hill

University of North Carolina at Pembroke

Wake Technical Community College

WNCN-TV ADDS AGENCIES TO THIS LIST UPON WRITTEN REQUEST.