

## 2007 ANNUAL PUBLIC FILE EEO REPORT

August 1, 2006 - July 31, 2007

(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.

Account Executives (5)  
Accountant  
Accounts Receivable Coordinator  
Anchor  
Assignment Editor (2)  
Associate Producer  
Broadcast Technician  
Community Content Liaisons (4)  
Digital Assets Manager  
Director, Interactive  
Embed Reporter (3)  
Engineering Technician  
Executive Producer, Web  
General Sales Manager  
IS Engineer  
Photo Journalist (2)  
Producers (3)  
Special Projects Producer  
Promo Writer/Producer  
Research Director  
Sales Assistants (2)  
Sales Manager  
Senior Writer/Producer (2)  
Sports Director  
Weather Anchor  
Web Channel Producer  
Web Producer (2)

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? 200

<u>Position</u>	<u>Interviewees</u>
Account Executives (5)	23
Accountant	1
Accounts Receivable Coordinator	3
Anchor	3
Assignment Editor (2)	4
Associate Producer	5
Broadcast Technician	6
Community Content Liaisons (4)	13
Digital Assets Manager	5
Director, Interactive	4
Embed Reporter (3)	7
Engineering Technician	5
Executive Producer, Web	3
General Sales Manager	2
IS Engineer	2
Photo Journalist (2)	8
Producers (3)	8
Special Projects Producer	2
Promo Writer/Producer	4
Research Director	11
Sales Assistants (2)	26
Sales Manager	33
Senior Writer/Producer	8
Sports Director	3
Weather Anchor	3
Web Channel Producer	5
Web Producer (2)	3

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
Internet	118
Employee referral	50
Newspaper	3
Agency/Recruiter	18
Temp to Perm	1
Other	10

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: 8/1/06 - 7/31/07**

**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.

9/26/2006 – Saint Augustine College – Jason Clough, Multimedia Content Manager talked with students about the importance of Internships

10/26/2006 – Wake County Business Education Leadership Council Career Fair attended and talked with students about internships and careers in the broadcasting industry. – Teresa Doring, Director of Human Resources & Programming; Maryann Balbo, Director of Business Development & Community Connection: and Jennifer Barron, Special Projects Manager

1/28/2007 – Wake Forest Rolesville Middle School Career Fair - Jennifer Barron, Special Projects Manager

2/2/2007 – Job Shadowing Opportunities -- Several students from local middle and high schools job shadowed employees for the day.

2/9/2007 – Wakefield High Friday Fair -- Career Fair in Commercial and Artistic Production. Teresa Doring, Director of Human Resources & Programming chaired the event recruiting other local businesses. Teresa, Maryann Balbo, Director of Business Development & Community Connection: and Jennifer Barron, Special Projects Manager Ashley Sue Allen, Intern, talked with students about internships and careers in the broadcasting industry.

3/16/2007 - Ligon Middle School Career Fair - Jennifer Barron, Special Projects Manager, and Bill Fitzgerald, Anchor

3/23/2007 – Wakefield Middle School Career College – Sharon Tazewell, Morning Anchor and Donald Jones, Morning Anchor

3/28/2007 – University of North Carolina at Chapel Hill – Spring Job Fair - Teresa Doring, Director of Human Resources & Programming

3/28/2007 – Wake Technical Community College Career Fair – Carey Adams, Production Manager and Dan Lane, Maintenance Engineer

4/12/2007 – Xtreme Beginnings (roundtables with Wake County High School Students) -- Teresa Doring, Director of Human Resources & Programming and Verna Collins, Weekend Anchor

5/2/2007 – Triangle Technology Fair - Teresa Doring, Director of Human Resources & Programming; Maryann Balbo, Director of Business Development & Community Connection: and Jennifer Barron, Special Projects Manager

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

<u>Position</u>	<u>Hire Date</u>	<u>Source</u>
Accounts Receivable Coordinator	08/03/06	News & Observer
Producer	08/14/06	Internet
IS Engineer	08/28/06	Employee
Producer	09/05/06	Internet
Weather Anchor PM	09/12/06	Agent
Sr. Writer/Producer	10/11/06	Internet
Web Producer	10/16/06	Internet
Producer - Special Projects	11/02/06	Internet
Associate Producer	11/06/06	Internet
General Sales Manager	11/13/06	Employee
Photo Journalist	11/13/06	Employee
Accountant	11/27/06	Temp to Perm
Photo Journalist	12/18/06	Employee
Anchor PM	01/19/07	Agent
Account Executive	02/12/07	Internet
Account Executive	02/19/07	Agent
Broadcast Technician	02/19/07	Employee
Engineering Technician	02/21/07	Internet
Assignment Editor	03/05/07	Employee
Producer	03/10/07	Employee
Assignment Editor	03/19/07	Internet
Promo Writer/Producer	04/16/07	Internet
Community Content Liaison	04/23/07	Internet
Community Content Liaison	04/23/07	Internet
Embed Reporter	04/24/07	Employee
Digital Assets Manager	04/27/07	Internet
Web Channel Producer	04/30/07	Internet
Account Executive	05/07/07	Internet
Sales Manager	05/21/07	Internet
Embed Reporter	06/11/07	Employee
Embed Reporter	06/11/07	Internet
Executive Producer, Web	06/11/07	Agent
Community Content Liaison	06/25/07	Internet
Community Content Liaison	06/25/07	Internet
Senior Promo Producer	07/02/07	Internet
Account Executive	07/09/07	Internet
Account Executive	07/09/07	Internet
Sports Director	07/09/07	Agent
Web Channel Producer	07/09/07	Internet
Director, Interactive	07/16/07	Employee
Research Director	07/23/07	Internet
Sales Assistant	07/23/07	Employee
Sales Assistant	7/30/2007	Internet

SEE ATTACHMENT B FOR A COMPLETE LIST OF  
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.*