

WFMY-TV
EEO PUBLIC FILE REPORT
July 21, 2022 - July 20, 2023

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
Assignment Editor -012228	1-16, 18-31	18
Broadcast Director-12610	1-7, 9-12, 15-22, 25-31	18
Newscast Producer-12862	1-7, 10-13, 15, 18-22, 25-31	18
Digital Content Producer-13215	1-7, 9-13, 15, 18-22, 25-31	2
Weekend MSJ-13307	1-7, 10-13, 15-16, 18-22, 25-31	18
MSJ-13458	1-7, 10-13, 15, 18-22, 25-31	18
Producer-13500	1-7, 9-13, 15, 18-22, 25-31	9
Producer-13500	1-7, 9-13, 15, 18-22, 25-31	9
Multi-Skilled Journalist - 014102	1-7, 9-13, 15-16, 18-22, 25-31	9
Broadcast Engineer - 014450	1-13, 15-16, 18-22, 25-31	9

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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	Bennett College 900 E Washington Street Greensboro, North Carolina Phone : 336-370-8677 Email : yjohnson@bennett.edu Yolande Johnson	N	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Career Service Manual Posting	N	5
3	City of Greensboro Drawer W-2 Greensboro, North Carolina Fax : 1-336-373-2511 Connie Hammond	N	0
4	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
5	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
6	Elon University Campus Box 2855 27244 Elon, North Carolina Phone : 1-336-278-6336 Email : amoser2@elon.edu Amber Moser	N	0
7	Elon University McEwen Comm, Bldg. Room 101B 2020 Campus Box Elon, North Carolina 27244 Phone : 336-278-5293 Email : sbourland@elon.edu Stephanie Bourland	N	0

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8	Indeed.com	N	3
9	Linked In	N	7
10	Moses Cone Health System 1200 N Elm St Greensboro, North Carolina Phone : 336-272-2122 Email : comments@conehealth.com Varo Duffins	N	0
11	Mt Zion Baptist Church 1301 Alamance Church Greensboro, North Carolina Phone : 336-373-4211 Email : waded@mtzbc.com Demetria Wade	N	0
12	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
13	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
14	North Carolina A&T State University 1601 E. Market Street Greensboro, North Carolina 27411 Phone : 3363347755 Url : https://ncat.joinhandshake.com/employerregistrations/new Shantea Gentry Manual Posting	N	0
15	North Carolina A&T State University N.C. University N.C., North Carolina Phone : 336 Email : gwiggins@ncat.edu Gail Wiggins	N	0

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16	Providence Baptist Church 1106 Tuscaloosa Street Greensboro, North Carolina Email : prbaptist@bellsouth.net Fax : 1-336-273-0150 Dr. Darryl Aaron	N	0
17	Self Referral	N	1
18	TEGNA, Inc 8350 Broad Street Tysons, Virginia 22102 Phone : 7038736600 Url : www.tegna.com Jody Gerwe Manual Posting	N	24
19	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
20	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 : MUDUNURI@mailbox.sc.edu Shirisha L. Mudunuri	N	0
21	University of Kansas Journalism School 2066 Dole Center School of Journalism Lawrence, Kansas 66045 Email : utsler@ku.edu Dr Max Utsler	N	0
22	University of North Carolina – Chapel Hill CB 3365 Howell Hall Chapel Hill, North Carolina Fax : 1-919-962-2197 John C. Conway	N	0

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23	University of North Carolina – Chapel Hill University Career Services, CB 5140 219 Hanes Hall Chapel Hill, North Carolina 27599 Phone : 919-952-6507 Url : https://careers.unc.edu/students/resources/handshake Roderick Lewis Manual Posting	N	0
24	University of North Carolina – Greensboro PO Box 26170 Greensboro, North Carolina 27402-6170 Phone : 336-334-5454 Url : https://handshake.uncg.edu Roderick Lewis Manual Posting	N	0
25	University of North Carolina – Greensboro Department of Media Studies Room 211 Brown Building Greensboro, North Carolina 27412 Phone : 336-334-5360 Email : fpdonald@uncg.edu Fausto Barrionuevo	N	0
26	Veteran's Affairs 8601 University East Drive Charlotte, North Carolina 28213 Phone : 704-762-6149 Email : quentin.sanders@va.gov Quentin Sanders	N	0
27	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
28	WFMY Website , North Carolina Phone : 404-873-9113 Joyce Ray Manual Posting	N	0

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29	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
30	Winston-Salem Urban League 201 W. Fifth Street Winston-Salem, North Carolina Phone : 336-717-1228 Email : jobs@wsurban.org Kenneth Pettigrew	N	0
31	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			40

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/1/2022	Establishment of training programs for station personnel	The sales department, including account executives and sales leaders, participated in training to build sales skills and help the sellers better understand budgets and industry changes.	12	Director of Sales Local Sales Manager Digital Sales Manager 7 Account Executives & 2 Account MGRs
2	8/3/2022	Participation in other activities designed by the station employment unit	WFMY News 2 sent a meteorologist and an MSJ to attend the NABJ convention in August. During this convention, they participated in workshops, special events, and networking opportunities that allowed them to grow their knowledge of the industry and how to better assist the communities they serve.	2	Digital Producer Meteorologist
3	8/9/2022	Participation in events sponsored by organizations representing the community	One of WFMY's meteorologists visited the Guilford College United Methodist Church and spoke to about 25 elementary students about weather, including how they became a meteorologist at News 2.	1	Meteorologist
4	8/11/2022	Establishment of training programs for station personnel	The Digital content manager participated in Q3 2022 TEGNA News Leadership Forum training. This multi-day training program provided the Digital content manager with various tools to further their leadership skills and help make them a more effective leader.	1	Digital Content Manager
5	9/1/2022	Establishment of training programs for station personnel	In September, the sales department participated in training that increased their product knowledge and skill level to make them more effective sellers in addition to understanding their markets better. In this training included the Director of Sales, Local Sales Manager, Account Manager and Account executives.	11	DOS Research Director & 2 Account MGRS Local Sales MGR 7 Account Executives
6	9/23/2022	Establishment of training programs for station personnel	In September, WFMY launched the third of our Secure TEGNA quarterly training modules, Internet Security and You. This important course includes real-life examples of criminal practices often used to convince employees to surrender confidential data to gain access to data and networks.	91	All Station Staff

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7	10/11/2022	Participation in events or programs sponsored by educational institutions	One of WFMY's meteorologists spoke to 200 7th-grade students at Mendenhall Middle School about meteorology topics, her career and everyday job role including the science behind weather and the importance of being weather aware especially with severe weather.	1	Meteorologist
8	10/26/2022	Participation in events or programs sponsored by educational institutions	Meteorologist was invited to do a presentation to the second-grade students at Highland Elementary School in Alamance County. They are studying weather. He discussed careers in science.	1	Meteorologist
9	11/8/2022	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to about 45 Fifth graders at The Downtown School in Winston-Salem. She talked about her career journey, and weather fundamentals.	1	Meteorologist
10	11/10/2022	Participation in events or programs sponsored by educational institutions	Meteorologist was the guest speaker for 8th grade Career Day at Uwharrie Charter Academy Middle School in Asheboro, NC (Randolph County). He talked to the students about his career as a meteorologist.	1	Meteorologist
11	11/15/2022	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to second grade students at Walkertown Elementary in Forsyth County today. The students are studying weather and she discussed weather terms with them. She also discussed careers in science.	1	Meteorologist
12	11/22/2022	Participation in events or programs sponsored by educational institutions	Meteorologist spoke with about 200 K-5th grade students at McNair Elementary in Brown Summit in Guilford County about weather and careers in science.	1	Meteorologist
13	11/28/2022	Establishment of training programs for station personnel	The final Secure TEGNA quarterly training module for 2022 was titled Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help staff recognize risks and increase their understanding of the ever-changing security threats to our landscape. Keeping our systems safe requires constant vigilance.	89	All Station Staff

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14	12/12/2022	Participation in events or programs sponsored by educational institutions	Meteorologist spoke to 30 5th grade students at Aggie Academy in Greensboro. She helped them better understand their weather vocabulary words, as well as told them about her career journey as a meteorologist.	1	Meteorologist
15	12/13/2022	Participation in events or programs sponsored by educational institutions	Meteorologist visited N.L. Dillard Middle School in Yanceyville (Caswell County) from 11 to 12:30pm. She spoke to about 100 students about weather and her career.	1	Meteorologist
16	12/15/2022	Establishment of training programs for station personnel	Executive Producer participated in training put on by TEGNA and Poynter about covering crime. The Poynter-led training called "Transforming Crime Reporting into Public Safety Journalism." This workshop focused on investing existing resources in documenting crime trends and holding law enforcement accountable, as well as some immediate steps journalists can take to improve coverage.	1	Executive Producer
17	1/9/2023	Establishment of training programs for station personnel	Annual Ethics training was rolled out to all staff. This important training includes real-life examples of how social engineering works using online and offline manipulation and deception to convince users to succumb to phishing attacks or surrender confidential data.	89	All Station Staff
18	2/16/2023	Participation in events or programs sponsored by educational institutions	WFMY News 2 presented its Read 2 Succeed program at Guilford Elementary School in Greensboro, NC. More than 600 students benefited from the program hosted by WFMY on-air personalities and staff. During this interactive program, students were told how reading could help them to be successful in their daily lives. They also discussed career opportunities in the broadcast industry.	9	Meteorologist Anchor Anchor Tech Support, Web Team
19	3/1/2023	Establishment of training programs for station personnel	The sales department offered several developmental trainings in the month of March to include Workshop Traffic, Healthcare and Legal prospecting, and Win Back LOCAL Car and Truck Dealers.	4	Director of Sales Local Sales Manager Digital Sales Manager Research Director

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20	3/2/2023	Participation in events or programs sponsored by educational institutions	WFMY News 2 presented its Read 2 Succeed program at Jones Elementary School in Greensboro, NC. More than 350 students benefited from the program hosted by WFMY on-air personalities and staff. During this interactive program, students were told how reading could help them to be successful in their daily lives. They also discussed career opportunities within the broadcast industry.	4	Meteorologist Anchor MSJ Marketing Director
21	3/6/2023	Establishment of training programs for station personnel	The Secure TEGNA quarterly training module for 2023 was titled Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help staff recognize risks and increase their understanding of the ever-changing security threats to our landscape. Keeping our systems safe requires constant vigilance.	87	All Station Staff
22	3/8/2023	Participation in events or programs sponsored by educational institutions	WFMY's Marketing Director and Assistant News Director spoke with a television production class at UNC-Chapel Hill. They shared a slideshow talking about TEGNA and WFMY. They watched the students as they produced/presented their weekly newscast. Sixteen students and volunteers were present in the class. They spent 4 hours speaking with the group.	2	Marketing Director Asst. News Director

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23	3/16/2023	Participation in events or programs sponsored by educational institutions	WFMY Marketing Director was a participant at the NABJ Short Course hosted by North Carolina A&T State University. She served as a panelist on March 16 & 17 during several sessions. Was one of several professional journalists from across the country to help 30 students learn more about the news industry in a hands-on experience. The students got to hear from professionals on a variety of topics in a classroom setting. Also represented WFMY & TEGNA by being part of the NABJNCAT Short Course Mini Career Fair. Spoke with 14 students one-on-one about opportunities in WFMY and TEGNA that may be available to them.	1	Marketing Director
24	3/16/2023	Participation in events or programs sponsored by educational institutions	WFMY News 2 presented its Read 2 Succeed program at Allen Jay Elementary School in Greensboro, NC. More than 350 students benefited from the program hosted by WFMY on-air personalities and staff. During this interactive program, students were told how reading could help them to be successful in their daily lives. Also discussed were the many opportunities within the broadcast industry.	4	Meteorologist Anchor Anchor Digital Producer
25	3/30/2023	Participation in events or programs sponsored by educational institutions	WFMY News 2 presented its Read 2 Succeed program at Oak View Elementary School in Greensboro, NC. More than 278 students benefited from the program hosted by WFMY on-air personalities and staff. During this interactive program, students were told how reading could help them to be successful in their daily lives. Also discussed were the many opportunities available in the broadcast industry.	4	Meteorologist Anchor Marketing Director Digital Producer
26	4/1/2023	Establishment of training programs for station personnel	The sales department offered developmental training seminars for staff in the month of April Auto Retail Tier 3, Traffic and spot download traffic, Hard Truths Every Broadcast Seller Needs to Understand and Overcome, Introduction to Spring Health, and System 21 Training.	10	Account Executives Sales Leadership

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27	4/18/2023	Provision of training to management	TEGNA's Manager Development Program is an incremental learning series consisting of both virtual and classroom sessions, each series provides targeted content appropriate for the relevant leadership audience. All content is directly aligned to provide development for each of TEGNA's Critical Leadership Skills.	2	Marketing Director News Director
28	4/19/2023	Participation in events or programs sponsored by educational institutions	Meteorologist participated at Alderman Elementary School's Career Day. He talked about the different careers in the science of meteorology. He presented this program to three student groups.	1	Meteorologist
29	5/1/2023	Establishment of training programs for station personnel	The sales department offered developmental training seminars for staff in the month of May to include Emerging Categories & Top Selling Trends, 2023 Retirement Communities Purchase Funnel, and Hot Advertising Opportunities for Summer and Early Fall.	10	Account Executives Sales Leadership
30	5/2/2023	Participation in events sponsored by organizations representing the community	Meteorologist and Research Director attended a luncheon at Westminster Presbyterian Church in which 125 church members asked questions about the weather, their careers in the broadcast industry and their efforts to rescue pets through his weekly pet of the week segments.	2	Meteorologist Research Director
31	5/5/2023	Participation in Job Fairs	Multiskilled Journalist participated in a job fair on May 5th at Leaksville Spray Elementary School. She spoke about her job as a reporter and how she started in the industry to 60 kids in attendance.	1	Multiskilled Journalist
32	5/11/2023	Participation in events or programs sponsored by educational institutions	WFMY News 2 presented its Read 2 Succeed program at Erwin Montessori School in Greensboro, NC. More than 192 students benefited from the program hosted by WFMY on-air personalities and staff. During this interactive program, students were told how reading could help them to be successful in their daily lives. News talent and leaders talked about their careers in broadcast and how they got their start.	4	Meteorologist Anchor Marketing Director Videographer

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33	6/1/2023	Establishment of training programs for station personnel	The sales department offered developmental training seminars for staff in the month of June, including Guide to GHOSTING & Revenue Accelerator, Local Driven Multi-Market Process Refresher, Multi-Market Orders and Copy. These training seminars build the competency and confidence of the sales team and help train them to become potential managers in the future.	10	6 Account Executives Local Sales MGR Two Account MGRS Director of Sales
34	6/3/2023	Participation in events sponsored by organizations representing the community	Anchor hosted Veterans Bridge Home, in partnership with American Heroes for NC. She was the emcee of the annual Veterans Appreciation Day at the Carolina Field of Honor at Triad Park in Kernersville. She spoke about her job at WFMY and the role veterans have in our community.	1	Anchor
35	7/18/2023	Participation in events sponsored by organizations representing the community	WFMY News 2 Anchor spoke about her role as the 2 Wants to Know Anchor to 20 people in a Kiwanis Club lunch and learn. She discussed scams, best practices, consumer info and keeping safe and how her job relays this information to the public. She also talked about how she got into the broadcast industry and how others can if they would like to start a career in broadcasting.	1	Anchor