

EEO PUBLIC FILE REPORT

FOR

**NORTH CAROLINA BROADCASTING
PARTNERS**

STATION WCCB-TV

CHARLOTTE, NORTH CAROLINA

**This EEO Public File Report
Covers the
One Year Period
August 1, 2020
Through July 31, 2021**

This EEO Public File Report is filed in Station **WCCB-TV's** public inspection file pursuant to Section 73.2080 (c)(6) of the Federal Communications Commission's ("FCC") rules.

During the period from **August 1, 2020 - July 31, 2021**, the station filled the following full time vacancies:

Digital Operations Coordinator
Creative Services Producer
Evening Meteorologist
Multi Platform Marketer Sales-Account Executive
Nightside Graphic Artist
Rising Co-Host
Rising Producer
News Director

The station interviewed a total of 34 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Agent	4
Career Page	1
Indeed.com	4
Internal Job Posting	4
Intra-Office Job Posting	2
NABJ	1
Spots n Dots	4
Talent Dynamics	1
TV Jobs	5
WCCB Website	8

EXHIBIT A

EEO INFORMATION FOR FULL-TIME VACANCIES

WCCB-TV

Job Title of Vacancy: Creative Services Producer

Date Vacancy Opened: 11/19/2020

Date Vacancy Filled: 2/2/2021

Recruitment Source That Referred the Hiree: Indeed.com

Total Number of Persons Interviewed for the Vacancy: 3

Recruitment Sources Used to Fill The Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
Asian American Journalist Association	1182 Market St. Suite 320, San Fran, CA 941102	Job Placement	415-346-2051/f.346-6343		N
Behrnt Abbey	mathewcaporale@bac.edu				N
Career PAGE	www.careepage.org				N
Carolina School of Broadcasting	3435 Performance Rd, Charlotte 28214	csbnc@bellsouth.net	704-395-9272		N
Char-Mecklenburg Urban League	PO Box 34686 Charlotte, NC 28234	S. Funderburke	704-373-2256		N
CPCC	PO Box 35009 Charlotte, NC 28235	Student Career Ctr.	704-330-2722		N
Employee Referral	1 Television Place, Charlotte, NC 28205		704-372-1800		N
Gaithersname AME Zion C	531 Campus St. Charlotte, NC 28216	Dr. Baker	704-375-3900		N
Greeter Mt. Sinai BC	1243 West Blvd, Charlotte, NC 28208	Dr. Cook	704-332-2163		N
Handshake .com					N
Indeed.com	Indeed.com				3
Internal Job Posting	1 Television Place, Charlotte, NC 28205	Carol Mangin	704-372-1800		N
Intra-Office job posting	BAHAKEL, WAKA WFXB, WBBJ, WOLO	Carol Dudley	202-806-5806		N
John H. Johnson School of Communications	525 Bryant St. SW, Wash. DC	Dir. Placement Ctr.	704-378-1000		N
Johnson C. Smith University	100 Beatties Ford Rd. Chlre., NC 28216	Amie Cordell	704-373-1800		N
Mail in Resumes	1 Television Place, Charlotte, NC 28205	Hai R. Marshall S.Ch	704-336-6094		N
Meck-County Womens Comm	700 N. Tryon Street, Chlre., NC 28202		704-567-1000		N
Media Power Advertising	5009 Monroe Rd. Charlotte, 28205	medialine@medialine.com	800-237-8073		N
MediaLine.com	PO Box 51909 Pacific Grove CA 93950	Ms. Colette Forrest	704-333-6457		N
NAACP	PO Box 16956, Charlotte, NC 28297				N
National Alliance of State Broadcasters	NASBA				N
National Assoc. of Black Journalist	1100 Knight Hall Ste. 3100, College Pk. MD	nabl@nabl.org	301-405-0248		N
National Assoc. of Hispanic Journalist	1000 Nat'l Press Bldg, 529 14th. St. SW, DC 20045-2001	nahl@nahj.org	202-662-7145/f.662-7144		N
Native American Journalist Assoc.	555 Dakota St. A.1 Neuharth Media Ctr. Vermillion SD57069	info@naia.com	605-677-5282 f.866-694-4264		N
NC Employment Security Com	5601 Executive Cler Dr. Charlotte, 28212	Hurtis McDowell	704-531-5034/f.566-2856 F		N
NCAB, Job Bank	P. O. Box 627, Raleigh, NC 27602	Placement Ctr.	www.careepage.org		N
NCCU Assn. Black Journalist	bechambers@NCCU.EDU	Bret Chambers	919-530-5046		N
RTNDAC	Radio & TV News Dir. Assn. of Carolinas				N
Skill Productions	Sportscastingjobs.com				N
Spots n Dots	sellitv@aol.com	Dave Benz	305-467-4681		N
Talent Collective	billie@nichaelmedia.com	607-729-7331 fax	888-884-2630		N
Target Dynamics	600 E. Colinas Blvd, Irving TX 75039	Bill Kadimis	214-630-9590		N
Target Market News	228 S. Wabash Ave., Suite 210 Chicago 60604	blackjournalists@aol.com	312-408-1881 f. 408-1867		N
TV Jobs	Internet: www.tvjobs.com	Mark Holloway	www.tvjobs.com		N
UNC School of Journalism	Campus Box 3365, Chapel Hill, NC 27599	Dir. Placement Ctr.	919-962-2211		N
UNCC	150 Atkins Bldg 9201 Univer. City blvd, 28262	Caillin Hearn	704-687-2683		N
University of Georgia	Grady Sch. Of Journalism/Mass Comm	Joe Dennis	706-542-5022		N
University of Miami Sch. Of Communications	5100 Brunson Dr. Coral Gables, FL 33146	lherera@miami.edu	305-284-8186		N
University of Pembroke	PO Box 1510, Pembroke, NC 28372	Dir. Placement Ctr.	910-521-6000		N
USC (University of South Carolina)	caree@usc.edu	usc career link	803-777-7280		N
Word of Mouth-Phone	One Television Pl, Charlotte, NC		704-372-1800		N
WCCB-TV Charlotte website	Internet www.wccbcharlotte.tv		704-372-1800		N
Wirthrop University	112 McClaurin, Rook Hill, SC 29733	Career Center			N

Job Title of Vacancy: Evening Meteorologist

Date Vacancy Opened: 1/16/2020

Date Vacancy Filled: 9/8/2020

Recruitment Source That Referred the Hiree: Agent (Eatman Media Services)
Total Number of Persons Interviewed for the Vacancy: 4

Recruitment Sources Used to Fill The Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
Agent (Eatman Media Services)	5901 Cicero Ave. Suite 307 Chicago, IL 60646	Todd Foos	773-777-5463	1	N
Asian American Journalist Association	1182 Market St. Suite 320, San Fran CA 94102	Job Placement	415-346-2051/f.346-6343		N
Belmont Abbey	matthewcaporale@bac.edu				N
Career PAGE	www.careerpage.org				N
Carolina School of Broadcasting	3435 Performance Rd. Charlotte 28214	csbnc@bellsouth.net	704-395-9272		N
Char-Mecklenburg Urban League	PO Box 34686, Charlotte, NC 28234	S. Furnburke	704-373-2256		N
CPCC	PO Box 35009, Charlotte, NC 28235	Student Career Ctr.	704-330-2722		N
Employee Referral	1 Television Place, Charlotte, NC 28205		704-372-1800		N
Geltserrhane AME Zion C	531 Campus St. Charlotte, NC 28216	Dr. Baker	704-375-3900		N
Greater Mt. Sinai BC	1243 West Blvd. Charlotte, NC 28208	Dr. Cook	704-332-2163		N
Handshake.com					N
Indeed.com	indeed.com				N
Internal Job Posting	1 Television Place, Charlotte, NC 28205	Carol Mangin	704-372-1800		N
Intra-Office Job Posting	BAHAKEL, WAKA WFXB, WBBJ, WOLO				1
John H. Johnson School of Communications	526 Bryant St., SW, m 107, Wash. DC	Carol Dudley	202-806-5806		N
Johnson C. Smith University	100 Beatties Ford Rd. Chle., NC 28216	Dir. Placement Ctr.	704-378-1000		N
Mail In Resumes	1 Television Place, Charlotte, NC 28205	Annie Cordell	704-373-1800		N
Meck-County Womens Comm	700 N. Tryon Street, Chle., NC 28202	Hai R. Marshall S. Ct	704-336-6094		N
Media Power Advertising	5009 Monroe Rd. Charlotte, 28205		704-367-1000		N
MediaLine.com	PO Box 51909, Pacific Grove CA 93950	medialine@medialine.com	800-237-8073		N
NAACP	PO Box 16956, Charlotte, NC 28297	Ms. Colette Forrest	704-333-6457		N
National Alliance of State Broadcasters	NASBA	www.nasbisonline.net			N
National Assoc. of Black Journalist	1100 Knight Hall Ste. 3100, College Pk, MD	nabl@nabl.org	301-405-0248		1
National Assoc. of Hispanic Journalist	1000 Natl. Press Bldg. 529 14th. St. SW. DC 20045-2001	nahl@nahl.org	202-662-7145/f.662-7144		N
Native American Journalist Assoc.	555 Dakota St. At Neidhath Media Ctr. Vermillion SD 57069	info@naja.com	605-677-5282 f.866-694-4264		N
NC Employment Security Com	5601 Executive Cler Dr., Charlotte, 28212	Hurtis McDowell	704-531-5034/566-2856 F		N
NCAAB, Job Bank	P.O. Box 627, Raleigh, NC 27602	Placement Ctr.	www.careerpage.org		N
NCCU Assn. Black Journalist	schambers@NCCU.EDU	Bret Chambers	919-530-5046		N
RINDAC	Radio & TV News Dir. Assn. of Carolinas				N
Snill Productions	Sportscastitjobs.com	Dave Benz	305-467-4681		N
Spots n Dis	selltv@aol.com	607-729-7331 fax	888-884-2630		N
Talent Collective	bille@nichaelsmedia.com	Bill Kadmis	214-630-9590		N
Talent Dynamics	600 E. Colinas Blvd. Irving TX 75039				N
Target Market News	228 S. Wabash Ave., Suite 210 Chicago 60604	blackjournalist@aol.com	312-408-1881 f. 408-1867		N
TV Jobs	Intermet www.tvjobs.com	Mark Holloway	www.tvjobs.com		1
UNC School of Journalism	Campus Box 3365, Chapel Hill, NC 27599	Dir. Placement Ctr.	919-962-2211		N
UNCC	160 Atkins Bldg 9201 Univer. City Blvd 28262	Caitlin Hearn	704-687-2683		N
University of Georgia	Grady Sch. Of Journalism/Mass Comm	Joe Dennis.	706-542-5022		N
University of Miami Sch. Of Communications	5100 Burnson Dr. Coral Gables, FL 33146	lherrera@miami.edu	305-284-8186		N
University of Pembroke	PO Box 1510, Pembroke, NC 28372	Dir. Placement Ctr.	910-521-6000		N
USC (University of South Carolina)	career@sc.edu	usc career link	803-771-7280		N
Word of Mouth-Phone	One Television Pl. Charlotte, NC		704-372-1800		N
WCCEB-TV Charlotte website	Intermet www.wcchcharlotte.tv				N
Withrop University	112 McLaurin, Rock Hill, SC 29733	Career Center	704-372-1800		N

Job Title of Vacancy: News Director
 Date Vacancy Opened: 3/5/2021
 Date Vacancy Filled: 6/1/2021

Recruitment Source That
 Referred the Hire: TV Jobs
 Total Number of Persons
 Interviewed for the
 Vacancy: 8

Recruitment Sources Used to Fill The Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
Asian American Journalist Association	1182 Market St. Suite 320. San Fran. CA 94102	Job Placement	415-346-2051/f:346-6343		N
Belmont Abbey	matthewcaporale@baac.edu				N
Career PAGE	www.careepage.org				1 N
Carolina School of Broadcasting	3435 Performance Rd. Charlotte 28214	csbnc@bellsouth.net	704-395-9272		N
Char-Mecklenburg Urban League	PO Box 34686 Charlotte, NC 28234	S. Funeburke	704-373-2256		N
CPCC	PO Box 35009 Charlotte, NC 28235	Student Career Ctr.	704-330-2722		N
Employee Referral	1 Television Place, Charlotte, NC 28205	Dr. Baker	704-372-1800		N
Gethsemane AME Zion C	531 Campus St. Charlotte, NC 28216	Dr. Cook	704-375-3900		N
Greater Mt. Sinai BC	1243 West Blvd. Charlotte, NC 28208		704-332-2163		N
Handshake .com					N
Indeed.com					N
Internal Job Posting	1 Television Place, Charlotte, NC 28205	Carol Mangin	704-372-1800		3 N
Intra-Office job posting	BAHAKEI, WAKA,WFXB,WBBL,WOLO	Carol Dudley	202-806-5806		N
John H. Johnson School of Communications	525 Bryant St., SW rm 107, Wash. DC	Dir. Placement Ctr.	704-378-1000		N
Johnson C. Smith University	100 Beatties Ford Rd. Chle, NC 28216	Annie Cordell	704-373-1800		N
Mail In Resumes	1 Television Place, Charlotte, NC 28205	Hall R. Marshall S.Ci	704-336-6094		N
Meck-County Womens Comm	700 N. Tryon Street, Chle, NC 28202		704-567-1000		N
Media Power Advertising	5009 Monroe Rd. Charlotte, 28205	medialine@medialine.com	800-237-8073		N
Medialine.com	PO Box 51909 Pacific Grove CA 93950	Ms. Colette Forrest	704-333-6457		N
NAACP	PO Box 16956, Charlotte, NC 28297				N
National Alliance of State Broadcasters	NASBA	www.nasbaonline.net			N
National Assoc. of Black Journalist	1100 Knight Hall Ste. 3100, College Pk. MD	jabh@nabj.org	301-405-0248		N
National Assoc. of Hispanic Journalist	1000 Nat'l. Press Bldg. 529 14th. St. SW. DC 20045-2001	nahj@nahj.org	202-662-7149/f:662-7144		N
Native American Journalist Assoc.	555 Dakota St. A1 Neulath Media Ctr. Vermillion SD57069	Info@naja.com	605-677-5282 f:866-694-4264		N
NC Employment Security Com	5601 Executive Cir Dr. Charlotte, 28212	Hurtis McDowell	704-531-5034/566-2856 F		N
NCCAB, Job Bank	P.O. Box 627, Raleigh, NC 27602	Placement Ctr.	www.careepage.org		N
NCCU Assn. Black Journalist	bchambers@NCCU.EDU	Bret Chambers	919-530-5046		N
RTNDAC	Radio & TV News Dir. Assn. of Carolinas				N
Spill Productions	Sportscasthrngobs.com	Dave Benz	305-467-4681		N
Spots n Dots	sellty@aol.com	607-729-7331 fax	888-884-2630		N
Talent Collective	billie@mtchaelsmedia.com	Bill Kadims	214-630-9590		N
Target Market News	600 E. Colinas Blvd. Irving TX 75039	blackjournalists@aol.com	312-408-1881 f. 408-1867		1 N
TV Jobs.com	Internet www.tvjobs.com	Mark Holloway	www.tvjobs.com		3 N
JNC School of Journalism	Campus Box 3365, Chapel Hill, NC 27599	Dir. Placement Ctr.	919-962-2211		N
JNCC	150 Atkins Bldg 9201 Univ. City Blvd. 28262	Calith Hearn	704-687-2683		N
University of Georgia	Grady Sch. Of Journalism/Mass Comm	Joe Dennis,	706-542-5022		N
University of Miami Sch. Of Communications	5100 Brunson Dr. Coral Gables, FL 33146	lherrera@miami.edu	305-284-8188		N
University of Penbroke	PO Box 1510, Penbroke, NC 28372	Dir. Placement Ctr.	910-521-6000		N
USC (University of South Carolina)	career@sc.edu	usc career link	803-777-7280		N
Word of Mouth-Phone	One Television Pl. Charlotte, NC		704-372-1800		N
WCCB-TV Charlotte Website	Internet www.wccbcharlotte.tv		704-372-1800		N
Winthrop University	112 McLaurin, Rock Hill, SC 29733	Career Center			N
Indeed.com	Indeed.com				N

EXHIBIT B
OUTREACH INITIATIVES

OUTREACH INITIATIVES

Station WCCB has engaged in the following outreach initiatives during the year covered by this report

Due to COVID 19 pandemic all Outreach Activities were very limited to none.

Type of Initiative	Brief Description			
#4 6/22/21 Participation at Broadcast Camp	On air talent Zach Aldridge spoke to interested broadcast students at the Charlotte Youth Broadcasting Camp.			
#4 6/19/21 Virtual Panel	On air talent Trish Williford participated in a virtual interview about her career in broadcasting to participants in the Charlotte Youth Broadcasting Seminar Camp.			
#8 1/2021 thru 6/2021 Sales personnel training seminars via Zoom.	Digital Sales team and account executives participated in a series of webinars and training programs focused on digital education and skills. These sessions are intended to further educate participants and help them learn skills that could further enhance their performance and ability to achieve higher level positions. See list below:			
	1/28/2021	Monday.com Ops System	Roll Out	DSM
	2/5/2021	GAM Training Ad Insertion	Ad Formats/Insertion	DSM
	2/16 or 2/17	Location Listening	Intro	DSM + Optional for SM & AEs
	3/1/2021	Second Street Master Class	Reopening	DSM Optional
	3/1/2021	Second Street Master Class	Best of Awards	DSM Optional
	3/2/2021	Station Assets Playbook	Introduction	BDM Group
	3/2/2021	Second Street Master Class	Recurring Revenue	DSM Optional
	3/2/2021	Second Street Master Class	Ballot Maximization	DSM Optional
	3/3/2021	Second Street Master Class	Lead-Gen	DSM Optional
	3/4/2020	Online Brand Management	Update	DSM
	3/4/2021	Second Street Master Class	Branded Content	DSM Optional
	3/18/2021	Online Brand Management	Intro	BDM Group

4/20/2021	Second Street Lead-Gen	Ideas	New Sellers
4/22/2021	Second Street Lead-Gen	Ideas	New Sellers
5/10/2021	BIA Advantage	Research Intro	New Sellers and/or refresher
5/10/2021	BIA Advantage	Research Intro	New Sellers and/or refresher
5/13/2021	Podium (Chat Widget)	Product Intro	DSMs/Digiteam
6/3/2021	Podium (Chat Widget)	Product Intro	BDM Group
6/7/2021	Promotions & Contesting	How to Make Money with Promotions	Managers, Promotions & Content
6/7/2021	Promotions & Contesting	Recurring Revenue: The Future of Annual Contracts in a Monthly Changing World	
6/8/2021	Promotions & Contesting	How to Get More Money from Your Current Initiatives	
6/8/2021	BCL Idea Exchange	Bahakel Group-wide Sales Idea Exchange	
6/8/2021	Promotions & Contesting	You Asked, We Answer: Overcoming Objections	
6/9/2021	Promotions & Contesting	How to Prospect and Pitch to take Ballot Sales to the Next Level	
6/9/2021	Promotions & Contesting	The Best Marketing Strategy for Your Best Of	
6/9/2021	Online Brand Management	From Clicks to Cash: Conversion Tracking Deep Dive	
6/10/2021	Promotions & Contesting	The Importance of Knowing and Owning Your Audience	
6/10/2021	Promotions & Contesting	Interactive Content that Drives Audience Engagement	
6/11/2021	Promotions & Contesting	NEW Revenue Streams: Co-Op Dollars, Franchises, & Branded Content Budgets	
6/11/2021	Promotions & Contesting	Best Practices to Drive the Best Results for Advertisers	
6/15/2021	Promotions & Contesting	Seller's Workshop: Prospect, Conduct a CNA, & Develop the Right Proposal	
6/15/2021	Online Brand Management	Reopening Best Practices	
6/16/2021	Promotions & Contesting	Seller's Workshop: How to Pitch & Overcome Objections	
6/17/2021	Promotions & Contesting	Seller's Workshop Part 3: How to Close the Sale, Follow Up, & Follow Along	
6/22/2021	BCL Idea Exchange	Bahakel Group-wide Sales Idea Exchange	
6/23/2021	Online Brand Management	Leveraging Your Knowledge Graph	

	6/30/2021	Online Brand Management	Hitchhikers Workshop Add Answers to Your Zendesk Help Site	
#12 Listing Vacancies directed at recruiting minorities and women	Job openings are listed with the Asian American Journalist Association, NAACP, National Association of Black Journalists, Native American Journalist Association, National Association of Hispanic Journalists, NCCU Association of Black Journalists			

For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.