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, 2024

Through July 31, 2025

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, 2024 - July 31, 2025 the station filled the following full-time vacancies:

Senior Digital Account Executive Account Executive Account Executive 2 Executive News Producer AM Executive News Producer

The station interviewed a total of 10 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:

Total Number of Interviewees Referred
3
2
1
4

EXHIBIT A

EEO INFORMATION FOR FULL-TIME VACANCIES

WCCB-TV

EXHIBIT B OUTREACH INITIATIVES

Job Title of Vacancy: Account Executive

Date Vacancy Opened: 11/20/2024

Date Vacancy Filled: 12/9/2024

Recruitment Source That Referred the Hiree: Employee Referral

Total Number of Persons Interviewed for the Vacancy: 1

Cashn@bellsouth.net	1000 Nařt, Press Bidg. 529 14th, St. SW DC 20045-2001 555 Dakota St. A1 Neuhath Media Cir. Vermillion SD57069 5601 Executive Cter Dr., Charlotte, 28212 PO. Box 627, Raleigh, NC 27602 chambers@NCCU_EDU Radio & TV News Dir. Assn. of Carolinas Sportscastingjobs.com selliv@aol.com bille@michaelsmedia.com bille@michaelsmedia.com bille@michaelsmedia.com bille@michaelsmedia.rving TX 75039 228 S. Wabash Ave Suite 210 Chicago 60604 Internet www.tvjobs.com Campus Box 3365, Chapel Hill, NC 27599 150 Atkins Big.9201 Univer. City blvd. 28262 Grady Sch. Of Journalism/Mass Comm 5100 Brunson Dr. Coral Gables, Fl. 33146 PO Box 1510, Pembroke, NC 28372 career@sc.edu One Television Pl. Charlotte, NC Internet www.wcobcharlotte, NC	NCBL Job Bank NCCU Assn. Black Journalist RTNDAC Spill Productions Spots n Dots Talent Collective Talent Dynamics Target Market News TV Jobs UNC School of Journalism UNCC School of Journalism UNCC University of Miami Sch. Of Communications University of Pembroke USC (University of South Carolina) Word of Mouth-Phone WCCB-TV Charlotte website
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csbnc@bellsouth.net 704-395-9272 S. Funerburke 704-395-9272 S. Funerburke 704-373-2256 Student Career Ctr. 704-330-2722 Annie Cordell 704-372-1800 Dr. Baker 704-372-1800 Dr. Cook 704-372-1800 Ihire Broaadcasting.com 866-238-0161 Carol Mangin 704-372-1800 Carol Mangin 202-806-5806 Dir. Placement Ctr. 704-378-1000 Iinkedin jobs 704-378-1000 Annie Cordell 704-373-1800 Hai R. Marshall S. Ct 704-373-1800 Hai R. Marshall S. Ct 704-373-8073 Ms. Colettle Forrest 704-333-6457 www.nasbaotine.ed 800-237-8073 Ms. Colettle Forrest 704-333-6457 mawa.fusbaotine.ed 806-894-4264 Inifo@nabl.ord 605-877-5282 1866-934-4264 Inifo@nabl.ord 605-877-5282 1866-934-4264 Hurits NcDowell 704-331-5034566-2856 F Placement Ctr. www.naseenbage.org	1000 Naft, Press Bldg, 529 14th. St. SW DC 20045- 555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD 5601 Executive Cler Dr. Charlotte, 28212 P.O. Box 627, Raleigh, NC 27602	VCAB, Job Bank
csbnc@bellsouth.net 704-395-9272 S. Funerburke 704-373-2256 Student Career Ctr. 704-372-1860 Annie Cordell 704-372-1800 Dr. Baker 704-372-1800 Dr. Cook 704-332-2163 Ihire Broaadcasting.com 866-238-0161 Carol Mangin 704-372-1800 Carol Dudley 202-806-5806 Dir. Placement Ctr. 704-378-1000 Inkedin jobs 704-378-1000 Annie Cordell 704-373-1800 Hal R. Marshall S. Ct 704-373-1800 Hal R. Marshall S. Ct 704-367-1000 medialine@medialine.com 800-237-8073 Ms. Colette Forrest 704-333-6457 www.nassvaoline.net 301-405-0248 nabl@nabl.org 301-405-0248 nabl@nabl.org 301-405-034/566-2866 F Hurits McDowell 704-331-5034/566-2866 F	1000 Nat'l. Press Bidg. 529 14th. St. SW DC 20045- 555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD 5601 Executive Cter Dr., Charlotte, 28212	to Employment Cooking Com
csbnc@bellsouth.net 704-395-9272 S. Funerburke 704-373-2256 Student Career Ctr. 704-372-1800 1 Annie Cordell 704-372-1800 1 Dr. Baker 704-372-1800 1 Dr. Cook 704-372-1800 1 Dr. Cook 704-332-2163 1 Ihire Broaadcasting.com 866-238-0161 202-806-5806 Carol Dudley 202-806-5806 1 Dir. Placement Ctr. 704-372-1800 1 Dir. Placement Ctr. 704-373-1800 1 Dir. Placement Ctr. 704-338-8096 1 Dir. Placement Ctr. 704-337-8096 1 Dir. Placement Ctr. 704-337-8096 1 Dir. Placement Ctr. 704-338-8096 1 Dir. Placement Ctr. 704-338-8094 1 <	1000 Nat'l. Press Bldg. 529 14th. St. SW DC 20045- 555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD:	NC Employment Security Com
csbnc@bellsouth.net 704-395-9272 S. Funerburke 704-373-2256 Student Career Ctr. 704-372-1860 Annie Cordell 704-372-1800 Dr. Baker 704-372-1800 Dr. Cook 704-372-1800 Ihire Broaadcasting.com 866-238-0161 Carol Mangin 704-372-1800 Carol Dudley 202-806-5806 Dir. Placement Ctr. 704-378-1000 linkedin jobs 704-373-1800 Hall R. Marshali S. Ct 704-373-1800 Hall R. Marshali S. Ct 704-667-1000 medialine@medialine.com 800-237-8073 Ms. Colette Forrest 800-238-8073 nabi@nabi_0rd 202-662-7144 nabi@nabi_ord 202-662-7144	1000 Nat'l. Press Bldg. 529 14th. St. SW DC 20045-	Native American Journalist Assoc.
et 704-395-9272 704-373-2256 704-373-2256 704-372-1800 704-372-1800 704-372-1800 704-332-2163 .com 866-238-0161 704-372-1800 202-806-5806 704-378-1000 704-378-1000 1704-378-1000	9	National Assoc. of Hispanic Journalist
et 704-395-9272 704-373-2266 704-373-2266 704-372-1800 704-372-1800 704-372-1800 704-372-1800 704-372-1800 202-806-5806 704-372-1800 202-806-5806 704-373-1800 31 704-373-1800 704-373-1800 704-373-1800 704-373-1800 704-373-1800 704-373-1800 704-373-1800 704-373-1800 704-373-1800	1100 Knight Hall Ste. 3100. College Pk. MD	National Assoc. of Black Journalist
et 704-395-9272 704-373-2256 704-372-2256 704-372-1800 704-372-1800 704-372-2163 com 866-238-0161 704-372-1800 704-372-1800 704-372-1800 704-378-1000 704-378-1000 704-378-1000 704-378-1000 704-378-1000 704-378-1000 704-378-1000	NASBA	National Alliance of State Broadcasters
et 704-395-9272 704-373-2256 704-373-2256 704-372-1800 1 704-375-3900 704-372-1633 .com 866-238-0161 704-372-1800 704-372-1800 704-372-1800 704-373-1800 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000 1 704-378-1000	PO Box 16956, Charlotte, NC 28297	NAACP
et 704-395-9272 704-373-2256 704-373-2256 704-372-1800 704-372-1800 704-372-1800 704-332-2163 .com 866-238-0161 704-372-1800 202-806-5806 704-372-1800 704-373-1800 704-373-1800 704-373-1800	PO Box 51909 Pacific Grove CA 93950	Medialine com
et 704-395-9272 704-373-2256 704-372-2256 704-372-1800 704-372-1800 704-372-1800 704-372-1800 202-806-5806 704-373-1800 704-373-1800 704-373-1800	5009 Monroe Rd. Charlotte, 28205	Media Power Advertising
et 704-395-9272 704-373-2256 704-372-2256 704-372-1800 704-372-1800 704-372-1800 704-372-1800 704-372-1800 704-372-1800 704-378-1000 704-373-1800	700 N. Tryon Street, Chite., NC 28202	Meck-County Womens Comm
et 704-395-9272 704-373-2256 704-372-2256 704-372-1800 704-372-1800 704-332-2163 .com 866-238-0161 704-372-1800 202-806-5806 704-378-1000	1 Television Place, Charlotte, NC 28205	Mail in Resumes
et 704-395-9272 704-373-2266 704-373-2266 704-372-1800 704-372-1800 704-372-1800 704-32-2163 .com 866-238-0161 704-372-1800 202-806-5806 704-378-1800	linkedin.com	_inkedin
et 704-395-9272 704-373-2256 704-372-256 704-372-1800 704-372-1800 704-332-2163 .com 866-238-0161 704-372-1800 202-806-5806	100 Beatties Ford Rd. Chlte NC 28216	Johnson C. Smith University
et 704-395-9272 704-373-2256 704-330-2722 704-372-1800 704-375-3900 704-332-2163 .com 866-238-0161 704-372-1800	525 Bryant St., SW rm 107, Wash, DC	John H. Johnson School of Communications
et 704-395-9272 704-373-2256 704-373-2256 704-372-1800 704-372-1800 704-372-1800 704-332-2163 .com 866-238-0161	BAHAKEL, WAKA, WFXB, WBBJ, WOLO	Intra-Office job posting
et 704-395-9272 704-373-2256 704-330-2722 704-372-1800 704-375-3900 704-375-3900 704-332-2163	1 Television Place, Charlotte, NC 28205	Internal Job Posting
et 704-395-9272 704-373-2256 704-330-2722 704-372-1800 704-375-3900 704-332-2163	41 E. All Saints St., Fredrick, MD 21701	Hire Broadcasting
et 704-395-9272 704-373-2256 704-330-2722 704-330-2722 704-372-1800 704-375-3900 704-375-3900	indeed.com	Indeed
et 704-395-9272 704-373-2266 704-330-2722 704-372-1800 704-375-1800 1	1243 West Blvd Charlotte NC 28208	Greater Mt Sinai BC
et 704-395-9272 704-373-2256 704-373-2256 704-372-1800 704-372-1800	531 Campus St. Charlotte, NC 28216	Gethsemane AME Zion C
et 704-395-9272 704-373-2256 704-330-2722	1 Television Place. Charlotte. NC 28205	Employee Referral
uth.net 704-395-9272 704-373-2256	PO Box 35009.Charlotte, NC 28235	CPCC
704-395-9272	PO Box 34686, Charlotte, NC 28234	Char-Mecklenburg Urban League
	3435 Performance Rd. Charlotte 28214	Carolina School of Broadcasting
	www.careerpage.org	Career PAGE
Z	matthewcaporale@bac.edu	Belmont Abbey
	1182 Market St. Suite 320, San Fran. CA 94102	Asian American Journalist Association
Contact Person Telephone Number Vacancy Y/N	Address	Name of Recruitment Source
Interviewees Reguest		

Job Title of Vacancy: Executive News Producer (Morning)

Date Vacancy Opened: 3/25/2025

Date Vacancy Filled: 4/16/2025

Recruitment Source That Referred the Hiree: WCCB Website

Total Number of Persons Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Source Interviewees Request Source for the Vegacian (2 Y/N
Asian American Journalist Association	1182 Market St. Suite 320, San Fran, CA 94102	Job Placement	415-346-2051/f 346-6343	vacalicy
Belmont Abbey	matthewcaporale@bac.edu	3000		z
Career PAGE	www.careerpage.org			Z
Carolina School of Broadcasting	3435 Performance Rd. Charlotte 28214	csbnc@bellsouth.net	704-395-9272	Z
Char-Mecklenburg Urban League	PO Box 34686, Charlotte, NC 28234	S. Funerburke	704-373-2256	22
CTCC	PO Box 35009, Charlotte, NC 28235	Student Career Ctr.	704-330-2722	2 2
Gethsemane AME Zion C	531 Campus St. Charlotte, NC 28216	Dr. Baker	704-375-3900	2 2
Greater Mt. Sinai BC	1243 West Blvd, Charlotte, NC 28208	Dr. Cook	704-332-2163	Z:
Indeed	indeed.com			Z
Internal Job Posting	1 Television Place, Charlotte, NC 28205	Carol Mangin	704-372-1800	Z
I Hire Broadcasting	41 E. All Saints St., Fredrick, MD 21701	Ihire Broaadcasting.com	866-238-0161	z
Intra-Office job posting	BAHAKEL, WAKA, WFXB, WBBJ, WOLO		000	2 2
Johnson C. Smith University	100 Beatties Ford Rd. Chite NC 28216	Dir. Placement Ctr.	704-378-1000	z
Linkedin	Linkedin.com			z
Mail in Resumes	1 Television Place, Charlotte, NC 28205	Annie Cordell	704-373-1800	z
Media Power Advertising	700 N. Tryon Street, Chite., NC 28202	Hal R. Marshall S.Ct	704-336-6094	ZZ
Medialine com	PO Box 51909 Pacific Grove CA 93950	medialine@medialine.com	800-237-8073	z
NAACP	PO Box 16956, Charlotte, NC 28297	Ms. Colette Forrest	704-333-6457	z
National Alliance of State Broadcasters	NASBA	www.nasbaonline.net		. Z
National Assoc. of Biack Journalist	1000 Nat'l Press Bidg 529 14th St SW DC 20045-2001	nahi@nahi ord	202-662-7145/f 662-7144	zz
Native American Journalist Assoc.	555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD57069	info@naja.com	605-677-5282 f 866-694-4264	Z
NC Employment Security Com	5601 Executive Cter Dr., Charlotte, 28212	Hurtis McDowell	704-531-5034/566-2856 F	z
NCAB, Job Bank	P.O. Box 627, Raleigh, NC 27602	Placement Ctr.	www.careerpage.org	
NCCU Assn. Black Journalist	bchambers@NCCU.EDU	Bret Chambers	919-530-5046	
RINDAC Spill Broductions	Radio & IV News Dir. Assn. of Carolinas	Dave Benz	305-467-4681	ZZ
Shots n Dats	sellty@aol.com	607-729-7331 fax	888-884-2630	2 2
Talent Collective	bille@michaelsmedia.com			Z
Talent Dynamics	600 E. Colinas Blvd. Irving TX 75039	Bill Kadmis	214-630-9590	z
Target Market News	228 S. Wabash Ave., Suite 210 Chicago 60604	blackjournalist@aol.com	312-408-1881 f. 408-1867	2 2
UNC School of Journalism	Cample Box 3365 Chanel Hill NC 27500	Dir Placement Ctr	919-962-2211	2 2
UNCC	150 Atkins Blg.9201 Univer. City blvd. 28262	Caitlin Hearn	704-687-2683	Z
University of Georgia	Grady Sch. Of Journalism/Mass Comm	Joe Dennis,	706-542-5022	Z
University of Miami Sch. Of Communications	5100 Brunson Dr. Coral Gables, FL 33146	iherrera@miami.edu	305-284-8186	Z
University of Pembroke	PO Box 1510, Pembroke, NC 28372	Dir. Placement Ctr.	910-521-6000	2 2
Word of Mouth-Phone	One Television Pl. Charlotte. NC	Calcal	704-372-1800	2 2
WCCB-TV Charlotte Website	Internet www.wccbcharlotte.tv		704-372-1800	
	112 McLaurin, Rock Hill, SC 29733	Career Center		z

Job Title of Vacancy: Executive News Producer

Date Vacancy Opened: 3/25/2025

Date Vacancy Filled: 6/23/2025

Recruitment Source That Referred the Hiree: Employee Referral

Total Number of Persons Interviewed for the Vacancy: 2

Name of Decreimont Source	Addresse		Telephone Nighter	mber of vees d by the for the	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	vacaricy	Z
Belmont Abbey	matthewcaporale@bac.edu	- GCC I GCCIICIT	10-040-20011-040-0040	1	Z
Career PAGE	www.careerpage.org				z:
Carolina School of Broadcasting	3435 Performance Rd. Charlotte 28214	csbnc@bellsouth.net	704-395-9272		Z
Char-Mecklenburg Urban League	PO Box 34686, Charlotte, NC 28234	S. Funerburke	704-373-2256		Z
CPCC	PO Box 35009, Charlotte, NC 28235	Student Career Ctr.	704-330-2722		Z
Employee Referral	1 Television Place, Charlotte, NC 28205	Niccole Madden	704-372-1800		Z
Gethsemane AME Zion C	531 Campus St., Charlotte, NC 28216	Dr. Baker	704-375-3900		ZZ
Indeed	indeed.com	C C C C C C C C C C C C C C C C C C C	70 1-332-2 103	1	ZZ
Hire Broadcasting	41 E. All Saints St., Fredrick, MD 21701	Ihire Broaadcasting.com	866-238-0161		Z
Internal Job Posting	1 Television Place, Charlotte, NC 28205	Carol Mangin	17		z
Intra-Office job posting	BAHAKEL, WAKA,WFXB,WBBJ,WOLO				z
John H. Johnson School of Communications	525 Bryant St., SW m 107, Wash. DC	Carol Dudley			ZZ
linkedin	linkedin com	Dii. Flacellielit Cii.	704-378-1000		2 2
Mail in Resumes	1 Television Place Charlotte NC 28205	Annie Cordell	704-373-1800		z
Meck-County Womens Comm	700 N. Tryon Street, Chite., NC 28202	Hal R. Marshall S.Ct	71		Z
Media Power Advertising	5009 Monroe Rd. Charlotte, 28205		704-567-1000		Z
Medialine.com	PO Box 51909, Pacific Grove CA 93950	medialine@medialine.com	800-237-8073		Z
NAACP	PO Box 16956, Charlotte, NC 28297	Ms. Colette Forrest	704-333-6457		z
National Alliance of State Broadcasters	NASBA	www.nasbaonline.net			Z
National Assoc of Hispanic Journalist	1000 Niight Dass Rida 520 14th St SW DC 20045-2001	nabi@nabi.ord	202-662-7145/662-7144		ZZ
Native American Journalist Assoc.	555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD57069	info@naia.com	605-677-5282 f 866-694-4264		z i
NC Employment Security Com	5601 Executive Cter Dr., Charlotte, 28212	Hurtis McDowell	704-531-5034/566-2856 F		z
NCAB, Job Bank	P.O. Box 627, Raleigh, NC 27602	Placement Ctr.			Z
NCCU Assn. Black Journalist	bchambers@NCCU.EDU	Bret Chambers	919-530-5046		Z
R INDAC	Radio & IV News DIT. Assn. of Carolinas	7			Z
Spate a Data	Sportscastingjobs.com	Dave Benz	305-467-4681		ZZ
Talent Collective	hille@michaelsmedia.com	007-729-7331 ldx	080-804-2030		ZZ
Talent Dynamics	600 E. Colinas Blvd. Irving TX 75039	Bill Kadmis	214-630-9590		Z
Target Market News	228 S. Wabash Ave., Suite 210 Chicago 60604	blackjoumalist@aol.com			Z
TV Jobs	Internet www.tvjobs.com	Mark Holloway	www.tvjobs.com		Z
UNC School of Journalism	Campus Box 3365, Chapel Hill, NC 27599	Dir. Placement Ctr.	919-962-2211		Z
UNCC UNCC	Crady Sab Of Journalism Mass Comm	Caitlin Hearn	704-687-2683 706-643-6033		ZZ
University of Miami Sch Of Communications	5100 Brunson Dr. Coral Gables, El. 33146	iherrera@miami edu	305-284-8186		ZZ
University of Pembroke	PO Box 1510 Pembroke NC 28372	Dir Placement Ctr	910-521-6000		zz
USC (University of South Carolina)	career@sc.edu	usc career link	803-777-7280		Z 2
Word of Mouth-Phone	One Television Pl. Charlotte, NC	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	704-372-1800		Z
WCCB-TV Charlotte Website	Internet www.wccbcharlotte.tv		704-372-1800		z
Winthrop University	112 McLaurin, Rock Hill, SC 29733	Career Center	٠١		z
Agenis	valious (OSA Talent, DTA Talent, Offited Talent COIII)	USA-4 10-426-8839	DIA 618-218-5391		Z

Sr. Digital Acct. Exec.

Job Title of Vacancy: Senior Digital Account Executive

Date Vacancy Opened: 12/1/2023

Date Vacancy Filled: 10/14/2024

Recruitment Source That Referred the Hiree: Employee Referral

Total Number of Persons Interviewed for the Vacancy: 1

		00.00		The second
		Career Center	22	Winthrop University
- 1	704-372-1800		Internet www.wccbcharlotte.tv	WCCB-TV Charlotte website
_	704-372-1800		One Television PI. Charlotte, NC	Word of Mouth-Phone
1	803-777-7280	usc career link	career@sc.edu	USC (University of South Carolina)
Y .	910-521-6000	Dir. Placement Ctr.	PO Box 1510, Pembroke, NC 28372	University of Pembroke
	305-284-8186	iherrera@miami.edu	5100 Brunson Dr. Coral Gables, FL 33146	University of Miami Sch. Of Communications
	706-542-5022	Joe Dennis,	Grady Sch. Of Journalism/Mass Comm	University of Georgia
	704-687-2683	Caitlin Hearn	150 Atkins Blg.9201 Univer. City blvd. 28262	UNCC
		Dir. Placement Ctr.	Campus Box 3365, Chapel Hill, NC 27599	UNC School of Journalism
m	www.tvjobs.com	Mark Holloway	Internet www.tvjobs.com	TV Jobs
f. 408-1867	312-408-1881 f. 408-1867	blackjournalist@aol.com	228 S. Wabash Ave., Suite 210 Chicago 60604	Target Market News
1	214-630-9590	Bill Kadmis	600 E. Colinas Blvd. Irving TX 75039	Talent Dynamics
			bille@michaelsmedia.com	Talent Collective
1	888-884-2630	607-729-7331 fax	selltv@aol.com	Spots n Dots
	305-467-4681	Dave Benz	Sportscastingjobs.com	Spill Productions
			Radio & TV News Dir. Assn. of Carolinas	RTNDAC
	919-530-5046	Bret Chambers	bchambers@NCCU.EDU	NCCU Assn. Black Journalist
nge.org	www.careerpage.org	Placement Ctr.	P.O. Box 627, Raleigh, NC 27602	NCAB, Job Bank
:/566-2856 F	704-531-5034/566-2856 F	Hurtis McDowell	5601 Executive Cter Dr., Charlotte, 28212	NC Employment Security Com
605-677-5282 f 866-694-4264	605-677-5282	info@naja.com	555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD57069	Native American Journalist Assoc.
Vf.662-7144	202-662-7145/f.662-7144	nahj@nahj.ord	1000 Nat'l. Press Bldg. 529 14th. St. SW DC 20045-2001	National Assoc. of Hispanic Journalist
	301-405-0248	nabj@nabj.0rg	1100 Knight Hall Ste. 3100, College Pk. MD	National Assoc. of Black Journalist
		www.nasbaonline.net	NASBA	National Alliance of State Broadcasters
	704-333-6457	Ms. Colette Forrest	PO Box 16956, Charlotte, NC 28297	NAACP
χ	800-237-8073	medialine@medialine.com	PO Box 51909,Pacific Grove CA 93950	Medialine.com
,	704-567-1000		5009 Monroe Rd. Charlotte, 28205	Media Power Advertising
- "]	704-336-6094	Hal R. Marshall S.Ct	700 N. Tryon Street, Chite., NC 28202	Meck-County Womens Comm
	704-373-1800	Annie Cordell	1 Television Place, Charlotte, NC 28205	Mail in Resumes
		linkedin jobs	linkedin.com	Linkedin
	704-378-1000	Dir. Placement Ctr.	100 Beatties Ford Rd. Chite. NC 28216	Johnson C. Smith University
	202-806-5806	Carol Dudley	525 Bryant St., SW rm 107, Wash. DC	John H. Johnson School of Communications
	1		BAHAKEI WAKA WEXB WBB I WOLO	Intra-Office ich poeting
	704-372-1800	Carol Mangin	1 Television Place Charlotte NC 28205	Internal lob Posting
	200	Refree Doggin	14.5 VI. Morenead St. Ste. 130 Charlotte NC 26206	Line Sect Recruiment Gip.
		7	Indeed.com	Indeed
	704-332-2163	Dr. Cook	1243 West Blvd, Charlotte, NC 28208	Greater Mt. Sinai BC
	704-375-3900	Dr. Baker	531 Campus St., Charlotte, NC 28216	Gethsemane AME Zion C
	704-372-1800	Annie Cordell	1 Television Place, Charlotte, NC 28205	Employee Referral
	704-330-2722	Student Career Ctr.	PO Box 35009, Charlotte, NC 28235	CPCC
	704-373-2256	S. Funerburke	PO Box 34686, Charlotte, NC 28234	Char-Mecklenburg Urban League
	704-395-9272	csbnc@bellsouth.net	3435 Performance Rd. Charlotte 28214	Carolina School of Broadcasting
			www.careerpage.org	Career PAGE
			matthewcaporale@bac.edu	Belmont Abbey
/f 346-6343	415-346-2051/f 346-6343	Job Placement	1182 Market St. Suite 320, San Fran. CA 94102	Asian American Journalist Association
Imber Vacancy	Telephone Number	Contact Person	Address	Name of Recruitment Source
Total Number of Interviewees Referred by the				

Job Title of Vacancy: Account Executive 2

Date Vacancy Opened: 11/20/2024

Date Vacancy Filled: 7/28/2025

Recruitment Source That Referred the Hiree: TVJobs.com

Total Number of Persons Interviewed for the Vacancy: 5

2 2	1	0000	Career Center	112 Mclaurin Rock Hill SC 29733	WOOD A CIGIOR WOODIG
z :	3	704-372-1800		Internet www.wcchcharlotte.tv	VCCB-TV Charlotte website
z		704-372-1800		One Television Pl. Charlotte, NC	Word of Mouth-Phone
z		803-777-7280	usc career link	career@sc.edu	USC (University of South Carolina)
z		910-521-6000	Dir. Placement Ctr.	PO Box 1510, Pembroke, NC 28372	University of Pembroke
z		305-284-8186	iherrera@miami.edu	5100 Brunson Dr. Coral Gables, FL 33146	University of Miami Sch. Of Communications
z		706-542-5022	Joe Dennis,	Grady Sch. Of Journalism/Mass Comm	University of Georgia
z		704-687-2683	Caitlin Hearn	150 Atkins Blg.9201 Univer. City blvd. 28262	UNCC
z		919-962-2211	Dir. Placement Ctr.	Campus Box 3365, Chapel Hill, NC 27599	UNC School of Journalism
z	_	www.tvjobs.com	Mark Holloway	Internet www.tvjobs.com	TV Jobs
z		312-408-1881 f. 408-1867	blackjournalist@aol.com	228 S. Wabash Ave., Suite 210 Chicago 60604	Target Market News
z		214-630-9590	Bill Kadmis	600 E. Colinas Blvd. Irving TX 75039	Talent Dynamics
z				bille@michaelsmedia.com	Talent Collective
z		888-884-2630	607-729-7331 fax	selltv@aol.com	Spots n Dots
z		305-467-4681	Dave Benz	Sportscastingjobs.com	Spill Productions
z				Radio & TV News Dir. Assn. of Carolinas	RTNDAC
z		919-530-5046	Bret Chambers	bchambers@NCCU.EDU	NCCU Assn. Black Journalist
z		www.careerpage.org	Placement Ctr.	P.O. Box 627, Raleigh, NC 27602	NCAB, Job Bank
z		704-531-5034/566-2856 F	Hurtis McDowell	5601 Executive Cter Dr., Charlotte, 28212	NC Employment Security Com
z		605-677-5282 f 866-694-4264	info@naja.com	555 Dakota St. A1 Neuhath Media Ctr. Vermillion SD57069	Native American Journalist Assoc.
z		202-662-7145/f.662-7144	nahj@nahj.ord	1000 Nat'l. Press Bldg. 529 14th. St. SW DC 20045-2001	National Assoc. of Hispanic Journalist
z		301-405-0248	nabj@nabj.0rg	1100 Knight Hall Ste. 3100, College Pk. MD	National Assoc. of Black Journalist
z			www.nasbaonline.net	NASBA	National Alliance of State Broadcasters
z		704-333-6457	Ms. Colette Forrest	PO Box 16956, Charlotte, NC 28297	NAACP
z		800-237-8073	medialine@medialine.com	PO Box 51909, Pacific Grove CA 93950	Medialine.com
z		704-567-1000		5009 Monroe Rd. Charlotte, 28205	Media Power Advertising
Z		704-336-6094	Hal R. Marshall S.Ct	700 N. Tryon Street, Chite., NC 28202	Meck-County Womens Comm
z		704-373-1800	Annie Cordell	1 Television Place, Charlotte, NC 28205	Mail in Resumes
Z			linkedin jobs	linkedin.com	Linkedin
z		704-378-1000	Dir. Placement Ctr.	100 Beatties Ford Rd, Chlte., NC 28216	Johnson C. Smith University
Z		202-806-5806	Carol Dudley	525 Bryant St., SW rm 107, Wash. DC	John H. Johnson School of Communications
z				BAHAKEL, WAKA,WFXB,WBBJ,WOLO	Intra-Office job posting
z		704-372-1800	Carol Mangin	1 Television Place, Charlotte, NC 28205	Internal Job Posting
z		866-238-0161	Ihire Broaadcasting.com	41 E. All Saints St., Fredrick, MD 21701	Hire Broadcasting
Z	2			indeed.com	Indeed
Z		704-332-2163	Dr. Cook	1243 West Blvd, Charlotte, NC 28208	Greater Mt. Sinai BC
z		704-375-3900	Dr. Baker	531 Campus St., Charlotte, NC 28216	Gethsemane AME Zion C
z		704-372-1800	Annie Cordell	1 Television Place, Charlotte, NC 28205	Employee Referral
z		704-330-2722	Student Career Ctr.	PO Box 35009, Charlotte, NC 28235	CPCC
z		704-373-2256	S. Funerburke	PO Box 34686, Charlotte, NC 28234	Char-Mecklenburg Urban League
z		704-395-9272	csbnc@bellsouth.net	3435 Performance Rd. Charlotte 28214	Carolina School of Broadcasting
z				www.careerpage.org	Career PAGE
z				matthewcaporale@bac.edu	Belmont Abbey
z		415-346-2051/f 346-6343	Job Placement	1182 Market St. Suite 320, San Fran. CA 94102	Asian American Journalist Association
Υ'N	Vacancy	Telephone Number	Contact Person	Address	Name of Recruitment Source
Request Notification?	Referred by the				
Did the Source	Total Number of				
				_	

OUTREACH INITIATIVES

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

Type of Initiative	Brief Description
#8 Sales and Marketing Training seminar August 2024 – July 2025	Nature of the Activity, Zoom training sessions: Dates: August 22 - Prospecting/Prepping/CNA's September 12 - Digital Ad Ops, Hub & Playbook September 19 - Contesting & Driving Digital Dollars October 24 - Paid Social Media Training January 23 - Best Habits of Bahakel's Top Digital Salespeople (All Digital Sales & Managers) February 13 - CTV Fundamentals (All Digital Sales & Managers) February 27 - CTV Sales Fundamentals (All Digital Sales & Managers) March 13 - Targeted Email Refresher (All Digital Sales & Managers) March 27 - Making a Confident Campaign Recommendation (All Sellers) April 10 - Digital Sales Specialist (Digiteam) April 24 - Handling Common Objections (All Sellers) May 8 - Fraud & Viewability (Digiteam) May 22 - Reporting & Attribution for Sellers (All Sellers) June 19 - Campaign Planning & Activation (Digiteam & Super Sellers) June 26 - Measurement & Outcomes (All Sellers) July 24 - Holiday & Tentpole Selling (All Sellers) Sales participants: VP Sales-Annie Cordell, Research Director; Deb Rapa Sr. Multi Mkg, Digital Sales Mgr. Hayley Curry Account Executives; Cindy D'Ambrosio, Trey Sheehan, Director of Sales, Jodi Sandate Digital Mktg Specialist; Emily Bryson Harrell Ad Operations Mgr., Josef Koffer
#11 The Charlotte Youth Broadcasting Camp 4/16/2025	April 16, 2025, The Charlotte Youth Broadcasting Camp Director Ms. Antriece and 13 of her student campers visited the studio to participate in the live broadcast of "Rising" morning show. Station participants: Host and Co Host - Deirnesa Jefferson and Chris Gilmore Enterainment Hosts – Adam Wurtzel and Joe Duncan Meteorolgist – Nicole Madden Sports – Jeff Taylor Producer – Michelle Russo

#5	
Internship	A senior student from Davidson College, worked as a intern in the Digital/Social Media department, given
program	the opportunity of hands on experience working in broadcast industry and a greater understanding of
	other roles at the station, from January 30, 2025 to May 5, 2025.
8/1/2024 -	
7/31/2025	

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.