

WSFX-TV
EEO PUBLIC FILE REPORT
August 1, 2022-July 31, 2023

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	Bladen Community College Kristina Harbison 401 Mercer Mill Road Elizabethtown, NC 28332	YES	0
2	Cape Fear Community College Career Planning & Placement Department 411 N Front Street Wilmington, NC 28401	YES	0
3	Columbus County NC Works Evelyn Brisbon PO Box 151 Whiteville, NC 28472	YES	0
4	Employment Security Commission Joe Stanley 1994 S 17 th Street Wilmington, NC 28401	NO	0
5	Miller Motte Business College Rachel Merritt 5000 Market Street Wilmington, NC 28405	NO	0
6	Coastal Horizons Margaret Stargill 615 Shipyard Blvd Wilmington, NC 28412	NO	0
7	University of North Carolina – Wilmington UNCW Career Services 601 South College Road Wilmington, NC 28403	YES	0
8	NC Division of Vocational Rehabilitation Jackie Radford 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	YES	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Columbus County Senior Center 827 Washington Street Whiteville, NC 28472	NO	0
10	Phoenix Hometown Hires Ally Thornton 20 N 4 th Street, Suite 100 Wilmington, NC 28401	YES	0
11	The ARC of Wilmington Regina Johnson 5041 New Centre Drive, Suite 100 Wilmington, NC 28403	YES	0
12	Internal Posting in the Breakroom of WECT/WSFX	NO	0
13	FoxWilmington.com	NO	3
14	Wilmington Star News Leigh Ann Askew leighann.askew@starnewsonline.com	NO	1
15	North Carolina Association of Broadcasters www.ncbroadcast.com	NO	0
16	Employee Referral	NO	1
17	Linkedin	NO	4
18	Indeed.com	No	3
			12

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	WSFX-TV EEO Outreach Promo	<p>WSFX-TV airs the below promotional spot as an ongoing recruitment initiative.</p> <p>“WSFX-TV, an American Spirit Media, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to: EEO Coordinator, WSFX-TV, 322 Shipyard Blvd, Wilmington, NC 28412</p>
2	Management Training	<p>General Manager participated in a NAB Retooling Recruiting Webinar on February 3, 2023. Webinar featured cutting-edge tactics to recruit in the television media industry. Recent media school graduates discussed what they expect out of employers and how other industries are tackling recruitment across the country.</p>