

WCSC-TV, Charleston, SC
EEO PUBLIC FILE REPORT
(July 23, 2012 – July 31, 2013)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Attachment A includes a list of recruitment sources, indicating name, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of full-time job vacancies.

Full-Time Positions Filled; Recruitment Sources Used [With Hiree's Recruitment Source in Brackets]

<u>Position</u>	<u>Recruitment Resources</u>	<u>Hiring Source</u>
Master Control Operator	1-28, 36-38, 40, 42	[40]
Master Control Operator	1-28, 36-38, 40-42	[41]
Account Executive	1-20, 25-28, 32, 37-43	[42]
News Producer	1-20, 22, 25-28, 37-38, 40, 42-43	[43]
Production Specialist	1-20, 25-28, 37-38, 40-42	[41]
Anchor	1-30, 34-35, 37-38, 40-41	[28]
Marketing Producer	1-20, 22, 25-28, 31, 27-38, 40-41	[40]
General Sales Manager	1-20, 25-28, 37-42	[42]
Reporter/MMJ	1-20, 22, 25-28, 37-38, 40-41, 44	[44]
Reporter/MMJ	1-20, 22, 25-28, 37-38, 40-41	[41]
Photographer	1-20, 22, 25-28, 37-38, 40-41	[40]
Research Director	1-20, 22, 25-28, 31, 34, 37-38, 40-43	[40]
Photographer	1-20, 22, 25-28, 37-38, 40-42	[42]
Digital Sales Specialist	1-22, 25-29, 31, 33, 37-42	[41]
Assistant News Director	1-22, 25-29, 34, 37-38, 40-42	[41]
Sales Assistant	1-19, 25-28, 31, 37-38, 40-42	[31]
Account Executive	1-19, 25-28, 37-41, 43	[40]
Account Executive	1-19, 25-28, 37-41, 43	[40]
Reporter/MMJ	1-22, 25-28, 37-38, 40-41	[40]
News Producer	1-20, 22, 25-28, 37-38, 40-42	[40]
Marketing Producer	1-20, 22, 25-28, 31, 37-38, 40-41	[31]
Executive Producer	1-20, 22, 25-28, 37-38, 40-43	[41]
Production Assistant	1-20, 22, 25-28, 37-38, 40-42	[42]
Digital Sales Specialist	1-20, 22, 25-28, 37-38, 40-41	[40]
News Producer	1-20, 22, 25-28, 37-38, 40-41	[40]

Total Interviewees for all Full-Time Positions: 120

Number of Referrals From Sources Used: (8) -2, (14) – 3, (27) -1, (28) – 10, (31) – 7, (39) – 6, (40) – 46, (41) – 19, (42) – 18, (43) – 7, (44) - 1

Supplemental Outreach Activities: Attachment B

MASTER LIST OF RECRUITMENT SOURCES**COMMUNITY SOURCES (Including name of contact person, address and phone number)**

1. * Benedict College, 1600 Harden Street, Columbia, SC 29204; Karen Rutherford; 803 256 4220 rutherfordk@benedict.edu
2. * Central Carolina Community College, 1105 Kelly Drive, Sanford, NC 27330; Bill Freeman; 919 775 5401
3. * Charleston Chapter NAACP; PO Box 20296, Charleston, SC 29413; Dorothy Scott; 843 805 8030
4. * Claflin College, 400 Magnolia Street, Orangeburg, SC 29115; Dr, Donna Gough; 803 535 5769
5. * Clinton Junior College, 1029 Crawford Road, Rock Hill, SC 29730; Mrs. Ingram; 803 327 7402
6. * Denmark Technical College; PO Box 327, Denmark, SC 29042; Tonya Otts; 803 793 5100
7. * Howard University, 525 Bryant Street NW, Washington, DC 20059; Carol Dudley; 202 806 5806
8. * SC Department of Employment & Workforce, Trident One-Stop Career Center, 1930 Hanahan Rd., North Charleston, SC 29405; Joel Thomas; 843 574 1854
9. * Morris Brown AME, 13 Morris Street, Charleston, SC 29403; Helen Gilyard; 843 712 1961
10. * Morris College, 100 West College Street, Sumter, SC 29150; Ms. Bailey; 803 775 9371 & Dee Woodward; 803 775 9371; dwoodward@morris.edu
11. * Morris Street Baptist Church, 25 Morris Street, Charleston, SC 29411; Rev. Leonard Griffin; 843 722 0420
12. * North Carolina A&T State University, 1601 East Market Street- Crosby Hall 314, Greensboro, NC 27411; Ken Devanney; 336 285 2066
13. * St. Matthews Baptist Church, 2005 Reynolds Ave., North Charleston, SC 29405; Pastor Brantley; 843 744 4181
14. * Trident Technical College, 7000 Rivers Avenue, Charleston, SC 29411; Randy Grimes; 843 574 6519
15. * College of Charleston, Career Services, 66 George Street, Charleston, SC 29424; Linda Robinson; 843 953 5692; robinsonl@cofc.edu
16. * Spelman College/Morehouse College/Clark Atlanta University, P O Box 92527, Atlanta, GA 30314; Monika Jones; 404 270 6232; mjones@aucenter.edu
17. * Johnson C Smith University, 100 Beatties Ford Road, Charlotte, NC 28216; Barbara Wilks; 704 378 1042; bwilks@jcsu.edu
18. * ITT Technical Institute, 2431 W Aviation Ave., North Charleston, SC 29406; Monika Dailey; 843 745 5700; mdailey@itt-tech.edu
19. * VCU School of Mass Communications, PO Box 842034, Richmond, VA 23284; 804 827 0253; Jeff South
20. * University of Miami, School of Communications, 5100 Brunson Drive, Coral Gables, FL 33146; Natalia Crujeiras; 305 284 6069; ncrujeiras@miami.edu

21. Columbia University Graduate School of Journalism, 2650 Broadway MC3800, New York, NY 10027; Julie Hartenstein
22. University of South Carolina, School of Journalism and Mass Communications, Columbia, SC 29202; Beverly Dominick; 803 777 3347; dominieb@GWM.SC.EDU
23. Clemson University, Michelin Career Center, 316 Hendrix Student Center, Clemson, SC 29434; David Sargent
24. North Greenville University, Dept of Mass Communications, PO Box 1892, Tigerville, SC 29688 (864) 977-7263; Prof Shuraji Gopal; shur@shur.us

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

25. Leadership Institute, Steven PJ Wood Building, 1101 North Highland Street, Arlington, VA 22201; Beverly Hallberg; 703 247 2000 x 321. www.conservativejobs.com
26. NAHJ, 100 National Press Building, S24, 14th Street NW, Washington, DC 20045; Virginia Galindo; 202 662 7145 www.nahj.ihispano.com
27. South Carolina Broadcasters Association, One Harbison Way, Suite 112, Columbia, SC 29212; Shani White; 803 732 1186
28. www.tvjobs.com, P O Box 4116, Oceanside, CA 92052; Mark Holloway; 800 374 0119; admin@tvjobs.com
29. Medialine, Box 51909, Pacific Grove, CA 93950; Mark Shilstone
30. Collective Talent, 1721 Richardson Place, Tampa, FL 33606
31. Craigslist, PO Box 225159, San Francisco, CA 94122
32. Lost Remote, www.lostremote.com
33. Media Recruiter, 20456 E Orchard Place, Centennial, CO 80016
34. TVandRadioJobs.com
35. Newsroomjobs.com
36. Society of Broadcast Engineers, Inc., 9247 North Meridian Street, Suite 305, Indianapolis, IN 46260; Scott Jones; 317 846 9000; kjones@sbe.org
37. Native American Journalists Association, University of Oklahoma, Gaylord College, 395 W. Lindsey Street, Norman, OK 73019; Rebecca Landsberry; RebeccaLandsberry@naja.com
38. Asian American Journalists Association, 1182 Market Street, Suite 320, San Francisco, CA 94102; Albert Lee; www.aaja.org
39. Spotsndots, 167 Oakdale Road, Johnson City, NY 13790; Dai Korba; 607 729 7295
40. Raycom Media Website www.raycommedia.com - www.live5news.com
41. Internal Job Posting /Current Employee
42. Raycom Employee Referral
43. Non Employee Referral
44. Unity Job Fair – Attended by News Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 2012 – December 2012

Describe Nature of Initiative:

Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Provided internship experience to one Trident Technical College student during the fall semester. Student received college credit for the internship and spent time in news learning how to shoot and edit video for new casts.

Names of Station Personnel involved in Initiative:

News Director & Chief Photographer

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

participation in four job fairs by station personnel who have substantial responsibility in making hiring decisions

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

August 1–4 2012: Unity 2012 Convention – Unity convention held August 1 – 4 at Mandalay Bay in Las Vegas. Students were provided education sessions, projects and networking opportunities. Unity 2012 also included a job fair for journalists and media professionals which included career coaching services. Participating employee: News Director

March 22, 2013: Participated in USC School of Journalism and Mass Communications Spring Career Fair. Over 200 students and professionals attended the career fair looking for employment and internship opportunities. Participating employees: HR Director & General Sales Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

Participation in at least four events sponsored by groups interested in broadcast employment issues (*e.g.*, career days, conventions, workshops)

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

January 29, 2013: WCSC employee participated as a guest lecturer in The College of Charleston Business Television Class. Discussed local television news and shared information on the WCSC internship program. There were approximately 25 students in attendance. Participating employee: Chief Meteorologist

February 5, 2013: Provided shadowing opportunity to Middle School Student as part of Ground Hog Job Shadow day. Participating employees: News Editor & Executive Producer

February 12, 2013: WCSC employee served as Panelist in The Bridge Builder Series: Faces of Black Professionals in Charleston. Event was a part of The African American Studies Program at the College of Charleston with the goal of providing students an opportunity to network with leading professionals while also being introduced to viable career options. Participating employee: Assistant News Director

March 1, 2013: Career Day at Windsor Hill. WCSC employees provided the students with information about positions in the broadcast industry. Discussed the different job opportunities and educational requirements for those positions. Participating employees: News Director & Morning Anchor

March 28, 2013: WCSC General Manager was guest presenter at Girl Power session of Military Magnet Academy. The program introduces students to career men and women, who will describe career paths, emphasize the importance of education and skills needed to excel in varied career fields. WCSC's General Manager discussed her own career path and provided information on the educational requirements for a career in broadcasting. Participating employee: General Manager

April 22, 2013: Provided opportunity to advance broadcasting students at Woodland High School. Provided tour of facility and provided students with information concerning educational requirements for certain positions and internship opportunities. Participating employee: HR Director

June 28, 2013: WCSC employee provided shadowing opportunity to student participating in Girls Inspired for Total Success Summer Bizcamp Experience. The camp provides opportunities to students through leadership, entrepreneurship and personal development skills to empower young girls to discover new career opportunities. Student learned about career in broadcast news by spending time with morning anchor. Participating Employee: Morning Anchor

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

Participation in four career events sponsored by educational institutions relating to career broadcast opportunities

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

August 2012 – July 2013: WCSC Chief Engineer served on Advisory Committee for ITT Technical Institute in Charleston, SC. As a committee member he provides feedback and information to the school's instructional program. Advisory board provides input for the knowledge and skills students should receive in order to pursue careers in specific fields and spends time conducting mock interviews for students to better prepare students as they begin the job search process. Participating employee: Chief Engineer

September 28, 2012: WCSC employee participated in The University of South Carolina's Annual Convergence & Society Conference. Program focused on business journalism and social media platforms. WCSC's Assistant News Director served as a panelist for "Changing your curriculum from silos to convergence." Participating employee: Assistant News Director

October 2012 – February 2013: WCSC employee served as member of Media Advisory Board for Claflin University's Department of Mass Communication. The board was established to promote the recognition, welfare and progress of education in the media at Claflin University. It included amongst other things assisting faculty with necessary guidance and support to train students to meet professional standards of the media industries, assist with the evaluation of the program effectiveness and make curriculum suggestions. Participating employee: Assistant News Director

February 9, 2013: Benedict College Hosted the South Carolina Association of Black Journalists "Getting Your First Job" Panel Discussion. Industry leaders participated to share secrets on how to land the perfect job. Participating employee: Assistant News Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): January – May 2013

Describe Nature of Initiative:

Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Provided internship experience to four students during the spring semester. Students came from College of Charleston, Trident Technical College and University of New York College – Courtland. All students received college credit for the internship and spent time in news, sports & production.

Names of Station Personnel involved in Initiative:

Sport Anchor/Reporter
Anchor
Sr Director
News Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): May 2013 – August 2013

Describe Nature of Initiative:

Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Provided internship experience to five students during the summer semester. Students came from University of South Carolina, College of Charleston, Trident Technical College, George Washington University & LSU. All students received college credit for the internship and spent time in news, sports, marketing, production & sales.

Names of Station Personnel involved in Initiative:

General Sales Manager
Local Sales Manager
Sports Anchor/Reporter
News Producer
Marketing Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 2012 – July 2013

Describe Nature of Initiative:

Listing upper-level openings in a job bank or newsletter of media trade groups with a broad-based membership, including substantial participation of women and minorities

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

During the reporting period, the station provided notice of all full-time vacancies to the Native American Journalist Association, the National Association of Hispanic Journalist and the Asian American Journalist Association, all of which include substantial participation by women or minorities.

Names of Station Personnel involved in Initiative:

HR Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2012 – July 31, 2013

Describe Nature of Initiative:

Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally (that is, that are not primarily directed to providing notification of specific job vacancies)

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WCSC announces on-air, on a periodic basis, that the station will send all open full-time position posting to any qualified agency upon request.

Names of Station Personnel involved in Initiative:

HR Director