

WCSC-TV, Charleston, SC
EEO PUBLIC FILE REPORT
(August 1, 2013 – July 31, 2014)

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>
General Sales Manager	1-21, 26-31, 35, 41- 43	[42]
News Producer	1-20, 26-31, 35, 41- 43	[35]
Reporter/Anchor (weekend)	1-20, 26-31, 35, 41- 43	[28]
Master Control Op (PT)	1-20, 26-31, 35, 41- 43	[42]
Reporter/MMJ	1-20, 26-31, 35, 41- 43	[28]
Producer/Assignment Editor	1-20, 26-31, 35, 41- 43	[28]
News Producer (x2)	1-20, 26-31, 35, 41- 43	[41] [42]
Sales Manager (x2)	1-21, 26-31, 34-35, 39-43	[41] [42]
Account Executive	1-20, 26-31, 34-35, 41-43	[34]
Meteorologist	1-20, 26-31, 35, 41-43	[41]
Reporter/MMJ	1-20, 26-31, 35, 41-43	[41]
News Producer	1-20, 26-31, 35, 41-43	[30]
News Photographer	1-20, 26-31, 35, 41-43	[41]
Weather Anchor/Reporter	1-20, 26-31, 35, 41-43	[28]
Marketing Producer (x2)	1-20, 26-31, 35, 40-43	[35] [35]
Digital Content Director	1-21, 26-32, 35, 41-43	[41]
Sales Assistant	1-20, 26-31, 35, 41-43	[42]
News Producer (x2)	1-20, 26-31, 35, 41-43	[14] [41]
Production Assistant (PT)	1-20, 26-31, 35, 41-43	[18] [12]
Reporter/MMJ	1-20, 26-31, 35, 41-43	[42]
Account Executive	1-20, 26-31, 34-35, 41-43	[34]
Account Executive	1-20, 25-31, 34-36, 39, 41-43	[43]
News Editor (PT) x 2	1-20, 26-31, 35, 41-43	[43] [42]
Marketing Director	1-20, 26-32, 35, 38, 41-43	[38]

Total Interviewees for all Full-Time Positions: 127

Supplemental Outreach Activities: Attachment B

WCSC

MASTER LIST OF RECRUITMENT SOURCES

August, 2013 - July 2014

Sources with an asterisk () denote organizations that requested notification of job vacancies

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
COMMUNITY SOURCES						
*1	Central Carolina Community College	Bill Freeman	1105 Kelly Drive, Sanford, NC 27330		(919) 775-5401	
*2	Charleston Chapter NAACP	Dot Scott	PO Box 20296, Charleston, SC 29413		(843) 805-8030	
*3	Clinton Junior College	Mrs Ingram	1029 Crawford Road, Rock Hill, SC 29730		(803) 327-7402	
*4	SC Department of Employment & Workforce (Trident One Stop)	Tia Heyward	1930 Hanahan Road, Suite 200, N. Charleston, SC 29406 theyward@dew.sc.gov	https://jobs.scworks.org/	(843) 874-1895	1
*5	Morris Brown AME	Helen Gilyard	13 Morris Street, Charleston, SC 29403		(843) 723-1961	
*6	Morris College	Ms Brown	100 West College Stree, Sumter, SC 29150 dwoodward@morris.edu		(803) 775-9371	
*7	Morris Street Baptist Church	Ms Bailey	25 Morris Street, Charleston, SC 29403		(843) 722-0420	
*8	North Carolina A&T State University	Ken Devanney	1601 East Market Street - Crosby Hall 314, Greensboro, NC 27411. Kpdevann@ncat.edu		(336) 285-2066	
*9	St Matthews Baptist Church	Pastor Brantley	2005 Reynolds Avenue, N. Charleston, SC 29405		(843) 744-4181	
*10	Spelman College/Morehouse College/Clark Atlanta University	Denise Holmes	PO Box 9527, Atlanta, GA 30314	http://aucenter.experience.com	(404) 270-6231	
*11	Howard University	Carol Dudley	525 Bryant Street NW #107, Washington, DC 20059. Cdudley@howard.edu		(202) 806-5806	
*12	College of Charleston	Linda Robinson	66 George Street, Charleston, SC 29424. robinson@cofc.edu		(843) 953-5692	2
*13	University of Miami	Nataku Crujeiras	School of Communications, 5100 Brunton Drive, Coral Gables, FL 33146. ncrujeiras@miami.edu		(305) 284-6069	
*14	University of South Carolina	Beverly Dominick	School of Journalism & Mass Communications, Columbia, SC 29202. dominick@gwm.sc.edu		(803) 777-3347	1
*15	Clafin College	Dr Donna Gough	400 Magnolia Street, Orangeburg, SC 29115. dgough@clafin.edu		(803) 535-5769	
*16	Benedict College	Karen Rutherford	1600 Harden Street, Columbia, SC 29204. rutherfordk@benedict.edu			
*17	Denmark Technical College	Tonya Otts	PO Box 327, Denmark, SC 29042. Ottst@denmarktech.edu		(803) 793-5100	

*18	Trident Technical College	Randy Grimes	PO Box 118067, North Charleston, SC 29423. Randy.grimes@tridenttech.edu	(843) 574-6739	2
*19	ITT Technical College	Monika Dailey	2431 W Aviation Avenue, North Charleston, SC 29406. mdailey@itt-tech.edu	(843) 745-5700	
*20	VCU School of Mass Comm	Jeff South	PO Box 842034, Richmond VA 23284, jcsouth@vcu.edu	(804) 827-0253	
21	Charleston Chamber	Parker Lee	4500 Leeds Ave, Suite 100, North Charleston SC 29405 www.charlestonchamber.net	(843) 805-3035	
22	Clemson University	David Sargent	Michelin Career Center, 316 Hendrix Student Center, Clemson, SC 29434, Recruit-L@clemson.edu		
23	Dept of Mass Communications, North Greenville University	Prof Shuraji Gopal	PO Box 1892, Tigerville, SC 29688, Shur@shur.us	(864) 977-7263	
24	The Art Institute	Lydia Rexroth	The Art Institute of Charleston, 24 North Market Street, Charleston, SC 29401 http://new.artinstitutes.edu/charleston	(843) 727-3500	
25	Columbia University Graduate School of Journalism	Julie Hartenstein	2650 Broadway NC3800, New York, NY 10027. jhs48@columbia.edu	(212) 854-9198	
ADDITIONAL SOURCES					
26	Leadership Institute (Conservative Jobs)	Beverly Hallberg	1101 North Highland Street, Arlington, VA 22201, Bhallberg@limal.us	(703) 247-2000	
27	NAHJ	Virginia Galindo	100 National Press Building S 24, 14th Street NW, Washington, DC 20045, www.nahjcareercenter.com/recruiters	(202) 662-7145	
28	www.tvjobs.com	Mark Holloway	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	16
29	AAJA	Albert Lee	1182 Market Street, ste 320, San Francisco, CA 94102	(415) 346-2051	
30	SC Broadcasters Association	Shani White	One Harbison Way, Suite 112, Columbia, SC 29212	(803) 732-1186	1
31	NAJA	Debra Valentino	University of Oklahoma, Gaylord College, 395 W Lindsey St, Norman, OK 73019, dvalentino@naja.com	(405) 325-9008	
32	602 Communications	Sandy Lizik	6839 Charter Hills Road, Charlotte, NC 28277. Sizik602@gmail.com	(602) 954-8373	4
33	Medialine	Mark Shilstone	Box 51909, Pacific Grove, CA 93950. Mark@medialine.com	(800) 237-8073	
34	Spots N Dots	Dia Korba	167 Oakdale Road, Johnson City, NY 13790. ads@spotsndots.com	(607) 729-7295	12
35	Live 5/ Raycom Media Careers Page		www.raycommedia.com/www.live5news.com		31
36	Craigslit		www.craigslit.com		
37	Lost Remote		www.lostremote.com		
38	Zia Recruiter		www.ziprecruiter.com	(877) 252-1062	
39	TVandRadioJobs.com		www.tvandradijobs.com		
40	Linked In		www.linkedin.com		2

41	Current Raycom Employee							25
42	Current Raycom Employee Referral							19
43	Word of Mouth							11
	Total							127

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):

March 7 – 9, 2014 – Participated in NABJ Region III Conference. WCSC's General Manager was on two roundtable/panel discussions concerning "Diversity in the Media" and "The bottom line: the cost of diversity". Participating station personnel – General Manager

May 22, 2014 – Participated in Windsor Hill Arts Infused Elementary Career Day. Participating station personnel – Morning Anchor & Morning Reporter

May 23, 2014 – Participated in North Charleston Elementary Career Day. Participating station personnel – Anchor/Reporter

August 16, 2013 - Provided job shadowing opportunity to High School Student as part of Senior Portfolio Project. Participating station personnel – Production Specialist

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

- ✓ Participation in at least 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):

November 6, 2013 – Participated in College of Charleston Internship & Career Fair. Met with numerous students to discuss internship opportunities and entry level job opportunities. Participating station personnel – HR Director

March 21, 2014 – Participate in USC School of Journalism and Mass Communications Spring Career Fair Met with numerous students to discuss internship and job opportunities at WCSC. Participating station personnel – HR Director & News Director

April 10, 2014 – Participated in SC Broadcasters Associations 14th Annual Collegiate Job Fair. Met with numerous students to discuss job opportunities at WCSC. Participating station personnel – Local Sales Manager.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

- ✓ participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;

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

May 9, 2014 - Met with Media Arts Chair of the Arts Institute as a member of the Professional Advisory Committee (PAC) to discuss opportunities for students, professional needs, current industry trends, recruitment & internships. Participating station personnel – HR Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

- ✓ establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;

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

March 2014 – March 2015 – Provided a year-long “Newsroom Leadership” training opportunity to existing employee to leadership and management skills to develop skills necessary to qualify for management opportunities. Participating station personnel – News Producer

April 10 & 11, 2014 - Provided leadership training “Newsroom Leadership Boot camp” to existing employee to develop skills necessary for future management opportunities. Participating station personnel – Executive Producer

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

- ✓ Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

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

September 2013 - Provided Federal Law Update on Unlawful Discrimination training session on how to spot and respond to unlawful discrimination and harassment. Participating station personnel - HR Director, News Director, GM, GSM, Chief Engineer, Assistant Chief Engineer, Master Control Supervisor, Marketing Director, Local Sales Manager, Traffic Manager, Director of Digital Marketing, Assistant News Director, Executive Producer, Sr Director, Chief Photographer, Operations/Assignment Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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):

August 2013 – July 2014 - 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 & the Asian American Journalist Association, all of which include substantial participation by women or minorities. Participating station personnel – HR Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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):

August 2013 – July 2014 - 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. Participating station personnel – HR Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Describe Nature of Initiative:

- ✓ Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

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

January – May 2104 - Provided internship experience to two College of Charleston interns for the spring semester. Students received college credit for the internship and spent time in news learning how to create content for local news (online and on air). Participating station personnel – Executive News producer, Web Producers, Producers.

May – August 2014 - Provided internship experience to three students (North Greenville University, South Carolina State University & Trident Technical College) for the summer semester. Students received college credit for the internship and spent time in news learning how to create content for local news (online and on air). Participating station personnel – Assistant News Director, Executive News Producer, Producers, Production Specialists.