

# WCSC-TV

## EEO PUBLIC FILE REPORT

August 1, 2014 - July 31, 2015

### I. VACANCY LIST

See **Master Recruitment Source List** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
PT News Content Spec/PA	1-17, 19-21, 34-39, 43, 52-53	16
Account Executive	1-17, 19-22, 34-39,42-43, 52-53	54
Marketing Producer	1-17, 19-22, 25-26, 32, 34-40, 43, 48-49, 52-53	53
PT News Content Spec/Editor	1-17, 19-21, 23, 25, 28-29,32,34-39, 43, 52- 53	4
Traffic Anchor/Reporter	1-17, 19-21, 32, 34-39, 43, 52-53	36
News Photographer	1-17, 19-21, 25, 32, 34-39,43, 52-53	54
Digital Sales Manager	1-17, 19-21, 34-39, 43, 48, 52-53	54
Reporter/MMJ (x3)	1-19, 27-32, 35-39, 43, 52-53	36, 43, 43
Sales Specialist/Assistant (x2)	1-19, 27-32, 35-39,43, 52-53	43 &12
PT News Content/PA (x2)	1-19, 27-32, 35-39, 43, 52-53	54 & 43
Marketing Producer (x2)	1-19, 24-33, 35-40, 43, 49, 52-53	55 & 53
PT Digital Content Producer	1-19, 27-32, 35-39, 43, 52-53	16
PT News Content Spec/PA	1-19, 25, 27-32, 35-39, 43, 52-53	16
Sr Digital Sales Specialist	1-19, 22, 27-32, 35-39, 42-43, 48, 52-53	54
Account Executive (x2)	1-19, 27-32, 35-39, 42-43, 48, 52-53	43, 54
Motion Graphics Designer	1-20, 22-33, 35-40, 43, 48-49, 51-53	38
Reporter/MMJ	1-18, 27-32,35-39, 43, 52-53	55
Director/Technical Director	1-18, 27-32, 35-39, 43, 52-53	53
PT News Content Spec/PA (x3)	1-18, 27-32, 35-39, 43-44, 52-53	16, 16, 54
Weather Anchor/Reporter	1-18, 27-32, 35-39, 43, 52	36

## WCSC

**MASTER LIST OF RECRUITMENT SOURCES**

August, 2014 - July 2015

*\*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>
<b>COMMUNITY SOURCES</b>						
*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	<a href="https://jobs.seworks.org/">https://jobs.seworks.org/</a>	(843) 874-1895	2
*5	Morris Brown AME	Helen Gilyard	13 Morris Street, Charleston, SC 29403		(843) 723-1961	
*6	Morris College	Ms Woodward	100 West College Street, 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	Howard University	Carol Dudley	525 Bryant Street NW #107, Washington, DC 20059. Cdudley@howard.edu		(202) 806-5606	
*11	College of Charleston	Linda Robinson	66 George Street, Charleston, SC 29424. robinsonl@cofc.edu		(843) 953-5692	
*12	University of South Carolina	Beverly Dominick	School of Journalism & Mass Communications, Columbia, SC 29202. dominick@gwm.sc.edu		(803) 777-3347	1
*13	Clafin College	Dr. Donna Gough	400 Magnolia Street, Orangeburg, SC 29115. dgough@clafin.edu		(803) 535-5769	
*14	Benedict College	Karen Rutherford	1600 Harden Street, Columbia, SC 29204. rutherfordk@benedict.edu			
*15	Denmark Technical College	Tonya Otts	PO Box 327, Denmark, SC 29042. Otts@denmarktech.edu		(803) 793-5100	
*16	Trident Technical College	Randy Grimes	PO Box 118067, North Charleston, SC 29423. Randy.grimes@tridenttech.edu		(843) 574-6739	8

*17	VCU School of Mass Comm	Jeff South	PO Box 842034, Richmond VA 23284. jcsouth@vcu.edu	(804) 827-0253	
18	Grace Foundation	Portland Grays	1903 Chana Street, Johns Island, SC 29455.	(843) 530-2024	
19	Spelman College/Morehouse College/Clark Atlanta University	Denise Holmes	PO Box 9527, Atlanta, GA 30314	(404) 270-6231	http://aucenter.experience.com
20	ITT Technical College	Monika Dalley	2431 W Aviation Avenue, North Charleston, SC 29406. mdalley@itt-tech.edu	(843) 745-5700	
21	University of Miami	Natakué Crujeiras	School of Communications, 5100 Brunson Drive, Coral Gables, FL 33146. ncrujeiras@miami.edu	(305) 284-6069	
22	Charleston Chamber	Parker Lee	4500 Leeds Ave, Suite 100, North Charleston SC 29405	(843) 805-3035	www.charlestonchamber.net
23	Clemson University	David Sargent	Michelin Career Center, 316 Hendrix Student Center, Clemson, SC 29434. Recruit-L@clemson.edu		
24	Dept of Mass Communications, North Greenville University	Prof Shuraji Gopal	PO Box 1892, Tigerville, SC 29688. Shur@shur.us	(864) 977-7263	
25	The Art Institute	Lydia Rexroth	The Art Institute of Charleston, 24 North Market Street, Charleston, SC 29401	(843) 727-3500	http://new.artinstitutes.edu/charleston
26	Columbia University Graduate School of Journalism	Julie Hartenstein	2650 Broadway NC3800, New York, NY 10027. jh548@columbia.edu	(212) 854-9198	
27	SC State University	Joseph Thomas	Post Office Box 7068, 300 College Street, Orangeburg, SC 29117. jthoma21@scsu.edu		http://www.scsu.edu/currentstudents/careercenter/postajob.aspx
28	Charleston Southern University	Daniel Fultz	9200 University Boulevard, North Charleston SC 29406	(843) 863-7026	www.csuniv.edu
29	Charleston Trident Urban League	Maggie Bresnihan	P.O. Box 20249, Charleston SC 29249. maggie.bresnihan@ctul.org	(843) 769-8173	
30	Newberry College	Jodie Peeler	2100 College St, Newberry, SC 29108 jodie.peeler@newberry.edu		
31	Francis Marion University	Tim Hanson	4822 E Palmetto St, Florence SC 29506. thanson@fmarion.edu	(843) 661-1560	
32	Winthrop University	Mark Nortz	Winthrop University Rock Hill, SC 29733 nortzm@winthrop.edu		
33	Savannah College of Art & Design	Career & Alumni Services	Bradley Hall, 115 E York St, Savannah, GA 31401	(912) 525-4653	1 www.scad.edu
<b>ADDITIONAL SOURCES</b>					
34	Leadership Institute (Conservative Jobs)	Beverly Hallberg	1101 North Highland Street, Arlington, VA 22201. Bhallberg@lmail.us	(703) 247-2000	www.conservativejobs.com
35	NAHJ	Virginia Galindo	100 National Press Building S 24, 14th Street NW, Washington, DC 20045.	(202) 662-7145	www.nahjcareercenter.com/recruiters
36	www.tvjobs.com	Mark Holloway	PO Box 4116, Oceanside, CA 92052	(800) 374-0119	www.tvjobs.com
37	AAJA	Albert Lee	1182 Market Street, Suite 320, San Francisco, CA 94102	(415) 346-2051	www.aja.org
38	SC Broadcasters Association	Shami White	One Harbison Way, Suite 112, Columbia, SC 29212	(803) 732-1186	www.scbba.net

39	NAJA	University of Oklahoma, Gaylord College, 395 W Lindsey St, Norman, OK 73019, dvalentino@naja.com	Debra Valentino	dvalentino@naja.com	(405) 325-9008	
40	602 Communications	6839 Charter Hills Road, Charlotte, NC 28277, Slizik602@gmail.com	Sandy Lizik	www.602communications.com	(602) 954-8373	2
41	Medialine	Box 51909, Pacific Grove, CA 93950, Mark@medialine.com	Mark Shiistone	www.medialine.com	(800) 237-8073	
42	Spots N Dots	167 Oakdale Road, Johnson City, NY 13790, ads@spotndots.com	Dia Korba	www.spotndots.com	(607) 729-7295	2
43	Live 5/ Raycom Media Careers Page			www.raycommedia.com/www.live5news.com		33
44	Craigslis			www.craigslis.com		1
47	TVandRadioJobs.com			www.tvandradiojobs.com		
48	Linked In			www.linkedin.com		12
49	Welle Dunne! Blog	Phoenix, AZ	Kate Bacon		(602) 288-9043	
50	NABJ	100 Knight Hall, Suite 3100, College Park MD 20742	Career Services	www.nabj.org	(301) 405-0248	
51	indeed.com			www.indeed.com	1-800-462-5842	1
52	TVB_ORG			www.tvb.org		
53	Current Raycom Employee/Internal Job Posting	2126 Charlie Hall Blvd, Charleston, SC 29414	Kelly Ennis		(843) 402-5555	10
54	Current Raycom Employee Referral					16
55	Word of mouth OR non employee referral					8
56	Generic Internet Referral (websites that copy our job postings)					5
	<b>Total</b>					<b>116</b>

## 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):

**October 22, 2014** - Participated in College of Charleston Internship Fair. Met with numerous students to discuss internships & entry level job opportunities. Participating employee: HR Director

**January 27, 2015** - Participated in The Art Institutes Career Fair. Met with numerous students to discuss internships & entry level job opportunities. Participating employee: HR Director

**March, 20, 2015** - Participated in USC's School of Journalism & Mass Comm Spring Career Fair. Met with numerous students to discuss job opportunities & internships (for those applicable) at WCSC. Collected resumes from graduating students seeking career opportunities: Participating employees: HR Director & Executive Producer

**April 8, 2015** - Participated in South Carolina's Broadcast Associations Job Fair. Met with numerous students to discuss internships & entry level job opportunities. Participating employee: HR Director

## 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):

**January 21, 2015** – Provided tour of station to a group of North Charleston High School students interested in broadcast journalism. Provided educational requirements for entry level broadcast jobs & information on the WCSC internship program. Participating employees: HR Director & AM Meteorologist.

**January 21, 2015** – Participated in Northwood Academy Career Day. Participating employees: Video Editor & Chief Photographer.

**February 26, 2015** – Provided job shadow opportunity to Ashley Ridge High School student as a part of Ground Hog Job Shadow day. Participating employee: Anchor/Reporter

**March 4, 2015** – Provided job shadow opportunity to James Island Charter High School student as a part of Ground Hog Job Shadow day. Participating employee: Video Editor

**March 5, 2015** – Provided tour of station to a group of Art Institute students interested in broadcast journalism. A dozen students received a tour of the facility and were provided educational requirements for entry level broadcast jobs & information on the WCSC internship program. Participating employees: HR Director

**March 13, 2015** – Provided job shadow opportunity to Coastal Carolina student as a part of Ground Hog Job Shadow day. Participating employee: Anchor/Reporter

**March 19, 2015** – Provided job shadow opportunity to Ashley Ridge High School student as a part of Ground Hog Job Shadow day. Participating employee: Anchor/Reporter

**May 6, 2015** - WCSC's Director of Technology served on ITT Technical Institute's Program Advisory Committee. The program advisory committee allows organizations to offer professional expertise to assist in assessing and updating curricula.

**June 8, 2015** - Provided tour of station to a group of Trident Technical College students interested in broadcast journalism. Approximately 10 students received a tour of the facility and were provided educational requirements for entry level broadcast jobs & information on the WCSC internship program. Participating employees: 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 employecc. Participating in leadership and management training to develop skills necessary to qualify for future management opportunities. Participating station personnel – News Producer

**October 2014 – June 2015** – Provided leadership training to existing employee to develop skills necessary for future management opportunities. Participating station personnel – Promotion Manager

**September 8 – 12, 2014** - Sent Engineer to Engineering Academy Training at Alabama Broadcasters Association. Training resulted in receiving certification as broadcast technologist from Society of Broadcast Engineers. Participating station personnel – Engineer

**September 12 – 14, 2014** - Sent reporter/MMJ to participate in Poynter TV Power Reporting Academy. Participating station personnel – Reporter/MMJ

## 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 2014 – July 2015** - 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 & Charleston Chapter of NAACP 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 2014 – July 2015** - 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 2015** - Provided internship experience to two Trident Technical College 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 & Chief Photographer.

**May – August 2015** - Provided internship experience to five students (USC, UGA, Johnson C Smith & College of Charleston) for the summer semester. Students received college credit for the internship and spent time in news & marketing learning how to create content for local news (online and on air). Participating station personnel – Executive News Producer, Sports Anchor/Reporter, Marketing Director & Anchor/Reporter.