

WIS Television
WIS License Subsidiary, LLC d/b/a WIS-TV
EEO PUBLIC FILE REPORT
(August 1, 2015 – July 31, 2016)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person, telephone numbers, e-mail addresses and websites of each as appropriate. Sources with an asterisk (*) denote organizations that have requested notification of full-time vacancies.

| | <u>I. VACANCY LIST</u> | |
|---------------------------|--|---------------------------|
| Job Title | Recruitment Sources (RS) Used to Fill Vacancy | RS Referring Hiree |
| Sales Manager | #1-19; 23, 28, 52, 72, 83 | #80 |
| Social Media Manager | #1-73 | #79 |
| Photographer | #9; 19; 89 | #9 |
| MMJ | #1-4; 6-73; | #79 |
| Digital Sales Coordinator | #1-5;8-10;14-22;24-37;39-50;52-73;75;77-78;79;80;81 | #90 |
| Local Sales Assistant | #1; 3; 5; 8-22; 24-37; 39-50; 52-57; 59-69; 71-73 | #80 |
| Digital Content Producer | #9; 19 | #19 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #19 |
| Producer | #9 | #9 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #88 |
| Chief Meteorologist | #1;3;8-10;14-15;17-22;24-37;39-50;52-69;71-73 | #9 |
| BIT Engineer | #1-6;8-10;13-50;52-69;71-73;92 | #9 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #80 |
| Digital Marketing Manager | #1-35; 37; 39-74 | #93 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #9 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #88 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #80 |
| News Content Specialist | #1; 3;5;8-10;14-15;17-22;24-37;39-50;52-73 | #91 |
| City Weekend Producer | #1-35; 37; 39-74 | #13 |

Total Interviewees for all Full-Time Positions:

106 Interviewees

Number of Interviewees from Referrals Sources Used:

| | | | |
|-------------------------|---------------|-----------------------|---------------|
| #9 Raycom Media Website | 24 interviews | #96 Careerpage.org | 1 interview |
| #13 SCBA | 3 interviews | #29 Clafin University | 1 interview |
| #16 TVJobs.com | 1 interview | #95 WIS Facebook Page | 1 interview |
| #19 WISTV.com | 22 interviews | #79 Word of Mouth | 7 interviews |
| #75 Previous Intern | 3 interviews | #80 Employee Referral | 14 interviews |
| #76 Internal Candidate | 8 interviews | #85 Career Builder | 1 interview |
| #94 Indeed.com | 2 interviews | #86 LinkedIn | 2 interviews |
| #89 Simplyhired.com | 6 interviews | #90 SC works | 2 interviews |
| #92 SBE Website | 1 interview | #78 SCBA Job Fair | 1 interview |
| #93 Job Board | 1 interview | #97 Journalismjob.com | 1 interview |
| #91 Glassdoor.com | 3 interviews | #98 Staffmeup.com | 1 interview |

Supplemental Outreach Activities: See Attachment B

Attachment A

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MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies)***

SOURCES: (including name, address, contact person, telephone number, e-mail address and website)

| <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 | American Broadcast Talent | | americantalent@juno.com | - | | |
| 2 | Asian American Journalists Association (AAJA) | | | http://jobs.ajaa.org | | |
| 3 | Collective Talent | Michael Bille | bille@michaelsmedia.com | | | |
| 4 | Media Line | | | medialine.com | | |
| 5 | Media Match | | | media-match.com | | |
| 6 | Midlands Technical College | | PO Box 2408, Columbia, SC 29202 | www.midlandstech.edu | 803-738-7820 | |
| 7 | National Association of Hispanic Journalists (NAHJ) | | | http://nahj.ihispano.com | | |
| 8 | Native American Journalists Association | | Rebecca Landsberry- rebeccalandsberry@naja.com ; Debra Valentino- dvalentino@naja.com | | | |
| 9 | Raycom Media | | RSA Tower, 20th Floor, 201 Monroe Street Montgomery, AL 35104 | raycommmedia.com | 334-206-1555 | 24 |
| 10 | SC Black Media | | scbnews@aol.com | | 803-799-5252 | |
| 11 | Scripps College of Communication, Ohio Univeristy | Holly Jacobs | RTVC 484 Athens, OH 45701-2979; stewartl@ohio.edu | - | 740-593-0459 | |
| 12 | South Asian Journalists Association | | saja@columbia.edu | | 212-854-5979 | |
| 13 | South Carolina Broadcasting Association | Shani White | 1 Harbison Way, Columbia, SC 29212 | SCBA.net | 803-732-1186 | 3 |
| 14 | South University | Nicole Williams | lnwilliams@southunivresity.com | | | |
| 15 | Talent Dynamics | JJ Davis | davis@talentdynamics.com | | 214-640-3121 | |
| 16 | TV Jobs | | | www.tvjobs.com | 760-754-8177 | 1 |
| 17 | University of South Carolina | Walt Hanclosky/Allison Sturdivant | Dept of Media Arts, Columbia, SC 29208; whanclosky@sc.edu ; sturdia@mailbox.sc.edu | | 803-777-5060 | |
| 18 | Winthrop College | Haney Howell | 219 Johnson Hall, Rock Hill, SC 29733; howellh@winthrop.edu | www.winthrop.edu | 803-323-4534 | |
| 19 | WIS Television | Andrea Nickols | 1111 Bull Street Columbia, SC 29201; anickols@wistv.com | www.wistv.com | 803-799-1010 | 22 |
| ADDITIONAL SOURCES | | | | | | |
| 20 | Airport Campus/Midlands Tech | Mr. Hart Hayden | PO Box 2408, Columbia, SC 29202 | | | |
| 21 | Albany State University | | Career Placement Office 504 College Drive, Albany, GA 31705 | | | |
| 22 | Allen University | | Career Placement Office, 1530 Harden Street, Columbia, SC 29204 | | | |
| 23 | Association of Women in Communication | | 1717 E. Republic Road, Suite A Springfield, MO 65804 | | | |
| 24 | Art Institute of Atlanta | Ms. Lisa Ladd | 6600 Peachtree Dunwoody Rd, 100 Emb Row, Atlanta, GA 30328 | | | |
| 25 | Barber-Scotia College | | Career Placement Office, 145 Cabarrus Avenue, Concord, NC 28025 | | | |
| 26 | Benedict College | Ms. Karen Rutherford | 1600 Harden Street, Columbia, SC 29204 | | | |
| 27 | Bennett College | | Career Placement Office, 900 E. Washington St, Greensboro, NC 27401 | | | |
| 28 | CCNMA | | USC Annenberg School of Journalism, 3502 Watts Way, Los Angeles, CA 90089-0054 | ccnmainfo@ccnma.org | | |
| 29 | Clafin University | | Career Placement Office, 400 Magnolia Street, Orangeburg, SC 29115 | | | 1 |
| 30 | Clark Atlanta University | | Career Placement Office, 223 James P. Brawley, Atlanta, GA 30314 | | | |

| | | | | |
|----|---|--|--|--|
| 31 | Clinton Jr. College | | Career Placement Office, 1029 Crawford Road, Rock Hill, SC 29730 | |
| 32 | Coker College | Darlene Small | dsmall@coker.edu | www.coker.edu |
| 33 | Columbia Branch NAACP | Mr. Lonnie Randolph | PO Box 11324, Columbia, SC 29211 | |
| 34 | Columbia College Placement Director | | Career Center, 1301 Columbia College Drive, Columbia, SC 29203 | columbiasc.edu |
| 35 | Columbia Urban League | Mr. J.T. McLawhorn | PO Box 50125, Columbia, SC 29250 | |
| 36 | Community Relations Council | Ms. Dot Wilson | PO Box 1360, Columbia, SC 29202 | |
| 37 | Denmark Technical College | | Career Placement Center, 500 Solomon Blatt Avenue, Denmark, SC 29042 | |
| 38 | Dept of Army, Fort Jackson | | ACS 5450 Strom Thurmond Blvd, #120, Columbia, SC 29207 | |
| 39 | Eau Claire Community Council | Christie Savage | 830 Wildwood Avenue Columbia, SC 29203 | |
| 40 | Elizabeth City State University | | Career Placement Office, 1704 Weeksville Road, Elizabeth City, NC 27909 | |
| 41 | Employment Resource Ctr | | 20 MSS/DPF, 524 Stuart Avenue, Shaw AFB, SC 29152 | |
| 42 | Fayetteville State University | | Career Placement Office, 1200 Murchinson Road, Fayetteville, NC 28301 | |
| 43 | Florida A&M University | Dr. James Hawkins, Dir, Div of Journalism | Tallahassee, FL 32307 | |
| 44 | Fort Valley State University | | Career Placement Office, 1005 State University Drive, Ft. Valley, GA 31030 | |
| 45 | Francis Marion University | | Career Placement Office, PO Box 100547, Florence, SC 29501 | |
| 46 | Interdenominational Theological Center – Career Placement | | 700 Martin Luther King Jr. Dr., Atlanta, GA 30314 | |
| 47 | Johnson C. Smith University | | Career Placement Office, 100-152 Beattie Ford Rd, Charlotte, NC 28216 | |
| 48 | Livingstone College | | Career Placement Office, 701 W. Monroe Street, Salisbury, NC 28144 | |
| 49 | Morehouse College | | Career Placement Office, 830 Westview Dr SW, Atlanta, GA 30314 | |
| 50 | Morris Brown College | | Career Placement Center, 643 Martin Luther King Jr NW, Atlanta, GA 30314 | |
| 51 | Morris College | | Career Planning, 100 W. College Street, Sumter, SC 29150 | |
| 52 | National Association of Black College Broadcasters | Job Bulletin | P. O. Box 3191 Atlanta, GA 30302 | |
| 53 | Nat Assn. of Black Journalists | Must now pay for ads | University of Maryland, 1100 Knight Road, Suite 3100, College Park, MD 20742 | |
| 54 | National Association of Broadcasters | | 1771 N Street, NW, Washington DC 20036 | |
| 55 | National Urban League | | Black Executive Exchange, 120 Wall St, Fl 7, New York, NY 10005 | |
| 56 | Newberry College | Travis Ballenger | 1200 College St. Newberry, SC 29108 | newberry.edu |
| 57 | North Carolina Central University | | Career Placement Office, 1801 Fayetteville St, Durham, NC 27707 | |
| 58 | Northeastern University | | Job Placement, 360 Huntington Ave, Boston, MA 02115 | |
| 59 | Northeastern University | | School of Journalism, 102 Lake Hall, Boston, MA 02115 | |
| 60 | Opportunities in Public Affairs | | 5714 Kingswood Road, Bethesda, MD 20814 | |
| 61 | Paine College | | Career Placement Center, 1235 15 th Street, Augusta, GA 30901 | |
| 62 | Savannah State University | | Career Placement Office, State College Branch, Savannah, GA 31404 | |
| 63 | SC State University | | Career Service Center, 300 College St NE, Orangeburg, SC 29117 | |
| 64 | SCETV Network | | Personnel Director, 1101 George Rogers Blvd, Columbia, SC 29211 | |
| 65 | School of Journalism | Ms. Billie Nagelschmidt | UNC, Chapel Hill Box 3365, Chapel Hill, NC 27599 | |
| 66 | Shaw University | | Career Placement Office, 118 E. South St, Raleigh, NC 27601 | |
| 67 | Spelman College | | Career Placement Office, 350 Spelman Lane SW, Atlanta, GA 30314 | |
| 68 | St Augustine's College | | Career Placement Office, 1315 Oakwood Avenue, Raleigh, NC 27610 | |
| 69 | State Conference NAACP | | Attn: Job Postings, PO Box 1148, Columbia, SC 29202 | |
| 70 | United Negro College Fund | | Career Planning/Placement, 120 Wall St Fl 10, New York, NY 10005 | |
| 71 | University of NC at Pembroke | Ms. Debbie Jacobs | Career Service Center, PO Box 1510, Pembroke, NC 28372 | |

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|----|---|---|---|---|--|----|
| 72 | USC School of Journalism | Dir of Career Advisement, Mr. Tim Burgess | 3502 Watt Way, Los Angeles, CA 90089 | | | |
| 73 | Voorhees College | | Career Placement Office, PO Box 678, Denmark, SC 29042 | | | |
| 74 | Winston-Salem State University | | Career Placement Office, 601 Martin Luther King Jr. Drive, Winston-Salem, NC 27110 | | | |
| 75 | Previous Intern with WIS | | | | | 3 |
| 76 | Internal Candidate – WIS employee, Raycom employee | | | | | 8 |
| 77 | Previous Employee – WIS | | | | | |
| 78 | WIS Job Fairs | | | | | 1 |
| 79 | Word of Mouth | | | | | 7 |
| 80 | Employee Referral | | | | | 14 |
| 81 | Cold Call | | | | | |
| 82 | TVNewsCheck | Phil Kirk | pkirk@newscheckmedia.com | www.tvnewscheck.com | | |
| 83 | Spots N Dots | | ads@spotsndots.com | | | |
| 84 | Rick Gevers Newsletter | | Rickgevers.com | | | |
| 85 | Careerbuilder | | Careerbuilder.com | | | 1 |
| 86 | LinkedIn | | LinkedIn.com | | | 2 |
| 87 | Station Index | | Stationindex.com | | | |
| 88 | News Blues | | Newsblues.com | | | |
| 89 | Simply Hired | | Simplyhired.com | | | 6 |
| 90 | SC Works | | | https://jobs.scworks.org/ | | 2 |
| 91 | Glass Door | | Glassdoor.com | | | 3 |
| 92 | Society of Broadcast Engineers | | Sbe.org | | | 1 |
| 93 | Job Board | | | | | 1 |
| 94 | | | Indeed.com | | | 2 |
| 95 | WIS Facebook Page | | Facebook.com/wis10 | | | 1 |
| 96 | Careerpage.org | | Careerpage.org | | | 1 |
| 97 | Journalismjobs.com | | Journalismjobs.com | | | 1 |
| 98 | Staffmeup.com | | Staffmeup.com | | | 1 |

Attachment B

**WIS Television
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EEO PUBLIC FILE REPORT
(August 1, 2015 – July 31, 2016)**

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2015 - July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Full-time job postings on minority websites.

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

All job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

National Association for the Advancement of Colored People (NAACP)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)
Native American Journalists Association (NAJA)

Names of Station Personnel involved in Initiative:

Andrea Nickols, Executive Assistant and Personnel Coordinator

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Student Internship Program

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

WIS Television offers internships to college students as a way to assess jobs and job readiness. These internships are granted to junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and universities throughout the U.S. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student receives credit hours and a letter grade. Students are assigned to work with specific News, Sales and Production department staffers. There were a total of **four (4)** interns during the reporting period.

Content – 4 interns

Names of Station Personnel involved in Initiative:

James Parham, Producer
Russ Congdon, News Operations Manager
Randy Johnson, Assignment Desk Manager
Bryan Queen, News Director (through March 24, 2016)
Denetra Walker, Assistant News Director (through January 13, 2016)
Mark Little, News Director (as of May 25, 2016)
Brad Hyatt, Assistant News Director (as of June 6, 2016)
Andrea Nickols, Executive Assistant and Personnel Coordinator

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Speakers Bureau

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

WIS supplies speakers for events sponsored by civic and community organizations and schools. Each time staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event. **There was a total of one hundred and forty-two (142) speaking engagements.**

Names of Station Personnel involved in Initiative:

Lyle Schulze, VP & General Manager
Mary King, Anchor
Judi Gatson, Anchor
Dawndy Mercer Plank, Anchor
Jack Kuenzie, Senior Reporter
LaDonna Beeker
Princess Harrell, Producer
Kavin Campbell, Graphic Artist
Jim Hays, Marketing Director
Bryan Queen, Former News Director
WIS Staff (State Fair)

WIS Television
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EEO PUBLIC FILE REPORT
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Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Job Shadowing

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

Job shadowing is open to high school and college students who wish to spend a day in television in order to observe the day-to-day operations. There were a total of **eleven (11)** students job shadowing during this reporting period.

Names of Station Personnel involved in Initiative:

Andrea Nickols- Executive Assistant and Personnel Coordinator
Mary King, Anchor
Dawndy Mercer-Plank, Anchor
Princess Harrell, Producer
Amber Grant, Account Executive
William Howard, Engineer
Chris Claypool, Account Executive
Kavin Campbell, Graphic Artist
Chad Mills, Reporter

WIS Television
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EEO PUBLIC FILE REPORT
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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Job Fairs

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

Job Fairs are an opportunity for the WIS Department Managers to introduce themselves to students to discuss employment trends, outlooks and various types of employment opportunities the station provides. WIS Television has sponsored and/or **attended three (3) job fairs** during this reporting period.

- April 6, 2016 - Collegiate Job Fair – South Carolina Broadcasters Association- (National Guard Armory, Columbia)
- April 13, 2016 – Spring 2016 Career Fair – Francis Marion University
- April 16, 2016 – 2016 Capitol City Career Expo – Dreher High School Gymnasium

Names of Station Personnel involved in Initiative:

Andrea Nickols, Executive Assistant and Personnel Coordinator
Jim Hays, Marketing Director
Jason Old, Director of Digital Media

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EEO PUBLIC FILE REPORT
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Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Scholarship Program (R. Shafto Fellowship Fund)

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

A scholarship program (R. Shafto Fellowship Fund) directed at students desiring to pursue a career in broadcasting at University of South Carolina. In conjunction with the USC Journalism School, WIS Television reviews the candidates from the broadcast faculty nominees and gives consideration and recommendations to the Dean.

Names of Station Personnel involved in Initiative:

Andrea Nickols, Executive Assistant and Personnel Coordinator
Mark Little, News Director
Brad Hyatt, Asst. News Director
James Parham, Producer
Lyle Schulze, Vice President and General Manager

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EEO PUBLIC FILE REPORT
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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2015 – July 31, 2016 (Ongoing)

Describe Nature of Initiative:

Training

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

Training is ongoing, including out of station classes, seminars and in-house coaching. Training included:

- Live Truck Safety Training
- Live shot training
- ENG Lighting Techniques, Creative Use of Audio, Story Sequencing
- Story Teller Training
- Web/Social Media Training
- Research Training
- Research Director Training
- Corporate Research Webinar
- STAR Management Training
- Digital Metrics Training
- News Director Conference
- IRE Training
- NAB Automotive Webinar
- Active Shooter Training
- Sales Training

Names of Station Personnel involved in Initiative:

All WIS Television personnel.