

WGTR, WLQB, WRXZ, WWXM, WYNA
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
SVPS of Sales	1, 3, 7-10, 12-15	7
Production Director/On-air utility	3, 6-7, 9-10, 13	6
Account Executive	1-5, 9-10, 12-15	1
Account Executive	1, 3, 13	1
Account Executive	3, 9-11, 13	11

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	4
2	Aiken Technical College Counseling and Job Training P O Drawer 696 Aiken, South Carolina 29802 Phone : 706 396 7000 Fax : 1-803-593-6526 Thomas Gentry	N	0
3	AllAccess 28955 Pacific Coast Highway Suite 210 Malibu, California 90265 Phone : 310.457.6616 Url : http://allaccess.com Email : jdenver@allaccess.com J Denver	Y	0
4	Call In	N	1
5	Claflin University Office of Career Development 400 Magnolia St. Orangeburg, South Carolina 29115 Phone : 803-535-5338 Email : csnell@claflin.edu Fax : 1-803-535-5379 Carolyn Snell	N	0
6	Consultant Referral	N	1
7	Employee Promotion	N	2
8	Employee Referral	N	1
9	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.jobs Talent Acquisition Coordinator Manual Posting	N	0
10	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
11	Internal Candidate	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	N Augusta High School Placement Office 2000 Knobcone Ave N Augusta, South Carolina 29841 Phone : 706 396 7000 Fax : 1-803-641-2466 Mark Haddon	N	0
13	Regional Help Wanted 11 Abrams Road Central Valley, New York 10917 Phone : 845-827-1382 Url : http://myrtlebeachhelpwanted.com Email : dale.mulder@regionalhelpwanted.com Dale Mulder	Y	0
14	University Of South Carolina, Aiken 471 University Parkway Aiken, South Carolina 29801 Phone : 803.641.3440 Email : allisonb@usc.edu Fax : 1-803-641-3652 Allison Brown-Owens	N	0
15	USC Broadcasting Dept Journalism College Columbia, South Carolina 29208 Phone : 1-803-777-3321 Email : kbullard@mailbox.scedu Katie Bullard	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			10

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	1/1/2017	Participation in job banks, internet programs and other programs designed to promote outreach	Our SEU continually participates in the South Carolina Broadcasters Association job bank. This job bank can be found at SCBA.net and is a free listing of employment opportunities.	1	SVPP
2	1/1/2017	Establishment of a mentoring program	Beginning in January 2017, our SEU established a mentoring program to cross train Sales Assistants, Business Managers, and Senior AEs to enable them to improve their skills and qualify for higher positions.	4	Business Manager NSA AE SVPS
3	4/1/2017	Participation in events sponsored by community groups	On 4/1/2017, our SEU participated in the Myrtle Beach Area Hospitality Association in partnership with Miller-Motte Technical College career fair. Station representative was there to answer questions.	1	SVPP
4	4/7/2017	Participation in events or programs sponsored by educational institutions	Participated in a Career Day Ocean Bay Middle School on 04/07/2017. During the career day, one of the programmers made a presentation on what it takes to get into the broadcasting field, education needed, and hands-on training. Information was given out on five stations in our cluster: WGTR, WLQB, WWXM, WRXZ & WYNA. A question and answer forum was also held during the presentations.	1	SVPP
5	6/27/2017	Establishment of training programs for station personnel	Reoccurring monthly training sessions for Sales Force, Vireo, and Zetta to learn key skills that are being released. This training provided new information for the staff to further developed their knowledge of the industry to qualify them for higher level positions.	10	BM SVPS MP AE
6	6/27/2017	Participation in events or programs sponsored by educational institutions	The SEU participated in a job shadowing day on 5/9/17 with Waccamaw High School. Five students participated. The students followed program directors from different stations to observe what a day in their career would be like. The students learned about commercial production, board operation, marketing, and promotions.	4	SVPP PD PD Engineer