

EEO Public File Report

Station: WBTW
Period Covered by Report: 8/1/07 to 7/31/08

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source for Candidate Hired	Recruitment Source(s) utilized to fill vacancy.	Number Interviewed	Number Hired
1	Photojournalist	7/10/2007	8/20/2007	Employee Referral	Recruitment Source List (See attached)	4	1
2	AE	3/7/2007	8/20/2007	SIERRA MARKETING	Recruitment Source List (See attached)	3	1
3	Associate Producer	6/5/2007	8/20/2007	Employee Referral	Recruitment Source List (See attached)	4	1
4	Photojournalist	7/10/2007	8/20/2007	Employee Referral	Recruitment Source List (See attached)	3	1
5	Inventory Control Superv	5/18/2007	9/24/2007	MG WEB SITE	Recruitment Source List (See attached)	5	1
6	Maintenance Engineer	5/18/2007	9/4/2007	MG WEB SITE	Recruitment Source List (See attached)	4	1
7	Anchor, Morning/Noon	6/20/2007	10/1/2007	Talent Dynamics	Recruitment Source List (See attached)	11	1
8	Photojournalist	9/20/2007	10/5/2007	Employee Referral	Recruitment Source List (See attached)	3	1
9	IS Support Engineer	8/29/2007	10/22/2007	Morning News	Recruitment Source List (See attached)	5	1
10	Receptionist	6/5/2007	10/15/2007	Employee Referral	Recruitment Source List (See attached)	6	1
11	Account Executive	10/3/2007	10/29/2007	TV Ad	Recruitment Source List (See attached)	5	1
12	Marketing Director	6/5/2007	10/22/2007	MG WEB SITE	Recruitment Source List (See attached)	4	1
13	Marketing Coordinator	6/5/2007	11/12/2007	Employee Referral	Recruitment Source List (See attached)	7	1
14	AE	10/4/2007	1/7/2008	MG WEB SITE	Recruitment Source List (See attached)	6	1
15	Producer	9/10/2007	1/7/2008	Intern - Morning News	Recruitment Source List (See attached)	10	1
16	Convergence Coord.	1/3/2008	2/18/2008	Employee Referral	Recruitment Source List (See attached)	3	1
17	RNSM	11/19/2007	3/3/2008	Employee Referral	Recruitment Source List (See attached)	5	1
18	AE	1/22/2008	3/3/2008	MG WEB SITE	Recruitment Source List (See attached)	3	1
19	Chief Engineer	1/31/2008	4/14/2008	Employee Referral	Recruitment Source List (See attached)	4	1
20	Account Executive	2/27/2008	4/21/2008	Employee Referral	Recruitment Source List (See attached)	4	1
21	AE/MyTV	3/27/2008	6/16/2008	Employee Referral	Recruitment Source List (See attached)	4	1
22	Writer/Producer	4/29/2008	7/21/2008	MG WEB SITE	Recruitment Source List (See attached)	4	1
23	AE/FLO	4/24/2008	6/16/2008	Employee Referral	Recruitment Source List (See attached)	5	1
24	IS Support Engineer	4/24/2008	6/16/2008	TV Spot	Recruitment Source List (See attached)	6	1

TOTAL

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* See Attached List of Recruitment Sources for Contact Information

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Recruitment Sources Contacted for Each Full-Time Vacancy

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No.	Recruitment Source	Address	Contact	Phone #	Total Interviewed	Entitled to Notification
1	SCNOW Web Page	www.scnow.com	www.scnow.com	843-317-1313		n
2	TVJobs.com		tvjobs.com	800-374-0119		
3	Talent Dynamics	8828 Stemmons, Ste 510 Dallas, TX 75247	talentdynamics.com	214-630-9590	11	n
4	MegaNet Job Bank (Media General Website)	www.themeganet.com			26	n
5	DB Associates			610-767-6183		
6	NAB Jobline	www.nab.org/bcc	nab.org/bcc	202-429-5497		n
7	WBTW.News 13 (TV Advertisement)	WBTW.News13	WBTW.News13	843-317-1313	11	n
8		www.sciway.net		www.sciway.net		n
9	Employee Referrals				52	n
10	Newschannel 13 Intern Program			843-293-1301	10	n
11	Walk-in					n
12	Florence-Darlington Technical College	PO Box 100548 Florence, SC 29501-0548	Elaine Hodges	(843) 661-8020		n
13	Claflin University	400 Magnolia Street Orangeburg, SC 29115	Howard Jackson, MPA	(803) 535-5631		n
14	Midlands Technical College	P.O. Box 2408 Columbia, SC 29202	Sarah Trice	803)738-8324		n
15	University of Miami	1306 Stanford Drive Coral Gables, FL 33124-6930		305-284-5451		n
16	Columbia College Chicago	600 S. Michigan Ave. Chicago, IL 60613	Matthew Green	312-344-7281		n
17	Francis Marion University	P.O. Box 100547 Florence, SC 29501	Lisa Woodham	843-661-1677		n

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18	Coastal Carolina University	P.O. Box 261954 Conway, SC 29528	Mollie Fout	843-349-2333		n
19	Coker College	300 E. College Avenue Hartsville, SC 29550	Darlene Small	843-383-8058		n
20	University of South Carolina	College of Journalism Columbia, SC 29208	Mary Caldwell	803-777-7000		n
21	S.C. State University	P.O. Box 7068 Orangeburg, SC 29117	Cynthia Zeigler	803-536-7000		n
22	Winthrop University	538 Oakland Avenue Rockhill, SC 29733	Tom Injaychock	803-323-2211		n
23	The University of NC at Pembroke	P.O. Box 1510 Pembroke, NC 28371	Lisa Shaeffer	910.521.6000		n
24	Columbia College	301 Columbia College Drive Columbia, SC 29203	Roberta Carver	(312) 663-1600		n
25	Morris College	600 W. College Street Sumter, SC 29150	Margaret Bailey	803-934-3200		n
26	Denmark Technical School	P.O. Box 327 Denmark, SC 29042	Jay K. Fields	(803) 682-3633		n
27	Central Carolina Technical College	506 N. Guignard Sumter, SC 29150	Gladys Grant	803.778.1961		n
28	Horry Georgetown Technical College	P.O. Box 261966 Conway, SC 29528	Beverly Jones	843-39-7870		n
29	Allen University	530 Harden Street Columbia, SC 29204	Robert Weston	803-376-5700		n

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30	N.C. AT&T University	101 Murphy Hall Greensboro, NC 27411	Joyce Edwards	(336) 334-7500		n
31	Norfolk State University Conference Coordinator	401 Corprew Avenue Norfolk, VA 23503	Grady H. James	(757) 823-8600		n
32	Southern Illinois University of Carbondale	Dept. of Radio/T, Carbondale, IL 62901	Keith Keller	618/536-4405		n
33	Northeastern Nmissouri State Univ.	Career Placement Office Kirksville, MO 63501	Mariella Mecozzi			n
34	Baylor University	P.O. Box 97368 Waco, TX 76706	Dept of Comm. Studies	800-BAYLOR-U		n
35	Northeastern University	360 Huntington Ave. Boston, MA 02115	Andrea S. Presutti	617-373-2000		n
36	Cheyney University	Career Services Cheyney, PA 19139	Madeline Johnson	610-399-2275		n
37	Truman State University	University Career Center Kirksville, MO 63501		660-785-4000		n
38	Tuskegee University	Tuskegee University Tuskegee Institute, AL	Sara Stringer	334-727-8011		n
39	Voorhees College	1411 Voorhees Rd. Denmark, SC 29042	Sharon Pace			n
40	Meredith College	3800 Hillsborough Street Raleigh, NC 27607		919-780-2874		n
41	Johnson C. Smith	800 Beattus Ford Road Charlotte, NC 28216		704-378-1000		n

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42	Minority Review	P.O. Box 15526 Phoenix, AZ 85060				n
43	Elizabeth City State University	1704 Weeksville Road Elizabeth City, NC 27909	Brutus N. Jackson			n
44	Employment Security Commission	P.O. Box 100527 Florence, SC 29501	Janet Daniel	(843) 669-4271		n
45	Central Carolina Community College	1105 Kelly Drive Sanford, NC 27330	Mike Nelson	800-682-8353		n
46	RTNDA-TUNE-IN	Howell Hall CB#3365 The Univ. of NC at Chapel Hill Chapel Hill, NC 37599	School of Journalism & Mass Comm.			n
47	Spelman College	350 Spelman Lane, SW, Box 010 Atlanta, GA 30314	Barbara A. Brown	(404) 681-3643		n
48	Stillman College	P.O. Box 1430 Tuscaloosa, LA 35403	Larry Kincaid	800-841-5722		n
49	Organization of Chinese Americans	001 Connecticut Ave., NW Ste 707 Washington, DC	Keith McAllister	214-840-7224)		n
50	Black Female Community Leader	810 E. Pine Street Florence, SC 29501	Ruth Smith			n
51	National Black Media Coalition	1120 New Hampshire Ave., Ste 204 Silver Spring, MD 20904	Employment Resource Center			n
52	S.C. Employment Office of Florence	P.O. Box 100527 Florence, SC 29501	James Moore	843-795-3951		n
53	Florence Branch of NAACP	P.O. Box 1358 Florence, SC 28503		(843) 673-0693		n

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54	Pee Dee Community Action Agency	P.O. Box 12670 Florence, SC 29504		(843) 774-9038		n
55	National Council of Negro Women	P.O. Box 169 Florence, SC 29501	Starlee Alexander	(202) 737-0120		n
56	N.A.A.C.P. Hartsville Branch	P.O. Box 2061 Hartsville, SC 29550	J. Floyd Davis			n
57	Charlotte Area Assn. Of Black Journalists	P.O. Box 32574 Charlotte, NC 28232	Sharon White	704-378-1353		n
58	The Leadership Institute Broadcast Media Placement	1101 N. Highland Street Arlington, VA 22201	Darcy Garthwaite	802-299-2010		n
59	The Employment Network	401 Colwick Rd., Ste 406 Charlotte, NC 28211		704) 583-2916		n
60	Sun News	Myrtle Beach, SC				n
61	Morning News	Florence, SC	Janice Richardson		5	n
62	SCBA	Columbia, SC	Karen Nettles	803-732-4085		n
63	Sierra Marketing				3	n
64	Sharebuilder	1445 120th AVE NE Bellevue WA 98005	Don Locke	800-SHRBLDR (747-25		
65	MBACOC Job Fair	Myrtle Beach, SC		800-356-3016		
Total Interviewed					118	

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Supplemental Recruitment Initiatives

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved	
1	Ongoing	Internet Job Banks for WBTW-TV	Job postings of all available positions.	All open positions are posted on internet web sites, specifically to reach & recruit a broad spectrum of qualified broadcasting applicants.	HRC -June 2007 Karan Roblin	
2	Ongoing	Intern Program	Expose eligible high school & college students to a broadcasting environment.	Host interns from area high schools & colleges who are majoring in broadcasting for credit hours.	News Director, Production Manager, General Sales Manager, HR Coordinator.	
3	Ongoing	Training Programs	Media General/WBTW-TV in-house training.	Department Managers are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets.	General Manager, Chief Engineer, News Director, General Sales Manager, Business Manager, Marketing Manager	
4	Ongoing	Job Shadow Program	Permits high school juniors & seniors to "shadow" employees to learn more about broadcasting careers	Permits high school juniors & seniors to "shadow" employees for several days to learn more about the broadcasting career in their area of interest. Students must be enrolled in media classes or show a strong interest in broadcasting careers.	Karan Roblin, HRC, News Director, Marketing Director.	
5	Ongoing	Job Fairs	Recruitment for eligible candidates at such prominent sites and institutions as the Myrtle Beach Chamber of Commerce, SCBA in Columbia, and at various educational institutions such as USC/Clemson University/CCU.	Expose eligible high school & college students to a broadcasting environment.	HRC, Hiring Manager, General Manager, Chief Engineer, News Director, General Sales Manager, Business Manager, Marketing Manager	Job Fairs Attended 2007-2008 - MBCC/Feb 18, CCU/Feb 15, Myrtle Beach High School,/3/20, SCBA/Apr 8, Francis Marion Univ/Apr 9, Whittemore Middle School/May 2
6						