

## EEO Public File Report

Station: **WBTW**  
 Period Covered by Report: **8/1/2010-7/31/2011**

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	Regional National Sales Manager	2/16/2010	8/2/2010	Katz Media Group	Recruitment Source List (See attached)	3	1
2	Anchor, Sports-Weekday	4/8/2010	8/2/2010	Employee Referral	Recruitment Source List (See attached)	11	1
3	Commercial Photographer	4/29/2010	8/9/2010	Employee Referral	Recruitment Source List (See attached)	6	1
4	Local Sales Manager	5/28/2010	9/13/2010	Employee Referral	Recruitment Source List (See attached)	3	1
5	Digital Journalist	7/27/2010	9/20/2010	Talent Dynamics	Recruitment Source List (See attached) & Recruitment Sources Contacted for Specific Vacancies (Talent Dynamics)	9	1
6	Associate Producer	8/2/2010	8/30/2010	Media General Website	Recruitment Source List (See attached)	5	1
7	Account Executive	9/24/2010	12/6/2010	Employee Referral	Recruitment Source List (See attached)	5	1
8	National Sales Assistant	10/18/2010	11/8/2010	Monster.com	Recruitment Source List (See attached)	3	1
9	Sales Assistant	10/22/2010	11/8/2010	Employee Referral	Recruitment Source List (See attached)	3	1
10	Account Executive	1/3/2011	3/21/2011	Media General Website	Recruitment Source List (See attached)	7	1
11	Account Executive	4/3/2011	7/25/2011	Employee Referral	Recruitment Source List (See attached)	3	1
12	Digital Journalist	4/8/2011	5/31/2011	Media General Website	Recruitment Source List (See attached) & Recruitment Sources Contacted for Specific Vacancies (Talent Dynamics)	5	1
				<b>TOTAL</b>		<b>63</b>	<b>12</b>
	* See Attached List of Recruitment Sources for Contact Information						
					Recruitment Source List (See attached) contacted for Each Full Time Vacancy; Recruitment Source List Contacted for Specific Vacancies (Talent Dynamics)		

\* See Attached List of Recruitment Sources for Contact Information

**EEO Public File Report**  
**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	101 McDonald Ct, Myrtle Beach, SC 29588	www.scnw.com	843-317-1313		n
2	TVJobs.com	P.O. Box 4116 Oceanside, CA 92052	tvjobs.com	800-374-0119		
3	Career Builder	P.O. Box 405 Myrtle Beach, SC 29578	www.careerbuilder.com			n
4	Media General Web Site	333 E. Franklin St. Richmond, Va 23219	www.mediasgeneral.com	804-649-6000	27	n
5	DB Associates	PO Box 353, Neffs, PA 18065	dbandassociates@msn.com	610-767-6183		
6	NAB Jobline	1771 N Street, NW, Washington, DC 20036	www.nab.org/bcc	202-429-5497		n
7	WBTW News 13 (TV Advertisement)	101 McDonald Ct, Myrtle Beach, SC 29588	WBTW.News13	843-317-1313		n
8	SC International Highway	PO Box 13318 James Island, SC 29422	service@sciway.net	843-795-3951		n
9	Employee Referrals				23	n
10	Newschannel 13 Intern Program	101 McDonald Ct, Myrtle Beach, SC 29588	hr@wbtw.com	843-293-1301		n
11	Walk-in	101 McDonald Ct, Myrtle Beach, SC 29588	Human Resources	843-293-1301	1	n
12	Florence-Darlington Technical College	PO Box 100548 Florence, SC 29501-0548	Elaine Hodges	843-661-8020		n
13	Cluflin 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
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	Lisa Shaeffer	910-521-6000		n

**EEO Public File Report**  
**Recruitment Sources Contacted for Each Full-Time Vacancy**

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No.	Recruitment Source	Address	Contact	Phone #	Total Interviewed	Entitled to Notification
24	Columbia College	Pembroke, NC 28371 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. Guinard 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
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 Corpew 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 Missouri State Univ.	Career Placement Office Kirksville, MO 63501	Mariella Mecozi			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, AL 36088	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
42	Minority Review	P.O. Box 13526 Phoenix, AZ 85066				n
43	Elizabeth City State University	1704 Weeksville Road Elizabeth City, NC 27909	Butus 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
54	Pec 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	Starke 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	P.O. Box 406 Myrtle Beach, SC 29578	Classified Dept	843-626-8555		n
61	Morning News	310 S Dargan St Florence, SC 29506	Kat Smith	843-317-6397	2	n
62	SCBA	One Harbison Way, Suite 112 Columbia, SC 29212	KarenNettles-scba.net	803-732-4085		n
65	MBACOC Job Fair	1200 North Oak Street, Myrtle Beach, SC 29577		800-556-3016		n
66	Olsten Temp Agency	3431 US 76, Mullins, SC	N/A	843-423-1760	1	n
67	Spots N Data	spotsndata.com/joblistings				n
68	The NWT Group	the NWTgroup.com	Jan Allen	817-987-3600	2	n
69	Katz Media Group	3500 Maple Ave., Suite 300, Dallas, TX 75219		214-525-2800	2	n
70	Medialine	PO Box 51909, Pacific Grove, CA 93950		800-237-8073	1	n
71	Monster.com	5 Clock Tower Pl., Suite 500, Maynard, MA		800-Monster	1	n
	<b>Recruitment Source Contacted for Specific Vacancies</b>	<b>Address</b>	<b>Contact</b>	<b>Phone #</b>		<b>Entitled to Notification</b>
1	Talent Dynamics	8828 Stemmons, Ste 510 Dallas, TX 75247	talentdynamics.com	214-630-9590	3	n
	<i>Position-Digital Journalist</i>					

**TOTAL 63**

**EEO Public File Report**  
Supplemental Recruitment Initiatives

Station: **WBTW**  
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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.	Human Resource Generalist Kathryn Smith
2	Ongoing	Intern Program	Expose eligible college students to a broadcasting environment.	Host interns from area colleges who are majoring in broadcasting for credit hours. Two interns from CCU and Horry-Georgetown Technical College interned from August 10-October 10 and 3 interns from FMU interned from May 2011-July 2011. Will continue internship program each	News Director, Content Manager, Community Liaison, Human Resource Generalist
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.	Content Manager, Community Liaison, Human Resource Generalist
5	Ongoing		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.	
6	10/20/2010	Career Fair	Recruitment for eligible candidates at the University of Southern Mississippi	Expose eligible high school & college students to a broadcasting environment.	Karen Cole, HR Generalist
7	3/18/2011	Career Fair	Recruitment for eligible candidates at the University of South Carolina School of Journalism	Expose eligible high school & college students to a broadcasting environment.	Paul Gorley, Executive Producer
8	3/22/2011	Career Fair	Recruitment for eligible candidates at the Mississippi Employment Expo 2011	Expose eligible candidates to a broadcasting environment	Ellen Skremetti, Community Outreach Coordinator Lakisha Newell, Accounting Clerk
9	3/30/2011	Career Fair	Recruitment for eligible candidates at the Florence, SC Pee Dee Regional Job Fair	Expose eligible candidates to a broadcasting environment	Kathryn Smith, Human Resource Generalist Brittany Maxson, Interactive Sales Coordinator
10	4/5/2011	Career Fair	Recruitment for eligible candidates at the SC Broadcaster Association Job Fair	Expose eligible candidates to a broadcasting environment	Meema Vollmer-HR Generalist Paul Gorley, Executive Producer John D. Hart, Director of Content