

EEO REPORT  
July 31, 2007 - July 31, 2008

Job Postings

<b>Job Number</b>	<b>Job Title</b>	<b>Department</b>	<b>Recruiting Sources Posted (see tab 3)</b>
1	Nightside Editor	News	1 - 11
2	Photographer (Conway)	News	1 - 11
3	Morning Editor	News	1 - 11
4	Morning Anchor	News	1 - 11
5	Traffic Data Entry	Traffic	1 - 11
6	Account Executive (Surfside)	Sales	1 - 11
7	Account Executive ( Conway)	Sales	1 - 11
8	Account Executive ( Conway)	Sales	1 - 11
9	Sales Manager (Florence)	Sales	1 - 11
10	Photographer (Florence)	News	1 - 11
11	Weekend Director	Production	1 - 11
12	Master Control Supervisor	Engineering	1, 4, 6
13	Master Control Operator	Engineering	1, 4, 6
14	Maintenance Supervisor	Engineering	1 - 11
15	Internet News Producer	News	1 - 11
16	Programming Assistant	Sales	1 - 11
17	Account Executive MB	Sales	4,6,8,9,12
18	Account Executive FLO	Sales	4,6,8,9,12
19	Producer (Conway)	News	1, 2, 5, 6, 13
20	Reporter/Photographer	News	1, 2, 5, 6, 13
21	Photographer	News	1, 2, 5, 6, 13
22	Weekend Anchor	News	1, 2, 5, 6, 7, 13

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Job Postings

<b>Date Filled</b>	<b>Hiree's Recruiting Source(s)</b>	<b>Number of Interviewees</b>
8/7/2006	USC	1
10/16/2006	1	1
10/10/2006	former employee	2
11/13/2006	in house promotion	4
5/1/2007	4	2
11/27/2006	12	3
4/16/2007	12	3
5/15/2007	12	3
9/11/2006	12	2
1/2/2007	6	1
1/2/2007	4	2
6/5/2007	4	1
6/11/2007	4	2
6/15/2007	4	1
7/9/2007	4	1
4/3/2007	4	1
	12	3
	12	3
5/12/2008	1	2
1/28/2008	word of mouth	3
3/19/2008	1	1
	still open	0

<b>Job Number</b>	<b>Job Title</b>	<b>Recruiter 1</b>	<b>Recruiter 2</b>	<b>Recruiter 3</b>	<b>Recruiter 4</b>
1	Nightside Editor				
2	Photographer (Conway)	1			
3	Morning Editor				
4	Morning Anchor				
5	Traffic Data Entry				2
6	Account Executive (Surfside)				2
7	Account Executive (Conway)				1
8	Account Executive (Conway)				1
9	Sales Manager (Florence)				1
10	Photographer (Florence)				
11	Weekend Director	2			2
12	Master Control Supervisor				1
13	Master Control Operator				2
14	Maintenance Supervisor				1
15	Internet News Producer				1
16	Programming Assistant				1
17	Account Executive MB				2
18	Account Executive FLO				2
19	Producer (Conway)	2			
20	Reporter/Photographer				
21	Photographer	1			

Recruiter5 Recruiter 6 Recruiter 7 Recruiter 8 Recruiter 9 Recruiter 10 Recruiter11 Recruiter 12

1

3  
3  
3  
2

3  
3

Recruiter13 Recruiter 14

Other

USC

former employee  
in house promotion

word of mouth

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Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail
1	tvjobs.com	Mark Halloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92525	450-2101	<a href="mailto:markch@www.tvjobs.com">markch@www.tvjobs.com</a>
2	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	<a href="mailto:mark@medialine.com">mark@medialine.com</a>
3	Sun News	Denise	PO Box 406 Myrtle Beach, SC	843-626-8555	<a href="http://www.myrtlebeachonline.com">www.myrtlebeachonline.com</a>
4	wpde.com	Station Website	1194 Atlantic Ave. Conway, SC 29526	843-234-9733	<a href="http://www.wpde.com">www.wpde.com</a>
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	<a href="http://www.nab.org">www.nab.org</a>
6	SCBA	Karen Nettles	1 Harrison Way Columbia, SC	803-732-1186	<a href="http://www.scba.net">www.scba.net</a>
7	Coastal Workforce	Melanie Motley	SC Employment Security Commission PO Box 995 1550 Gadsen St. Columbia, SC 29202	843-234-0352	<a href="mailto:mmotley@sces.org">mmotley@sces.org</a>
8	Coastal Carolina University	Carolyn	PO Box 261954 Conway, SC 29528	843-349-2718	<a href="http://www.coastal.edu">www.coastal.edu</a>
9	Francis Marion University	Janice Smith	PO Box 100547 Florence, SC 29501	843-661-1373	<a href="http://www.fmarion.edu">www.fmarion.edu</a>
10	Benedict College	Rutherford	1600 Haden St. Columbia, SC 29204	864-646-1314	<a href="mailto:rutherford@benedict.edu">rutherford@benedict.edu</a>
11	Tri-County Tech	Amy Roberts	7900 Hwy 76 PO Box 587 Pendleton, SC 29670	864-646-1314	<a href="http://www.tctc.edu">www.tctc.edu</a>
12	SC Employment Commission	S Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9675	n/a
13	The Horry Independent	Tom Brown	2510 Main St. PO Box 740 Conway, SC 29528	843-248-6671	<a href="mailto:TBrown@sccoast.net">TBrown@sccoast.net</a>

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Outreach

Date	Name of Activity	Description	Outreach Category (see tab 5)	
	Internship Program	The internship program at WPDE-TV15 is a cooperative effort between the area Universities and the WPDE News department. We tailor each internship to requirements of the University. We have the intern initially shadow each position in the newsroom for an entire shift. We then permanently assign the intern to a position based on their level of interest and career goals. We provide each student and the University with a detailed report of their participation and performance	5	
Fall 2006	Jade Horner, CCU			
Fall 2006	Mola Lenghi, CCU			
Fall 2006	Josey Godshall, CCU			
Spring 2007	Chris Stokes, FMU			
Spring 2007	Krystal Martin, Horry Georgetown Tech			
Summer 2007	Betsy Barrows, Clemson			
Summer 2007	Amanda Hoerner, Wingate U			
Summer 2007	Lauren Philbeck, Meredith College			
January 14, 15, 2008	Youth Leadership	Billy Huggins, Ed Piotrowski, and Robert Blair. Youth Leadership conference at Coastal Carolina University. Mentoring High School kids from across the state.	7, 11	
22-Feb-08	Mentoring	Robert Blair Teaching Mentoring Class at Horry Georgetown Tech to early college students	7, 11	
15-Mar-08	Tour	Special needs and diisabilities of Horry county tour Station. Robert Blair. Ed Piotrowski, Rich Crampanis.	11	
21-Mar-08	Mentoring	Robert Blair teaching mentoring class at Horry Georgetown Tech to early college students. Working on news cast project	7, 11	
15-Apr-08	Tour	Second group of Horry County Special needs tour. Robert Blair, Ed Piotrowski, Robbie Bischoff.	11	
18-Apr-08	Mentoring	Robert Blair teaching mentoring class at Horry Georgetown Tech. to early college students. Joel Allen present as Technical Advisor.	7, 11	
9-May-08	Mentoring	Robert Blair wrapping up project on news cast with early college students at Horry Georgetown Tech	7, 11	
30-May-08	Mentoring	Early college students come to WPDE new studio to complete news cast project. Robert Blair, Joel Allen, and Robbie Bischoff present.	11	

**Category**

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

**11**

**12**

**13**

**14**

**15**

**16**

### **Category Description**

Participation in at least four job fairs by station personnel who have substantial responsibility in making decisions

Hosting of at least one job fair

Co-sponsoring of at least one job fair with organizations in the business and professional community who employ women and minorities

Participation in at least four events, including conventions, career days, workshops, and similar activities that interest the community interested in broadcast employment issues

Establishment of an internship program designed to assist members of the community to acquire skills necessary for broadcast employment

Participation in job banks, Internet programs, and other programs designed to promote outreach generally (including notification of specific job vacancies)

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcast journalism

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for other employment

Establishment of a mentoring program for station personnel

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcast journalism

Sponsorship of at least two events in the community designed to inform and educate members of the public about broadcast journalism

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose members include women and minorities

Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide career development and/or other career development assistance pertinent to broadcasting

Provision of training to management level personnel as to methods of ensuring equal employment opportunities

Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment or to job candidates for broadcast positions

Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information about broadcast employment to job candidates who might otherwise be unaware of such opportunities

hiring decisions

ose membership includes substantial participation by

, sponsored by organizations representing groups present in

eeded for broadcast employment

y (i.e., outreach that is not primarily directed to providing

asting

fy them for higher level positions

pportunities in broadcasting

olic about employment opportunities in broadcasting

embership includes substantial participation by women and

inseling on the process of searching for broadcast

tunity and preventing discrimination

ment opportunities that would enable them to better refer

inating information as to employment opportunities in