



# WIS

## EEO PUBLIC FILE REPORT

August 1, 2017 - July 31, 2018

### II. MASTER RECRUITMENT SOURCE LIST

*\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies*

Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
<b>COMMUNITY SOURCES</b>						
1	Airport Campus/Midlands Tech	Mr. Hart Hayden	PO Box 2408, Columbia, SC 29202	<a href="http://www.midlandstech.edu">www.midlandstech.edu</a>	803-738-7820	
2	Albany State University		Career Placement Office 504 College Drive, Albany, GA 31705			
3	Allen University		Career Placement Office 1530 Harden Street, Columbia, SC 29204			
4	Art Institute of Atlanta	Lisa Ladd	6600 Peachtree Dunwoody Rd, 100 Emb Row, Atlanta, GA 30328			
5	Association of Women in Communication		1717 E. Republic Road, Suite A Springfield, MO 65804			
6	Bennett College		Career Placement Office, 900 E Washington St. Greensboro, NC 27401			
7	Clafflin University		Career Placement Office, 400 Magnolia Street, Orangeburg, SC 29115			
8	Clinton Jr. College		Career Placement Office, 1029 Crawford Road, Rock Hill, SC 29730			
9	Columbia Branch NAACP	Lonnie Randolph	PO Box 11324, Columbia, SC 29211			
10	Columbia College Placement Director		Career Center, 1301 Columbia College Drive, Columbia, SC 29203	<a href="http://columbiasc.edu">columbiasc.edu</a>		
11	Columbia Relations Council	Henri E. Baskins	PO Box 7277, Columbia, SC 29202			
12	Columbia Urban League	Mr. J.T. McLawhorn	PO Box 50125, Columbia, SC 29250			
13	Denmark Technical College		Career Placement Center 500 Solomon Blatt Avenue, Denmark, SC 29042			
14	Francis Marion University		Career Placement Office, PO Box 100547 Florence, SC 29501			
15	Morris Brown College		Career Placement Center, 643 Martin Luther King Jr NW, Atlanta, GA 30314			
16	Morris College		Career Planning 100 W College Street Sumter, SC 29150			
17	Newberry College	Travis Ballenger	1200 College Street, Newberry, SC 29108	<a href="http://newberry.edu">newberry.edu</a>		
18	Savannah State University		Career Placement Office, State College Branch, Savannah, GA 31404			
19	SCETV Network		Personnel Director, 1101 George Rogers Blvd, Columbia, SC 29211			
20	SC State University		Career Service Center, 300 College St NE, Orangeburg, SC 29117			
21	School of Journalism	Ms. Billie Nagelschmidt	UNC, Chapel Hill Box 3365, Chapel Hill, NC 27599			
22	Scripps College of Communication, Ohio University	Holly Jacobs	RTVC 484 Athens, OH 45701-2979; <a href="mailto:stewartl@ohio.edu">stewartl@ohio.edu</a>		740-593-0459	
23	South University	Nicole Williams	9 Science Court Columbia, SC 29203 <a href="mailto:lnwilliams@southuniversity.com">lnwilliams@southuniversity.com</a>			
24	State Conference NAACP		Attn: Job Postings, PO Box 1148, Columbia, SC 29202			
25	University of South Carolina	Katie Bullard	School of Journalism & Mass Communications, Columbia, SC 29202		803-777-3347	
26	Voorhees College		Career Placement Office, PO Box 678, Denmark, SC 29042	<a href="http://www.purplebriefcase.com">www.purplebriefcase.com</a>		
27	Winston-Salem State University		Career Placement Office 601 Martin Luther King Jr Dr, Winston-Salem, NC 27110			
28	Winthrop College	Haney Howell	219 Johnson Hall, Rock Hill, SC 29733; <a href="mailto:howellh@winthrop.edu">howellh@winthrop.edu</a>	<a href="http://www.winthrop.edu">www.winthrop.edu</a>	803-323-4534	
29	Collective Talent	Michael Billie	<a href="mailto:billie@michaelsmedia.com">billie@michaelsmedia.com</a>			
30	South Carolina Broadcasting Association	Shani White	1 Harbison Way, Columbia, SC 29212	SCBA.net	803-732-1186	
31	National Association of Broadcasters		1771 N Street, NW, Washington, DC 20036			
32	SC Vocational Rehabilitation *	Tara Bluford-Thigpen	<a href="mailto:Tbluford-Thigpen@SCVRD.NET">Tbluford-Thigpen@SCVRD.NET</a>			
33	WIS Television	Stephanie Shealy	1111 Bull Street, Columbia, SC 29201; <a href="mailto:sshealy@wistv.com">sshealy@wistv.com</a>	<a href="http://www.wistv.com">www.wistv.com</a>	803-799-1010	21

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34	Raycom Media		RSA Tower, 20th Floor, 201 Monroe Street Montgomery, AL 35104	raycommedia.com	334-206-1555	4
<b>ADDITIONAL SOURCES</b>						
35	Asian American Journalists Association (AAJA)		<a href="mailto:national@aja.org">national@aja.org</a>	<a href="http://jobs.aja.org">http://jobs.aja.org</a>		
36	TV Jobs			<a href="http://www.tvjobs.com">www.tvjobs.com</a>	760-754-8177	6
37	Media Line			medialine.com		
38	Media Match			media-match.com		
39	National Association of Hispanic Journalists (NAHJ)			<a href="http://nahj.hispano.com">http://nahj.hispano.com</a>		
40	Native American Journalists Association		Rebecca Landsberry - <a href="mailto:rebeccalandsberry@naja.com">rebeccalandsberry@naja.com</a>			
41	Talent Dynamics	JJ Davis	<a href="mailto:davis@talentdynamics.com">davis@talentdynamics.com</a>		214-640-3121	
42	LinkedIn			LinkedIn.com		5
43	Society of Broadcast Engineers	Scott Jones	9247 N Meridian Street, Suite 305, Indianapolis, IN 46260	<a href="http://www.sbe.org">www.sbe.org</a>	317-846-9000	
44	Spots N Dots		<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>			2
45	SC Black Media		<a href="mailto:scbnews@aol.com">scbnews@aol.com</a>			
46	Internal Candidate - WIS employee, Raycom employee					15
47	Current Raycom Employee Referral					9
48	WIS Job Fairs/Career Fairs					1
49	Word of Mouth or Non Employee Referral					4
50	Generic Internet Referral (websites that copy our job postings)					5
51	Previous Employee - WIS					
52	Previous Intern with WIS					3
53	TV News Check	Patty Hersh		<a href="http://www.tvnewscheck.com">www.tvnewscheck.com</a>	910-420-6003	
54	American Meteorological Society			<a href="https://careercenter.ametsoc.org">https://careercenter.ametsoc.org</a>		
55	Monster.com			<a href="http://www.monster.com">www.monster.com</a>		1
56	Zip Recruiter			<a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>		1
57	Westwood High School* Added to recruitment list on 02/05/18	Brittany Singleton	<a href="mailto:bsingleton@richland2.org">bsingleton@richland2.org</a>		803-691-4049 x 36307	
58	Indeed.com			<a href="http://www.indeed.com">www.indeed.com</a>		6
59	Other websites that scrape postings					
60	Kelli D. Haynes* Added to recruitment list on 04/23/18	Kelli D. Haynes	<a href="mailto:kellifromdc@gmail.com">kellifromdc@gmail.com</a>			
61	Arc of the Midlands* Added to recruitment list on 07/12/2018	Melinda Moore		<a href="mailto:Employment@ArcMidlands.org">Employment@ArcMidlands.org</a>	803-693-5746	
62	On-Air Recruitment Promo	Jim Hays WIS Marketing Director	<a href="mailto:jhays@wistv.com">jhays@wistv.com</a>	<a href="http://www.wistv.com">www.wistv.com</a>	803-758-1225	
<b>TOTAL</b>						<b>83</b>

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**III. DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (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 members are 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 ninety-nine (99) speaking engagements.**

Station Personnel Involved in Initiative:

VP & General Manager – Numerous dates during reporting year  
Anchors – Numerous dates during reporting year  
Reporters – Numerous dates during reporting year  
Meteorologist – Numerous dates during reporting year  
Producer – Numerous dates during reporting year  
Broadcast Engineer – 10/10/2017. Spoke to media class at Spring Valley High School about OTT and digital media.  
Art Director – 03/29/2018 & 04/26/2018 - Career Day at Brennen Elementary School

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**III. DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (Ongoing)

Describe Nature of Initiative:

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

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:

- SCBA Webinar: The Changing Face of the FCC's EEO Rule in 2017: 10/18/2017
- FCC EEO Rules and Requirements webinar presented by Hannah Lepow of Covington & Burling, LLC (Raycom Media's outside legal counsel): 11/28/2017
- SCBA Engineering Seminar: 01/25/2018
- SCBA Sales Management Seminar: 01/25/2018
- SCBA Sales Seminar: 01/25/2018

Names of Station Personnel Involved in Initiative:

VP & General Manager  
Executive Assistant & EEO Coordinator  
Technology Department  
Sales Managers  
General Sales Manager  
Account Executives

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Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (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 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

Columbia Branch NAACP  
National Association of Hispanic Journalists (NAHJ)  
Asian American Journalists Association (AAJA)  
Native American Journalists Association (NAJA)  
Columbia Urban League  
Association of Women in Communication

Station Personnel Involved in Initiative:

Executive Assistant and EEO Coordinator

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**III. DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (Ongoing)

Describe Nature of Initiative:

Equal Opportunity Employer Outreach PSA Announcement

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

Multiple times a month, WIS and Bounce runs a :30 public service announcement informing the public that we are an Equal Opportunity Employer and information on how their organization can receive notification of job vacancies.

WIS Television is an equal opportunity employer. The company is committed to ensuring equal opportunity and nondiscrimination in every aspect of its employment practices. All personnel policies and procedures including recruitment, evaluation, hiring, promotion, compensation, training, and termination are made and implemented without regard to race, color, religion, national origin, or sex. In addition, WIS managers conduct periodic reviews of the station's compliance with EEO policies and make continuing efforts to exclude all unlawful forms of prejudice or discrimination from employment practices.

As part of the station's EEO program, WIS uses a wide variety of recruitment sources to advertise open positions. To help us conduct a broad outreach in filling job vacancies, managers enlist the help of employees, other Raycom Media business units, and a wide range of community groups and institutions within our coverage area. Organizations that would like to receive notices of open positions at WIS should contact Personnel Coordinator Stephanie Shealy at 803-758-1251. WIS also files an annual report on its EEO recruitment efforts, which is available for public inspection at WIS during regular business hours and can be found on our website at wistv.com in the Job Link section.

Station Personnel Involved in Initiative:

Marketing Director  
Executive Assistant and EEO Coordinator

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**III. DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (Ongoing)

Describe Nature of Initiative:

Job Shadowing

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

Local students spend a day shadowing an employee to determine if that business offers a future career path for their interest.

WIS News Department coordinated and accommodated the job shadow for related topic, graphics, and production for students. **There was a total of eighteen (18) students who shadowed employees during the reporting period.**

Station Personnel Involved in Initiative:

Anchors  
Meteorologists



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**III. DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (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 was a total of fifteen (15) interns during the reporting period.**

Content: 14 interns

Marketing: 1 intern

Station Personnel Involved in Initiative:

Meteorologists  
Sports Reporters  
Reporters  
Marketing Director  
Executive Assistant and EEO Coordinator

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Date(s) of Initiative Event(s): August 1, 2017 – July 31, 2018 (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 attended two (2) job fairs during this reporting period.

- March 22, 2018 – Career Fair – USC School of Journalism
- April 4, 2018 – Job Fair - South Carolina Broadcasters Association, National Guard Armory, Columbia, SC

Station Personnel Involved in Initiative:

VP & General Manager  
Marketing Director  
News Director