

## EEO Public File Report

**Station: WBTW**  
**Period Covered by Report: 8/1/06 to 7/31/07**

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	Reporter	6/6/2006	9/4/2006	FORMER INTERN	Recruitment Source List (See attached)	3	1
2	Photojournalist	9/26/2006	11/13/2006	EE REFERRAL	Recruitment Source List (See attached)	3	1
3	Photojournalist	6/6/2006	12/25/2006	EE REFERRAL	Recruitment Source List (See attached)	3	1
4	Anchor, Weather, WKDY, PM	6/15/2006	1/8/2007	MEDIA LINE.COM	Recruitment Source List (See attached)	6	1
5	Photojournalist	1/4/2007	2/19/2007	MG WEB SITE	Recruitment Source List (See attached)	4	1
6	Producer	12/6/2006	2/19/2007	EE REFERRAL	Recruitment Source List (See attached)	4	1
7	Executive Producer	11/1/2006	2/19/2007	INTERNAL/MG EMP	Recruitment Source List (See attached)	3	1
8	Reporter	8/18/2006	3/5/2007	MG WEB SITE	Recruitment Source List (See attached)	6	1
9	Photojournalist	1/8/2007	3/5/2007	MG WEB SITE	Recruitment Source List (See attached)	4	1
10	Anchor, Sports, WKND	1/8/2007	3/5/2007	MG WEB SITE	Recruitment Source List (See attached)	3	1
11	Reporter	2/7/2007	4/16/2007	MG WEB SITE	Recruitment Source List (See attached)	4	1
12	Production Tech I	2/14/2007	3/12/2007	EE REFERRAL	Recruitment Source List (See attached)	2	1
13	Account Executive	5/16/2006	10/2/2006	EE REFERRAL	Recruitment Source List (See attached)		1
14	Account Executive	8/16/2006	10/16/2006	MG WEB SITE	Recruitment Source List (See attached)	4	1
15	Account Executive	8/23/2006	10/16/2006	EE REFERRAL	Recruitment Source List (See attached)	10	1
16	General Sales Manager	7/18/2006	1/8/2007	INTERNAL/MG EMP	Recruitment Source List (See attached)	9	1
17	Account Executive	11/20/2006	4/2/2007	MG WEB SITE	Recruitment Source List (See attached)	7	1
18	Anchor, Sports, WKND	4/13/2007	5/13/2007	MG WEB SITE	Recruitment Source List (See attached)	5	1
19	WKND Weather Anchor	4/25/2007	6/11/2007	TALENT DYNAMICS	Recruitment Source List (See attached)	4	1
20	News Videographer	3/23/2007	6/19/2007	SCBA JOB FAIR	Recruitment Source List (See attached)	8	1
21	Local Sales Manager	1/18/2007	7/16/2007	SIERRA MARKETING	Recruitment Source List (See attached)	6	1
22	Human Resources Coord.	1/2/2007	6/4/2007	WBTW-TV ADVERT.	Recruitment Source List (See attached)	7	1
23	Photojournalist	7/5/2007	7/23/2007	MG WEB SITE	Recruitment Source List (See attached)	7	1
24							
25							

TOTAL

112

23

\* 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	Newschannel 13/SCNOW Web Page	<a href="http://www.scnw.com">www.scnw.com</a>	<a href="http://www.scnw.com">www.scnw.com</a>	843-317-1313	4	n
2	TVJobs.com		tvjobs.com		3	
3	Talent Dynamics	8828 Stemmons, Ste 510 Dallas, TX 75247	talentdynamics.com	214-630-9590	4	n
4	MegaNet Job Bank (Media General Website)	<a href="http://www.mediageneral.com">www.mediageneral.com</a>			58	n
5	DB Associates					
6	NAB Jobline	<a href="http://www.nab.org/bcc">www.nab.org/bcc</a>	nab.org/bcc	202-429-5497		n
7	WBTW.News 13 (TV Advertisement)	WBTW.News13	WBTW.News13	843-317-1313	4	n
8		<a href="http://www.sciway.net">www.sciway.net</a>		<a href="http://www.sciway.net">www.sciway.net</a>		n
9	Employee Referrals				22	n
10	Newschannel 13 Intern Program				2	n
11	Walk-in				2	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			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			n
21	S.C. State University	P.O. Box 7068 Orangeburg, SC 29117	Cynthia Zeigler			n
22	Winthrop University	538 Oakland Avenue Rockhill, SC 29733	Tom Injaychock			n
23	The University of NC at Pembroke	P.O. Box 1510 Pembroke, NC 28371	Lisa Shaeffer			n
24	Columbia College	301 Columbia College Drive Columbia, SC 29203	Roberta Carver			n
25	Morris College	600 W. College Street Sumter, SC 29150	Margaret Bailey			n
26	Denmark Technical School	P.O. Box 327 Denmark, SC 29042	Jay K. Fields			n
27	Central Carolina Technical College	506 N. Guignard Sumter, SC 29150	Gladys Grant			n
28	Horry Georgetown Technical College	P.O. Box 261966 Conway, SC 29528	Beverly Jones			n
29	Allen University	530 Harden Street Columbia, SC 29204	Robert Weston			n

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30	N.C. AT&T University	101 Murphy Hall Greensboro, NC 27411	Joyce Edwards			n
31	Norfolk State University Conference Coordinator	401 Corprew Avenue Norfolk, VA 23503	Grady H. James			n
32	Southern Illinois University of Carbondale	Dept. of Radio/T, Carbondale, IL 62901	Keith Keller			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			n
35	Northeastern University	360 Huntington Ave. Boston, MA 02115	Andrea S. Presutti			n
36	Cheyney University	Career Services Cheyney, PA 19139	Madeline Johnson			n
37	Truman State University	University Career Center Kirksville, MO 63501				n
38	Tuskegee University	Tuskegee University Tuskegee Institute, AL	Sara Stringer			n
39	Voorhees College	1411 Voorhees Rd. Denmark, SC 29042	Sharon Pace			n
40	Meredith College	3800 Hillsborough Street Raleigh, NC 27607				n
41	Johnson C. Smith	800 Beattus Ford Road Charlotte, NC 28216				n

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No.	Recruitment Source	Address	Contact	Phone #	Total Interviewed	Entitled to Notification
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			n
45	Central Carolina Community College	1105 Kelly Drive Sanford, NC 27330	Mike Nelson			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			n
48	Stillman College	P.O. Box 1430 Tuscaloosa, LA 35403	Larry Kincaid			n
49	Organization of Chinese Americans	001 Connecticut Ave., NW Ste 707 Washington, DC	Keith McAllister			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			n
53	Florence Branch of NAACP	P.O. Box 1358 Florence, SC 28503				n

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No.	Recruitment Source	Address	Contact	Phone #	Total Interviewed	Entitled to Notification
54	Pee Dee Community Action Agency	P.O. Box 12670 Florence, SC 29504				n
55	National Council of Negro Women	P.O. Box 169 Florence, SC 29501	Starlee Alexander			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			n
58	The Leadership Institute Broadcast Media Placement	1101 N. Highland Street Arlington, VA 22201	Darcy Garthwaite			n
59	The Employment Network	401 Colwick Rd., Ste 406 Charlotte, NC 28211				n
60	Internal applicants					n
61	Sun News	Myrtle Beach, SC				n
62	Morning News	Florence, SC	Janice Richardson			n
63	SCBA	Columbia, SC	Karen Nettles		3	n
64	Sierra Marketing				8	n
65	Sharebuilder		Don Locke		1	
66	MBACOC Job Fair	Myrtle Beach, SC			1	
<b>Total Interviewed</b>					<b>112</b>	

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## Supplemental Recruitment Initiatives

**Station:** WBTW  
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No.	Date	Initiative	Description	Scope of Involvement
1	Ongoing	Internet Job Banks for WBTW-TV, NAB	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.
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.
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.
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.
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.

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>
6				
7				
8				
9				
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12				
13				

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>

**Personnel Involved**

August to December 2006,  
Belinda Morrison, WBTW-  
HRC. January to June 2007,  
Karen Cole, WBTW-Interim  
HR Specialist.

News Director, Production  
Manager, General Sales  
Manager, HR Coordinator.

General Manager, Chief  
Engineer, News Director,  
General Sales Manager,  
Business Manager, Marketing  
Manager

Belinda Morrison, HRC and  
News Director.

HRC, Hiring Manager, General  
Manager, Chief Engineer,  
News Director, General Sales  
Manager, Business Manager,  
Marketing Manager

Personnel Involved

<b>Personnel Involved</b>