

WLTX
EEO PUBLIC FILE REPORT
July 21, 2018 - July 20, 2019

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	1, 3-6, 8-14, 16-17, 20-23, 25-28, 31-32, 34, 36, 39-44, 46	11
Account Executive	1, 3-6, 8-14, 16-17, 20-23, 25-28, 31-32, 34, 36, 39-44, 46	11
Account Executive	1, 3-6, 8-14, 16-17, 20-23, 25-28, 31-32, 34, 36, 39-44, 46	11
Multi-Platform News Producer	4, 8-9, 13-14, 16, 18, 20-21, 23-24, 26-28, 31-32, 39-40, 42, 46	18
Producer	2-5, 7-9, 13-14, 16, 18-21, 23-24, 26-28, 30-32, 34, 36, 38-40, 42, 46	34
Producer	2-5, 7-9, 13-14, 16, 18-21, 23-24, 26-28, 30-32, 34, 36, 38-40, 42, 46	34
Producer	2-5, 7-9, 13-14, 16, 18-21, 23-24, 26-28, 30-32, 34, 36, 38-40, 42, 46	34
Producer	2-5, 7-9, 13-14, 16, 18-21, 23-24, 26-28, 30-32, 34, 36, 38-40, 42, 46	34
Multi-skilled Journalist	2-5, 7-9, 13-14, 16, 19-21, 23-24, 26-28, 30-32, 34, 36, 38-40, 42, 46	34
Administrative Assistant	3-4, 7-9, 13-14, 16, 20-21, 23-24, 26-28, 30-32, 34, 39-40, 42, 46	34
Meteorologist/Multi-Skilled Journalist	4, 8-10, 13-14, 16, 20-21, 23-24, 26-28, 31-32, 34, 39-40, 42, 46	34
Meteorologist/Multi-Skilled Journalist	4, 8-10, 13-14, 16, 20-21, 23-24, 26-28, 31-32, 34, 39-40, 42, 46	34
Digital Content Producer	4, 8-9, 14-18, 20-21, 23, 26-29, 31-35, 37, 39-40, 42, 45-46	34

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Aiken Technical College Counseling and Job Training P O Drawer 696 Aiken, South Carolina 29802 Phone : 706 396 7000 Fax : 1-803-593-6526 Thomas Gentry	N	0
2	Allen University 1530 Harden Street Columbia, South Carolina Phone : 803-376-5706 Email : bmittchell@allenuniversity.edu Brenda Mitchell	N	0
3	Benedict College, Personnel Services 1600 Harden Street Columbia, South Carolina Phone : (803) 253-5153 Email : rutherfordk@benedict.edu Fax : 1-803-705-6888 Karen Rutherford	N	0
4	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	5
5	Carolina School of Broadcasting 3435 Performance Road Charlotte, North Carolina Phone : (704) 395-9272 Email : CSBNC@bellsouth.net Career Service	N	0
6	Clafin University Office of Career Development 400 Magnolia St. Orangeburg, South Carolina 29115 Phone : 803-535-5338 Email : csnell@clafin.edu Fax : 1-803-535-5379 Carolyn Snell	N	0

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7	Clafin University 108 Layman Hall, 400 Magnolia Street Orangeburg, South Carolina Phone : (803) 535-5631 Email : anfelder@clafin.edu Fax : 1-803-535-5379 Adrea Felder	N	0
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
9	Columbia College, Career Center 1301 Columbia College Drive Columbia, South Carolina Phone : (803) 786-3618 Email : c2success@columbiasc.edu Fax : 1-803-786-3164 Rebecca Nurse	N	0
10	Columbia Urban League 1400 Barnwell Street Columbia, South Carolina Phone : (803) 799-8150 Fax : 1-803-254-6052 Nell Gainey	N	0
11	Corporate Recruiter	N	34
12	Current Employee	N	1
13	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0

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14	Francis Marion University P O Box 100547 Florence, South Carolina Phone : (843) 661-1676 Email : Jsmith@Fmarion.edu Fax : 1-843-661-1373 Career Service	N	0
15	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
16	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : Charlie1.Hispaniclink@gmail.com Carlos Ericksen-Mendoza	N	0
17	Indeed.com www.indeed.com Columbia, South Carolina Phone : 1-800-462-5842 Career Services Manual Posting	N	1
18	Indeed.com	N	4
19	Lander University 320 Stanley Avenue Greenwood, South Carolina Phone : (864) 388-8243 Url : www.collegecentral.com/lander/ Email : jpierce@lander.edu Jennifer Pierce	N	0
20	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Midlands Technical College, Job Placement Office P.O. Box 2408 Columbia, South Carolina Phone : (803) 738-7820 Email : jobpost@midlandstech.edu Fax : 1-803-790-7556 Sarah Trice	N	0
22	Morris College North Main St. Sumter, South Carolina 29150 Phone : 803-934-3230 Email : jclayton@morris.edu Fax : 1-803-775-2580 Janet Smith-Clayton	N	0
23	Morris College North Main St. Sumter, South Carolina 29150 Phone : 803-934-3230 Email : jclayton@morris.edu Janet Smith-Clayton	N	0
24	Morris College, Personnel Office 100 West College Street Sumter, South Carolina Phone : (803) 934-3191 Email : dwoodward@morris.edu D Woodward	N	0
25	N Augusta High School Placement Office 2000 Knobcone Ave N Augusta, South Carolina 29841 Phone : 706 396 7000 Fax : 1-803-641-2466 Mark Haddon	N	0
26	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0
28	Newberry College 2100 College Street Newberry, South Carolina Phone : (800) 845-4955 Fax : 1-803-321-5627 Kim Franklin	N	0
29	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : http://www.rtnda.org Karen Gregory Manual Posting	N	0
30	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
31	South Carolina Broadcasters Association One Harbison Way #112 Columbia, South Carolina Url : www.scba.net Email : Karen@scba.net Career Service	N	0
32	South Carolina State University, Career Planning and Placement P.O. Box 7068 Orangeburg, South Carolina Phone : (803) 536-7033 Email : careercenter@scsu.edu Fax : 1-803-516-4679 Dwight Bailey	N	0

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33	Spots 'N' Dots 167 Oakdale Road Johnson City, New York Url : www.spotsndots.com Career Service Manual Posting	N	0
34	Station Website	N	12
35	Talent Dynamics 600 E. Las Colinas Blvd., Suite 100 Irving, Texas Phone : 214-630-9590 Url : www.talentedynamics.com Career Service Manual Posting	N	0
36	The Art Institute of Atlanta 6600 Peachtree Dunwoody Road, 100 Embassy Row Atlanta, Georgia Phone : (770) 394-8300 Email : aiacareersvc@aii.edu Fax : 1-770-394-9798 Career Service	N	0
37	The State Newspaper P.O. Box 1333 Columbia, South Carolina Phone : (803) 771-8541 JR Mosteller Manual Posting	N	0
38	Tri County Technical College PO Box 587 Pendleton, South Carolina Phone : (866) 269-5677 Url : www.tctc.edu Email : jobplace@tctc.edu Fax : 1-803-646-1893 Career Service	N	0

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39	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
40	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Regina Parker	N	0
41	University Of South Carolina, Aiken 471 University Parkway Aiken, South Carolina 29801 Phone : 803.641.3440 Email : allisonb@usc.edu Fax : 1-803-641-3652 Allison Brown-Owens	N	0
42	University of South Carolina, School of Journalism and Mass Comm. Columbia, South Carolina Phone : (803) 777-5166 Fax : 1-803-777-1267 Sarah Hughes	N	0
43	Unsolicited	N	1
44	www.gannett.com Gannett Inc. McLean, Virginia Human Resources	N	1
45	www.wltx.com South Carolina Url : www.wltx.com Career Service Manual Posting	N	0

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46	York Technical College 452 South Anderson Road Rock Hill, South Carolina Phone : (803) 327-8000 Url : www.ecampusrecruiter3.com/yorktech Email : ccimino@yorktech.com Career Service	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			59

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/2/2018	Participation in events sponsored by community groups	Fairfield Central High School: News Anchor served as a presenter and speaker to 200 high school students during their career day. The purpose was to discuss careers in journalism, why the profession is important, and to encourage students to pursue a career in journalism and explore curiosity in social and newsworthy issues. The Anchor then engaged students 1:1 to provide career and scholastic counsel.	1	Anchor
2	12/14/2018	Participation in events or programs sponsored by educational institutions	Southeast Middle School: Young Ladies of Essence - A WLTX Multi-Skilled Journalist was a featured speaker to 40 young ladies at Southeast Middle School. At this event, she discussed careers in journalism, the unique aspects of being a female journalist, and also trained the young ladies on Social Media Etiquette and techniques to manage their individual brands to attract a positive audience. She then met with participants individually for additional Q&A	1	Multi-Skilled Journalist
3	1/2/2019	Participation in events sponsored by community groups	South Carolina United Methodist Church Bishop's Day - Anchor spoke to 150 young adults about careers in broadcasting, as well as facilitated a discussion on how Social Media and news outlets shape the way young adults interact with each other and the world. The Anchor also gave insight into how young adults can create positive brand images through social media techniques used in the broadcast industry.	1	Anchor
4	2/8/2019	Participation in events or programs sponsored by educational institutions	Chapin Middle School - Lead Anchor spoke to 150 students about careers in broadcasting and journalism. In addition to speaking about his own path from Middle/Junior High to High School and beyond, he gave the students insight into how they can start living a "journalist life" now while in middle school. After the panel discussion, the Anchor met with students individually for additional insight.	1	Anchor

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5	2/28/2019	Establishment of training programs for station personnel	TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	2	President and General Manager Director of Sales
6	3/14/2019	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	3	President and General Manager Director, News Director, Marketing
7	4/4/2019	Participation in events or programs sponsored by educational institutions	Denmark Olar Middle - WLTX hosted 35 students for a Station Tour and Careers in Broadcasting discussion. The tour was provided by the President and General Manager of the station. The discussion portion featured the News Director, Director of Sales, and Director of Marketing. Students explored all aspects of the TV station and its operations, and were able to gain additional insights through additional dialogue with WLTX Employees.	2	President and General Manager News Director

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8	4/5/2019	Participation in events or programs sponsored by educational institutions	WA Perry Middle School - WLTX hosted 30 students for a Station Tour and Careers in Broadcasting discussion. The tour was provided by the President and General Manager of the station. The discussion portion featured the News Director, Director of Sales, and Director of Marketing. Students explored all aspects of the TV station and its operations, and were able to gain additional insights through additional dialogue with WLTX Employees.	3	President and General Manager News Director Marketing Director
9	4/19/2019	Establishment of training programs for station personnel	TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	3	Managing Editor - Digital Anchor Digital Sales Specialist
10	5/2/2019	Participation in events or programs sponsored by educational institutions	Oak Grove Elementary School - WLTX hosted 12 students for a Station Tour and Careers in Broadcasting discussion. The tour was provided by the President and General Manager of the station. The discussion portion featured the News Director, Director of Sales, and Director of Marketing. Students explored all aspects of the TV station and its operations, and were able to gain additional insights through additional dialogue with WLTX Employees.	1	President and General Manager

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11	5/2/2019	Establishment of training programs for station personnel	Manager Inside Out Training – Sales Leaders attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales leaders. Over the course of two days, topics covered include the art of teaching product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	3	Director of Sales Local Sales Manager National Sales Manager
12	6/3/2019	Establishment of an intern program designed to assist members of the community	Internships - WLTX-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WLTX hired and trained 4 intern(s) for 3+ month assignments.	2	President and General Manager Director, News