

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

**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
Multimedia Producer	2-6, 8, 10-11, 13-22, 24-29, 32-37, 39-42, 44-49	48
Marketing Producer - News	2-6, 8, 10-11, 13-14, 16-22, 24-29, 32-37, 39-42, 44-49	48
Photojournalist	2-6, 8, 10-11, 13-22, 24-29, 32-37, 39-42, 44-49	48
Photojournalist	2-6, 8, 10-11, 13-22, 24-29, 32-37, 39-42, 44-49	15
Sales Account Executive	2-8, 10-30, 32-49	6
Assignment Editor / Associate Producer	2-3, 6, 8, 10, 12-14, 16-22, 24-29, 32-36, 39, 41-49	48
Sales Account Executive	2-3, 6, 10, 12-14, 16-22, 24-36, 38-39, 41-46, 48-49	31
Master Control Utility Operator	2-3, 6, 10, 12-14, 16-22, 24-30, 32-36, 41-49	6
AM Supervising Producer	3, 6, 9, 12-17, 19-22, 24, 26, 28-30, 32, 34-36, 41-44, 46, 48-49	48
Regional Accounts Manager	3, 6, 9, 12-14, 16-17, 19-22, 24, 26-30, 32, 34-36, 38-44, 46, 48-49	38
Multimedia Producer	3, 6, 9, 12-17, 19-22, 24, 26-29, 32, 34-36, 40-41, 43-44, 46, 48-49	15
Multimedia Producer	3, 6, 9, 12-17, 19-22, 24, 26-29, 32, 34-36, 40-41, 43-44, 46, 48-49	48
Assignment Editor / Associate Producer	3, 6-7, 9, 12-14, 16-17, 19-22, 24, 26-30, 32, 34-36, 40-44, 46, 48-49	7
Creative Services Director	3, 6, 9, 12-17, 19-22, 24, 26-29, 32, 34-36, 40-44, 46, 48-49	48
Sales Assistant	3, 5-6, 9, 11-17, 19-22, 24, 26-30, 32, 34-36, 39-44, 46, 48-49	15

**WLTX**  
**EEO PUBLIC FILE REPORT**

July 22, 2010 - July 21, 2011

**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 Email : Fax : 1-803-593-6526 Thomas Gentry	N	0
2	Aiken Technical College P.O. Box 696 Aiken, South Carolina 29802 Phone : 803.593.9231 Email : Fax : 1-803-593-5753 Paula Layfield	N	0
3	Allen University 1530 Harden Street Columbia, South Carolina Phone : (803) 254-4165 Email : bmittchell@allenuiversity.edu Fax : 1-803-376-5746 Vicki Singleton	N	0
4	Beaufort Workforce Center 914 Boundary Street Beaufort, South Carolina 29901 Phone : 843-524-3351 Email : JLAllen@sces.org Fax : 1-843-524-0904 Jannie Allen	N	0
5	Benedict College, Personnel Services 1600 Harden Street Columbia, South Carolina Phone : (803) 253-5153 Email : rutherk@benedict.edu Fax : 1-803-253-5063 Karen Rutherford	N	0
6	Career Builder South Carolina Phone : Email : Fax : Manual posting Career Service	N	10
7	Career Fair	N	3

**WLTX**  
**EEO PUBLIC FILE REPORT**

**July 22, 2010 - July 21, 2011**

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8	Carolina School of Broadcasting 3435 Performance Road Charlotte, North Carolina Phone : (704) 395-9272 Email : CSBNC@bellsouth.net Fax : 1--- Career Service	N	0
9	Claflin University 108 Layman Hall, 400 Magnolia Street Orangeburg, South Carolina Phone : (803) 535-5631 Email : anfelder@claflin.edu Fax : 1-803-535-5379 Adrea Felder	N	0
10	Claflin University Office of Career Development 400 Magnolia St. Orangeburg, South Carolina 29115 Phone : 803-535-5338 Email : csnell@claflin.edu Fax : 1-803-535-5379 Carolyn Snell	N	0
11	College of Charleston 66 George Street Charleston, South Carolina Phone : Email : careers@cofc.edu Fax : 1--- Career Service	N	0
12	Columbia College, Career Center 1301 Columbia College Drive Columbia, South Carolina Phone : (803) 786-3618 Email : careergrad@colacoll.edu Fax : 1-803-786-3164 Rebecca Nurse	N	0
13	Columbia Urban League 1400 Barnwell Street Columbia, South Carolina Phone : (803) 799-8150 Email : Fax : 1-803-254-6052 Nell Gainey	N	0

**WLTX**  
**EEO PUBLIC FILE REPORT**

**July 22, 2010 - July 21, 2011**

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14	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
15	Employee Referral	N	12
16	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
17	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	1
18	Hampton Workforce Center 12 Walnut St East Hampton St, South Carolina 29924 Phone : 803-943-3291 Email : lharley@sces.org Fax : 1-803-943-5997 Lynette Harley	N	0
19	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0

**WLTX**  
**EEO PUBLIC FILE REPORT**

**July 22, 2010 - July 21, 2011**

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20	Lander University 320 Stanley Avenue Greenwood, South Carolina Phone : (864) 388-8243 Email : jpierce@lander.edu Fax : 1--- Jennifer Pierce	N	0
21	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
22	Midlands Technical College, Job Placement Office P.O. Box 2408 Columbia, South Carolina Phone : (803) 738-7820 Email : trices@midlandstech.com Fax : 1-803-790-7556 Sarah Trice	N	0
23	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
24	Morris College, Personnel Office 100 West College Street Sumter, South Carolina Phone : (803) 934-3191 Email : mbailey@morris.edu Fax : 1-803-773-3687 Margaret Bailey	N	0
25	N Augusta High School Placement Office 2000 Knobcone Ave N Augusta, South Carolina 29841 Phone : 706 396 7000 Email : Fax : 1-803-641-2466 Mark Haddon	N	0

**WLTX**  
**EEO PUBLIC FILE REPORT**

**July 22, 2010 - July 21, 2011**

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26	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
27	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
28	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
29	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nlgja.org Fax : 1--- Career Service	N	0
30	Newberry College 2100 College Street Newberry, South Carolina Phone : (800) 845-4955 Email : Fax : 1-803-321-5627 Kim Franklin	N	0
31	Outside Referral	N	2

**WLTX**  
**EEO PUBLIC FILE REPORT**

July 22, 2010 - July 21, 2011

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
33	Ridgeland Workforce Center 7774 W. Main St Ridgeland, South Carolina 29936 Phone : 843-726-3750 Email : JLAllen@sces.org Fax : 1-843-726-3399 Jannie Allen	N	0
34	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
35	South Carolina Broadcasters Association One Harbison Way #112 Columbia, South Carolina Phone : Email : Karen@scba.net Fax : 1--- Career Service	N	0
36	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
37	South University 3810 Main Street Columbia, South Carolina Phone : (800) 688-0932 Email : Fax : Manual posting Career Service	N	0

**WLTX**  
**EEO PUBLIC FILE REPORT**

July 22, 2010 - July 21, 2011

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38	Spots 'N' Dots 167 Oakdale Road Johnson City, New York Phone : Email : Fax : Manual posting Career Service	N	8
39	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
40	The Art Institute of Atlanta 6600 Peachtree Dunwoody Road, 100 Embassy Row Atlanta, Georgia Phone : (770) 394-8300 Email : aiacareersvc@aia.edu Fax : 1-770-394-9798 Career Service	N	0
41	Tri County Technical College PO Box 587 Pendleton, South Carolina Phone : (866) 269-5677 Email : jobplace@tctc.edu Fax : 1-803-646-1893 Career Service	N	0
42	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	1
43	UNCC Charlotte, University Career Center 9201 University City Blvd Charlotte, North Carolina Phone : (704) 687-2231 Email : Fax : 1-704-687-2683 Career Service	N	0

**WLTX**  
**EEO PUBLIC FILE REPORT**

July 22, 2010 - July 21, 2011

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44	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
45	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
46	University of South Carolina, School of Journalism and Mass Comm. Columbia, South Carolina Phone : (803) 777-5166 Email : Fax : 1-803-777-1267 Sarah Hughes	N	0
47	USC Broadcasting Dept Journalism College Columbia, South Carolina 29208 Phone : 1-803-777-3321 Email : Fax : 1-803-777-4103 Sonya Duhe	N	0
48	www.wltx.com South Carolina Phone : Email : Fax : Manual posting Career Service	N	17
49	York Technical College 452 South Anderson Road Rock Hill, South Carolina Phone : (803) 327-8000 Email : ccimino@yorktech.com Fax : 1--- Career Service	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>54</b>

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	8/1/2010	Establishment of an intern program designed to assist members of the community	<p>The WLTX internship program offers the student/intern active participation in a professional broadcast organization. The intern learns to apply classroom theories as well as what works in a live work environment. The intern earns academic credit for their participation in the program. Interns are recruited from universities and colleges throughout the State. Our internship program is available to qualified students who are interested in an internship and selection is based on a formal interview. Internships last one semester and are available in News, Sales, and Marketing.</p> <p>During the reporting period, students in the program were from the University of South Carolina, Claflin University, University of Phoenix, Ohio University, and Howard University. Of the eight participants in this reporting period, there were five minorities and four females.</p>	8	News, Sales and Marketing Staff	1.00
2	8/2/2010	Participation in events or programs sponsored by educational institutions	<p>WLTX participates in Job Shadowing programs offered through High Schools, Middle Schools, and Colleges in South Carolina. Job Shadowing allows students the opportunity to observe and gather information about broadcasting including the education and training necessary for entry into this field. Shadowing sponsors assist students in clarifying educational paths and career goals and are therefore instrumental in shaping the future of the students.</p> <p>During the reporting period, students in the program were from:  Fulmer Middle School, Hand Middle School, Lugoff-Elgin High School, Lexington High School, and Benedict College. Of the seven participants in this reporting period, there were six minorities and five females.</p>	7	Station Staff	0.25

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

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3	8/3/2010	Participation in scholarship programs	<p>WLTX awarded two \$1,000 college scholarships to high school students that have excelled in school and are outstanding citizens in their community. One of the two scholarships during the reporting period was awarded to a minority female.</p> <p>As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.</p>	2	Gannett Foundation	1.00

**WLTX**  
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4	9/3/2010	Establishment of training programs for station personnel	<p>Formal training programs are conducted within the station to allow employees to improve at their current level and acquire the skills to advance into future higher-level positions. Outside consultants are also used for coaching and training Newsroom personnel and Sales Account Executives.</p> <p>During the reporting period, we had two one-day individual training sessions (September 3, 2010 &amp; December 10, 2010) for all news reporters and anchors in which they were coached on ways to improve their on-air performance.</p> <p>Training seminars sponsored by the South Carolina Broadcasters Association were offered to employees. The following seminars were attended during the reporting period with the number of WLTX attendees in parentheses: Engineering (5); Social Media (7); and News Workshop (8).</p> <p>During the reporting period many training classes were attended by employees in Sales, News, Accounting, Marketing, and Engineering, as follows including the number trained in parentheses:</p> <p>Accounting Industry 2-day Conference (1); CPA Summit &amp; Tax Conference (1); Women in Leadership Conference (1); Gannett Leadership Program (1); Meteorology Courses online at MSU (1); National Press Photographers Association News Video Workshop (NPPA) (2); Society of Professional Journalism Writing Seminar (1); Sony Switcher training for Directors (7); Photojournalist Shooting Skills &amp; Live Shot Procedure Training with WFMY Chief Photographer (4); Jim Doyle Sales Training for Developing Business from the Healthcare Industry (9); Gannett Digital Sales Training (1); Digital Sales</p>	50	Staff from all departments	1.00

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

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			<p>Training with the Gannett Director of Digital Sales (9); Sharebuilder Sales Training (4); Wide Orbit Sales Training (11); 2011 Promax Summit (1); Gannett Winning in News (News &amp; Marketing Directors) (2); Gannett STAR Sales Training (9); and Gannett General Manager's Training with News Directors (2).</p> <p>Broadcast Learning Community. All department heads are participating in an online group learning experience. This includes all top managers in Gannett Broadcasting taking the same five courses over the course of a year and sharing their learning as a group. Courses include: Applying Leadership Principles: Developing Critical Leadership Skills, Performance Management, Effective Management: Cultivating Great Teams, Harnessing Innovation within Teams: Being an Innovator, and Creating &amp; Maintaining Life Balance (4).</p> <p>Training is available to employees in all departments and requests for training are solicited by human resources and department heads on a regular basis. Our goal is to provide training that the employee is interested in which will allow the employee to learn new skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions within the television station and our industry.</p>			

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

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5	10/11/2010	Participation in other activities designed by the station employment unit	<p>Winthrop University, October 11, 2010 – General Manager spoke to Senior Journalism students about the broadcast industry today and provided career path counseling.</p> <p>University of South Carolina School of Journalism – Principals of Journalism Class, February 11, 2011 – General Manager spoke with undergraduate students about the media business and broadcasting careers.</p> <p>Richland Northeast High School Career Fair – November 22, 2010 – News Producer discussed broadcasting careers and the skills necessary to work as a Producer.</p> <p>Blythewood Middle School Career Day – September 29, 2010 – MultiMedia Journalist spoke with middle school students regarding job opportunities in the broadcast industry.</p> <p>News employees make personal appearances at schools throughout the midlands to discuss broadcasting job opportunities and the required skills that will be needed. During the reporting period, there were five elementary schools visited by our Meteorologist Scott Ryan.</p> <p>WLTX provides station tours to schools and other community groups (children &amp; adults) interested in learning about broadcasting and employment opportunities. During the reporting period, there were seven Boy/Cub Scout groups and two elementary schools that toured the Newsroom, Studio, and Marketing areas.</p>	4	<p>General Manager</p> <p>News Producer</p> <p>MultiMedia Journalist</p> <p>Meteorologist</p>	1.00

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

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6	10/29/2010	Participation in Job Fairs	Fall 2010 University of South Carolina School of Journalism and Mass Communications Career Fair, October 29, 2010 – General Manager, News Director, and Creative Services Director met with college students to provide information on internships and entry-level positions for broadcasting at WLTX. Interviews with students were arranged to provide them time to ask questions about career options in the broadcasting industry and the skills necessary to obtain an entry-level position.	3	General Manager News Director Creative Services Director	0.25
7	3/18/2011	Participation in Job Fairs	Spring 2011 University of South Carolina School of Journalism and Mass Communications Career Fair, March 18, 2011 – General Manager and News Director met and interviewed college students throughout the day to provide information on internship opportunities at WLTX as well as possible career paths.	2	General Manager News Director	0.25
8	4/5/2011	Participation in Job Fairs	South Carolina Broadcasters Association Job Fair, April 5, 2011 – General Manager and News Director met with students enrolled in broadcast programs at South Carolina colleges and Universities. The Job Fair attracted over 100 students from all across South Carolina. Information was provided to students about the variety of career opportunities in the broadcasting industry in South Carolina and internship opportunities available at WLTX-TV.	2	General Manager News Director	0.25

**WLTX**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2010 - July 21, 2011**

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9	6/24/2011	Participation in Job Fairs	Clafin University 2011 Upward Bound Annual Career Fair, June 24, 2011 – Photographer Chris Brathwaite spoke with over 160 students about the variety of career opportunities in the broadcasting industry in South Carolina and the professional goals that can be accomplished as a result of hard work and motivation. The focus of the career fair was to empower Clafin students to take charge of their learning to obtain the career of their choosing.	1	Photographer	0.25
10	7/18/2011	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WLTX posted all upper-level category openings with organizations whose membership includes substantial participation of women and minorities such as Emma Bowen Foundation for Minority Interests in Media, Hispanic Link News Service, Nat'l Federation of Filipino American Associations, National Council of Negro Women, National Federation of Black College Broadcasters, National Lesbian and Gay Journalists Association, and South Asian Journalists Association.	1	Business Office	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>6.25</b>