

## EEO PUBLIC FILE REPORT

### Byrne Acquisition Group, LLC.

**Stations Included in  
Employment Unit:** WCCP - Clemson, SC  
WAHT, Clemson, SC

**Reporting Period:** August 1, 2021– August 1, 2022  
**Full-Time Vacancies Filled  
During This Reporting Period:** 1

**Total Number of Interviewees for all Full-time Vacancies Filled:** 1

Job Title	Date Filled	Positions
Account Executive	7/5/2022	1

#### Recruitment and Referral Sources

Job Title	Date Filled	Recruitment Source	Hire Source
Account Executive	7/5/2022	Linked-In Ad	WCCP Web Site On Air ad Linked- in Ad

#### Recruitment Source Summary

Recruitment Source	Number of Interviewees Referred
Employee Referral	0
Internet/Web Site	32
Walk-In – Self Referral	0
Newspaper	0
Trade Publication	0
Radio	6
TV/Cable	0

**August 1, 2021 – August 1, 2022**

During this period, Byrne Acquisition Group, LLC, (“Byrne”) had one open position at its stations. The position was filled through recruiting. Byrne seeks to experiment with new methods which might produce qualified applicants.

Byrne has set up a comprehensive outreach and recruitment program designed to widely disseminate information regarding full-time job opportunities at its stations.

Every six months, Byrne airs a Public Notice Press Release inviting community groups, minority organizations and interested civic organizations to notify station management if its group would like to be notified regarding each new, full-time job opening. Byrne, every six months, also sends the same press release to local groups as part of the licensee’s recruitment efforts. The licensee plans to continue its advertising efforts with the hope that local groups might soon be interested in receiving such information.

**Summary Description of Supplemental Outreach Initiatives**

The unit has selected the following outreach initiatives:

14. Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
16. Participate in other activities than the ones listed that the licensee has designed to further the goal of disseminating information about employment opportunities.

On August 19, 2021, the unit held an “Open House”. The purpose of the “Open House” event is to invite the general public to the studios/offices to discuss radio in general and the career opportunities available in the industry. Fifty two people attended. The event was supported with radio advertising on the unit’s stations. The operations director, the sales manager and five on-air hosts were present at the open house.

During this period, Ben Milstead, the Director of Operations and John Henis, the General Sales Manager, studied chapters 1 and 2 of the book, EEO Law and Personnel, Third Edition, by Arthur Gutman, in an effort to ensure equal employment opportunity and to prevent discrimination.

## **Press Releases**

To Whom It May Concern:

WCCP-FM and WAHT announced today that, in keeping with the rules and regulations of the Federal

Communications Commission, they are seeking to involve qualified community groups in the

dissemination of all job vacancy information for WCCP-FM and WAHT-AM. If your qualified community group or government bureau would like to be kept informed of all full-time job openings at the station, simply contact Mr. Ben Milstead at WCCP/WAHT, PO Box 1560, Clemson, SC 29633. The stations will

put your group on a list of qualified community groups which will automatically receive notification of all future full-time job vacancies at stations WCCP/WAHT.

Sincerely,



Ben Milstead, Director of Operations

WCCP 105.5 The Roar

Mailed to Community Group Notification list on:  
1/10/2022

6/27/2022

## **WCCP-FM and WAHT-AM Community Group Notification List 2021-22**

Anderson Area YMCA  
201 E Reed Road  
Anderson, SC 29621

City of Easley  
111 Walkers Way  
Easley, SC 29642

Southern Wesleyan University  
1 Wesleyan Drive  
Central, SC 29630

City of Clemson  
365 College Avenue  
Clemson, SC 29631

Trinity Wesleyan Church  
700 Issaqueena Trail  
Central, SC 29630

Clemson Community Care  
105 Anderson Highway  
Clemson, SC 29631

Clemson University  
398 College Avenue  
Clemson, SC 29631

City of Anderson  
403 Jefferson Avenue  
Anderson, SC 29621

Tri County Technical College  
7900 Highway 76  
Pendleton, SC 29670

City of Seneca  
612 North Townville Street  
Seneca, SC 29678

Newspring Church  
2940 Concord Road  
Anderson, SC 29621

# EEO: Placed, 08/01/21-08/01/22



Date	Length	Day Of Week	Air Time	Advertiser	Ad-ID	Brk(Booked)
Inv. Code (Booked): M-F 6a-7a						
08/04/21	:30	Thursday	6:00:00 AM	WCCP	EEOC License	Spot
10/08/21	:30	Monday	6:00:00 AM	WCCP	EEOC License	Spot
12/10/21	:30	Wednesday	6:00:00 AM	WCCP	EEOC License	Spot
04/12/22	:30	Friday	6:00:00 AM	WCCP	EEOC License	Spot
07/15/22	:30	Monday	6:00:00 AM	WCCP	EEOC License	Spot

[Sorted by: Inv. Code (Booked)]

**EEO SPOT 2021-22**

WCCP-FM AND WAHT ANNOUNCED TODAY THAT, IN KEEPING WITH THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION, THEY ARE SEEKING TO INVOLVE QUALIFIED COMMUNITY GROUPS IN THE DISSEMINATION OF ALL JOB VACANCY INFORMATION FOR WCCP-FM AND WAHT-AM. IF YOUR QUALIFIED COMMUNITY GROUP OR GOVERNMENT BUREAU WOULD LIKE TO BE KEPT INFORMED OF ALL FULL-TIME JOB OPENINGS AT THE STATION, SIMPLY CONTACT MR. BEN MILSTEAD AT WCCP/WAHT, PO Box 1560, CLEMSON, SC 29633. THE STATIONS WILL PUT YOUR GROUP ON A LIST OF QUALIFIED COMMUNITY GROUPS WHICH WILL AUTOMATICALLY RECEIVE NOTIFICATION OF ALL FUTURE FULL-TIME JOB VACANCIES AT STATIONS WCCP/WAHT.

## **Initiatives**



WCCP  
Open House  
ISCI: 998  
Sales:  
Ben Milstead

Words: 96, Chars: 513  
Len: 30.0 (Est. Len.: 27.7)  
Due: 07-26-21  
Run: 07-27-21 — 12-31-69  
WCCP-FM

Open House

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## Script

WCCP OPEN HOUSE

WCCP ONE O FIVE FIVE THE ROAR AND WAHT AM-FIFTEEN SIXTY ARE HOSTING AN OPEN HOUSE! WE LOVE OUR LISTENERS AND ENJOY MEETING YOU. THAT'S WHY WE ARE OPENING OUR HOUSE UP TO YOU. MEET THE FACES BEHIND THE MICS AND ALSO OUR TALENTED SALES STAFF. FREE PAPA JOHNS PIZZA AND A LIMITED SUPPLY OF WCCP T SHIRTS AND BUMPER STICKERS WILL BE AVAILABLE. STOP BY ANY TIME BETWEEN FIVE AND EIGHT OCLOCK ON THURSDAY, AUGUST 19TH. THAT'S FIVE TO EIGHT ON AUGUST NINETENTH. WE LOOK FORWARD TO SEEING YOU THEN!

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## AD TYPE

- Promo

PROD NOTES  
MUSIC BED

PRONUNCIATION

# OPEN HOUSE Placed, 07/27/21-08/19/21



Date	Length	DayOfWeek	Air Time	Advertiser	Ad-ID	Brk(Booked)
Inv. Code (Booked): All Inventory						
07/27/21	:30	Tuesday	6:42:45 AM	WCCP	WCCP-Open House	Spot
07/27/21	:30	Tuesday	11:23:30 AM	WCCP	WCCP-Open House	Spot
07/28/21	:30	Wednesday	2:43:00 PM	WCCP	WCCP-Open House	Spot
07/28/21	:30	Wednesday	10:05:45 AM	WCCP	WCCP-Open House	Spot
07/28/21	:30	Wednesday	8:22:30 AM	WCCP	WCCP-Open House	Spot
07/29/21	:30	Thursday	2:23:15 PM	WCCP	WCCP-Open House	Spot
07/29/21	:30	Thursday	2:44:30 PM	WCCP	WCCP-Open House	Spot
07/30/21	:30	Friday	3:42:40 PM	WCCP	WCCP-Open House	Spot
07/30/21	:30	Friday	4:05:00 PM	WCCP	WCCP-Open House	Spot
07/31/21	:30	Saturday	11:39:24 PM	WCCP	WCCP-Open House	Spot
07/31/21	:30	Saturday	1:56:16 PM	WCCP	WCCP-Open House	Spot
08/01/21	:30	Sunday	3:33:40 AM	WCCP	WCCP-Open House	Spot
08/01/21	:30	Sunday	4:56:00 AM	WCCP	WCCP-Open House	Spot
08/02/21	:30	Monday	10:44:30 AM	WCCP	WCCP-Open House	Spot
08/02/21	:30	Monday	11:22:00 AM	WCCP	WCCP-Open House	Spot
08/03/21	:30	Tuesday	10:24:00 AM	WCCP	WCCP-Open House	Spot
08/03/21	:30	Tuesday	12:25:00 PM	WCCP	WCCP-Open House	Spot
08/04/21	:30	Wednesday	6:22:00 AM	WCCP	WCCP-Open House	Spot
08/04/21	:30	Wednesday	7:42:00 AM	WCCP	WCCP-Open House	Spot
08/05/21	:30	Thursday	7:24:30 AM	WCCP	WCCP-Open House	Spot
08/05/21	:30	Thursday	12:24:45 PM	WCCP	WCCP-Open House	Spot
08/06/21	:30	Friday	2:43:00 PM	WCCP	WCCP-Open House	Spot
08/06/21	:30	Friday	5:03:15 PM	WCCP	WCCP-Open House	Spot
08/07/21	:30	Saturday	5:56:00 AM	WCCP	WCCP-Open House	Spot
08/07/21	:30	Saturday	7:22:10 AM	WCCP	WCCP-Open House	Spot
08/08/21	:30	Sunday	7:36:19 PM	WCCP	WCCP-Open House	Spot
08/08/21	:30	Sunday	3:38:29 AM	WCCP	WCCP-Open House	Spot
08/08/21	:30	Sunday	12:56:16 PM	WCCP	WCCP-Open House	Spot
08/09/21	:30	Monday	3:43:15 PM	WCCP	WCCP-Open House	Spot
08/09/21	:30	Monday	1:22:45 PM	WCCP	WCCP-Open House	Spot
08/10/21	:30	Tuesday	5:22:15 PM	WCCP	WCCP-Open House	Spot
08/10/21	:30	Tuesday	6:03:05 PM	WCCP	WCCP-Open House	Spot
08/11/21	:30	Wednesday	10:04:00 AM	WCCP	WCCP-Open House	Spot
08/11/21	:30	Wednesday	1:04:30 PM	WCCP	WCCP-Open House	Spot
08/12/21	:30	Thursday	4:03:35 PM	WCCP	WCCP-Open House	Spot
08/12/21	:30	Thursday	7:02:30 AM	WCCP	WCCP-Open House	Spot
08/13/21	:30	Friday	8:42:00 AM	WCCP	WCCP-Open House	Spot
08/13/21	:30	Friday	9:05:00 AM	WCCP	WCCP-Open House	Spot
08/14/21	:30	Saturday	8:15:08 PM	WCCP	WCCP-Open House	Spot
08/14/21	:30	Saturday	9:56:31 AM	WCCP	WCCP-Open House	Spot
08/14/21	:30	Saturday	9:18:08 AM	WCCP	WCCP-Open House	Spot
08/15/21	:30	Sunday	12:56:00 PM	WCCP	WCCP-Open House	Spot
08/15/21	:30	Sunday	9:37:12 PM	WCCP	WCCP-Open House	Spot
08/16/21	:30	Monday	11:44:00 AM	WCCP	WCCP-Open House	Spot
08/16/21	:30	Monday	1:24:10 PM	WCCP	WCCP-Open House	Spot
08/17/21	:30	Tuesday	4:23:15 PM	WCCP	WCCP-Open House	Spot
08/17/21	:30	Tuesday	2:24:00 PM	WCCP	WCCP-Open House	Spot
08/18/21	:30	Wednesday	3:23:05 PM	WCCP	WCCP-Open House	Spot
08/18/21	:30	Wednesday	2:45:00 PM	WCCP	WCCP-Open House	Spot
08/19/21	:30	Thursday	5:02:59 PM	WCCP	WCCP-Open House	Spot
08/19/21	:30	Thursday	6:45:22 AM	WCCP	WCCP-Open House	Spot
08/19/21	:30	Thursday	10:04:29 AM	WCCP	WCCP-Open House	Spot

[Sorted by: Inv. Code (Booked)]

## **Recruitment**

## Script

The ROAR is hiring! We are looking for a talented multi-platform sales specialist to join our dynamic and forward-thinking sales team. Your primary responsibilities in this position include new business development, client relationship management, ability to communicate the combination of our cutting-edge digital assets with our unique on-air product along with monthly client reporting. Bachelor's degree and previous digital or broadcast sales experience are preferred. Apply at [theroarfm dotcom slash careers](http://theroarfm.com/careers) today! **Byrne Media is an equal employment organization.**

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### AD TYPE

- Commercial

### PROD NOTES

\*Added tag to the end of spot: Byrne Media is an equal employment organization.

### MUSIC BED

### PRONUNCIATION

ON-AIR SPOT

# Order #48409: WCCP/WCCP/Multi Plat../Multi Plat..

ON-Air RUN TIMES



Spot Channel Line Channel Spot Sale Spot # Air Time Day Start Date End Date Order Inventory Bkt Times/Week Length Internal Rate 1/Prior Rev (Spot Rating Ad-ID)

Air Date: 04/25/22

[1] WCCF	1 WCCFPlaced	2	7:23 PM M	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	1	8:05 AM M	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	3	10:05 AM M	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3						\$0.00		0.00

Air Date: 04/26/22

[1] WCCF	1 WCCFPlaced	5	1:45 PM Tu	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	6	1:06 PM Tu	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	8	6:04 AM Tu	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	4	12:43 PM Tu	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	7	2:25 PM Tu	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5						\$0.00		0.00

Air Date: 04/27/22

[1] WCCF	1 WCCFPlaced	11	3:00 PM W	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	9	9:44 AM W	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	10	7:04 AM W	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3						\$0.00		0.00

Air Date: 04/28/22

[1] WCCF	1 WCCFPlaced	12	11:24 AM Th	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	15	1:22 PM Th	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	14	7:42 AM Th	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	13	12:23 PM Th	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	16	6:22 PM Th	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5						\$0.00		0.00

Air Date: 04/29/22

[1] WCCF	1 WCCFPlaced	17	8:25 AM F	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	18	10:24 AM F	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	19	5:27 PM F	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3						\$0.00		0.00

Air Date: 04/30/22

[1] WCCF	1 WCCFPlaced	21	5:22 PM Sa	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	23	7:22 AM Sa	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	20	4:54 PM Sa	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	22	7:00 AM Sa	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	24	11:01 AM Sa	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5						\$0.00		0.00

Air Date: 05/01/22

[1] WCCF	1 WCCFPlaced	25	9:22 AM Su	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	27	11:54 AM Su	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCFPlaced	26	9:00 AM Su	04/25/22	05/01/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3						\$0.00		0.00

Air Date: 05/02/22

[1] WCCF	1 WCCFPlaced	30	9:41 AM M	05/02/22	05/08/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Experienced Team
[1] WCCF	1 WCCFPlaced	29	5:27 AM M	05/02/22	05/08/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Chicken Basket #1 Revised
[1] WCCF	1 WCCFPlaced	28	6:04 PM M	05/02/22	05/08/22 6:00 AM-8:00 PM	Spec (6:00, .MTWT)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec

[Sorted by: Start Date]

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# Order #48409: WCCP/WCCP/Multi Plat../Multi Plat..



Spot Channel Line Chan Spot Start Date End Date Order Inventory Bre Times/Week Length Internal Rate (Prior Rev (Spot Rate)/Ad-ID

Air Date: 05/10/22

[1] WCCF	1 WCCF Placed	59	7:43 AM Tu	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	58	3:22 PM Tu	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	61	4:06 PM Tu	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	60	6:23 PM Tu	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	62	1:05 AM Tu	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								0.00

Air Date: 05/11/22

[1] WCCF	1 WCCF Placed	63	7:01 AM W	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	65	7:24 AM W	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	64	2:04 PM W	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								0.00

Air Date: 05/12/22

[1] WCCF	1 WCCF Placed	69	3:43 PM Th	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	67	1:04 PM Th	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	66	2:44 PM Th	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	68	1:23 PM Th	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	70	10:24 AM Th	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								0.00

Air Date: 05/13/22

[1] WCCF	1 WCCF Credited	71	F	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00
[1] WCCF	1 WCCF Placed	73	8:42 AM F	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Credited	72	F	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00
		1								0.00

Air Date: 05/14/22

[1] WCCF	1 WCCF Placed	78	9:23 AM Sa	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	76	7:00 PM Sa	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	74	10:00 AM Sa	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	77	7:22 PM Sa	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	75	5:54 PM Sa	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								0.00

Air Date: 05/15/22

[1] WCCF	1 WCCF Placed	79	8:22 AM Su	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	81	6:00 AM Su	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	1 WCCF Placed	80	9:52 AM Su	05/09/22	05/15/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								0.00

Air Date: 05/23/22

[1] WCCF	2 WCCF Placed	1	1:23 PM M	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCF Placed	3	12:22 PM M	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCF Placed	2	2:04 PM M	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								0.00

Air Date: 05/24/22

[1] WCCF	2 WCCF Placed	7	1:25 PM Tu	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCF Placed	8	8:04 AM Tu	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCF Placed	6	4:24 PM Tu	05/23/22	05/29/22 6:00 AM-8:00 PM	SpC (6:00, MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec

[Sorted by: Start Date]

# Order #48409: WCCP/WCCP/Multi Plat../Multi Plat..



Spot Channel: InChantSpot: Sales Spot # Air Time Day Start Date End Date Order Inventory Bre Time/Week Length Internal Rate 1 Prior Rev (Spot Rate/Ad-ID)

Air Date: 05/24/22

[1] WCCF	2 WCCFPlaced	4	10:02 AM Tu	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	5	11:44 AM Tu	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								
								\$0.00		0.00

Air Date: 05/25/22

[1] WCCF	2 WCCFPlaced	9	7:00 PM W	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	10	7:22 PM W	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	11	1:01 PM W	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								
								\$0.00		0.00

Air Date: 05/26/22

[1] WCCF	2 WCCFPlaced	15	3:22 PM Th	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	16	6:29 PM Th	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	13	9:25 AM Th	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	12	7:52 AM Th	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	14	9:03 AM Th	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								
								\$0.00		0.00

Air Date: 05/27/22

[1] WCCF	2 WCCFPlaced	19	8:26 AM F	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	17	3:43 PM F	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	18	7:26 AM F	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								
								\$0.00		0.00

Air Date: 05/28/22

[1] WCCF	2 WCCFPlaced	21	3:00 PM Sa	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	22	12:00 PM Sa	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	23	11:00 AM Sa	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	24	6:00 PM Sa	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	20	6:54 AM Sa	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		5								
								\$0.00		0.00

Air Date: 05/29/22

[1] WCCF	2 WCCFPlaced	27	9:52 AM Su	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	25	10:54 AM Su	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	26	11:54 AM Su	05/23/22	05/29/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								
								\$0.00		0.00

Air Date: 05/30/22

[1] WCCF	2 WCCFPlaced	30	2:22 PM M	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	28	8:00 AM M	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	29	4:00 PM M	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
		3								
								\$0.00		0.00

Air Date: 05/31/22

[1] WCCF	2 WCCFPlaced	31	6:42 AM Tu	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	33	2:43 PM Tu	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	35	12:21 PM Tu	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	34	10:40 AM Tu	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec
[1] WCCF	2 WCCFPlaced	32	11:20 AM Tu	05/30/22	06/05/22 6:00 AM-8:00 PM	Spec(6:00 ,MTWTF)	:30	\$0.00 L-2	DIRE NM	0.00 Multi Platform Sales Spec

[Sorted by: Start Date]



**FOR**  
1-800-455-4111



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**From:** amy@wccpfm.com  
**Sent:** Tuesday, July 26, 2022 3:49 PM  
**To:** Ben Milstead  
**Subject:** Re: Your LinkedIn Order 7466730043



Search



## Job description

105.5 & 97.5 The ROAR (Clemson Sports Flagship Station)/Byrne Digital, Greenville SC, has an exciting opportunity for a talented Multi-Platform Sales Specialist to join our dynamic and forward-thinking sales team. Your primary responsibilities for campaign success in this position include new business development, client relationship management, ability to communicate the grouping of our cutting-edge digital assets with our unique on-air product and monthly client reporting.

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- Generate revenue for the station and meet quarterly goals through effective sales techniques
- Develop new business and create results for clients through creative and effective targeted radio & digital campaigns
- Establish trusted relationships with existing clients, colleagues, and station talent and meet all commitments with adequate preparation, delivery and follow-through
- Meet or exceed revenue targets for existing, new, and digital and broadcast business, as well as station initiatives
- Create proposals with key findings from discovery meetings utilizing cutting edge research & creative ideas, and robust broadcast and digital offerings
- Monitor digital campaigns' pacing and effectiveness consistently to ensure campaign delivery, and proactively finding opportunities to optimize campaign performance and account growth.
- Demonstrate proof of performance to the client through reporting with digital recaps and key insights for upsell opportunities.
- Assist in solving invoice discrepancies and provide aging/invoices as necessary to insure full payment of client schedules.
- Attend weekly sales meetings and training sessions
- Providing excellent customer service.
- Perform other duties related to multi-platform ad sales as assigned by leadership.
- Ability to help team with other duties not listed.

- Ability to make decisions and solve problems independently to support the customer.
- Demonstrated success in digital/broadcast sales/marketing (ie. website, geo-fencing, behavioral targeting, SEO, OTT, etc.)
- Strong written and communication skills
- Experience in Microsoft Office.
- Ability to multitask, manage multiple assignments and prioritize tasks in a fast-paced, deadline-driven, team-oriented environment
- Expertise at developing relationships
- Bachelor's degree preferred

Show less ^

## Screening question

### Must-have qualifications

Have you completed the following level of education:

Bachelor's Degree?

Ideal answer: Yes

Do you have a valid driver's license?

Ideal answer: Yes

How many years of Broadcast or Digital Sales do you have?

Ideal answer: 2

Are you legally authorized to work in the United States?

Ideal answer: Yes

### Preferred qualifications

How many years of work experience do you have using Microsoft Office?

Ideal answer: 1

On Jul 26, 2022, at 3:41 PM, [amy@wccpfm.com](mailto:amy@wccpfm.com) wrote:

Ran March 10-25

Begin forwarded message:

**From:** [billing-noreply@linkedin.com](mailto:billing-noreply@linkedin.com)

**Subject:** Your LinkedIn Order 7466730043

**Date:** March 26, 2022 at 6:16:03 AM EDT

**To:** Amy McKenna <[acmcken@g.clemson.edu](mailto:acmcken@g.clemson.edu)>

ben@wccpfm.com

**From:** amy@wccpfm.com  
**Sent:** Tuesday, July 26, 2022 3:42 PM  
**To:** Ben Milstead  
**Subject:** Fwd: Your LinkedIn Order 7466730043

Ran March 10-25

Begin forwarded message:

**From:** [billing-noreply@linkedin.com](mailto:billing-noreply@linkedin.com)  
**Subject:** Your LinkedIn Order 7466730043  
**Date:** March 26, 2022 at 6:16:03 AM EDT  
**To:** Amy McKenna <[acmcken@g.clemson.edu](mailto:acmcken@g.clemson.edu)>

Order ID:  
7466730043

LinkedIn Corporation  
1000 W. Maude Avenue, Sunnyvale, CA 94085 USA  
Federal Tax ID: 47-0912023

**Billed To:** John Henis  
29205  
United States

**Date:** 3/26/2022  
**Order Total:** \$239.89  
**Payment Method:** MASTERCARD....2590  
**Receipt #:** 1819572053

Item	Description	Qty	Rate	Price
1	Job Views <ul style="list-style-type: none"><li>Job Title: Multi-Platform Sales Specialist</li><li>The Roar FM - Greenville, South Carolina, United States</li><li>Job Id: 2957622422</li><li>From March 10, 2022 To March 25, 2022</li></ul>	•		\$239.89
Total Purchases:				\$239.89
Sales Tax (0%):				\$0.00
Order Total:				\$239.89
Payment:				-\$239.89
Balance:				\$0.00

**Notes:** 1 Charges may continue until the job post is closed or paused.

[Customer Service](#) | [Purchase History](#) | [Terms of Sale](#)

This email was intended for Amy McKenna (Digital Content & Marketing Coordinator at The Roar FM). Learn why we included this.

ben@wccpfm.com

**From:** amy@wccpfm.com  
**Sent:** Tuesday, July 26, 2022 3:41 PM  
**To:** Ben Milstead  
**Subject:** Fwd: Your LinkedIn Order 7591018383

Ran April 4-9

Begin forwarded message:

**From:** [billing-noreply@linkedin.com](mailto:billing-noreply@linkedin.com)  
**Subject:** Your LinkedIn Order 7591018383  
**Date:** May 4, 2022 at 6:16:04 AM EDT  
**To:** Amy McKenna <[acmcken@g.clemson.edu](mailto:acmcken@g.clemson.edu)>

Order ID:  
7591018383

LinkedIn Corporation  
1000 W. Maude Avenue, Sunnyvale, CA 94085 USA  
Federal Tax ID: 47-0912023

**Billed To:** John Henis  
29205  
United States

**Date:** 5/4/2022  
**Order Total:** \$150.00  
**Payment Method:** MASTERCARD....2590  
**Receipt #:** 1857140773

Item	Description	Qty	Rate	Price
1	Job Views <ul style="list-style-type: none"><li>Job Title: Multi-Platform Sales Specialist</li><li>The Roar FM - Greenville, South Carolina, United States</li><li>Job Id: 3004824370</li><li>From April 4, 2022 To April 9, 2022</li></ul>	•		\$150.00
Total Purchases:				\$150.00
Sales Tax (0%):				\$0.00
Order Total:				\$150.00
Payment:				-\$150.00
Balance:				\$0.00

**Notes:** 1 Charges may continue until the job post is closed or paused.

[Customer Service](#) | [Purchase History](#) | [Terms of Sale](#)

This email was intended for Amy McKenna (Digital Content & Marketing Coordinator at The Roar FM). Learn why we included this.