

## EEO PUBLIC FILE REPORT

### Byrne Acquisition Group, LLC.

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

**Reporting Period:** August 1, 2019 – August 1, 2020  
**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
Sales Executive	2/1/2020	1

#### Recruitment and Referral Sources

Job Title	Date Filled	Recruitment Source	Hire Source
Sales <u>Exec</u>	2/1/2020	Mailed to Community groups, On-air advertising. Newspaper	Newspaper

#### Recruitment Source Summary

Recruitment Source	Number of Interviewees Referred
Employee Referral	2
Internet/Web Site	0
Walk-In – Self Referral	0
Newspaper	3
Trade Publication	0
Radio	4
TV/Cable	0
Anderson Area YMCA	0
City of Easley	0
Southern Wesleyan University	0
City of Clemson	0
Trinity Wesleyan Church	0
Clemson Community Care	0

Clemson University	0
City of Anderson	0
Tri County Technical College	0
City of Seneca	0
Newspring Church	0



**August 1, 2019 – August 1, 2020**

During this period, Byrne Acquisition Group, LLC, (“Byrne”) had one open position at its stations. The position was filled by interview that resulted from a response to a newspaper ad. Recruiting was also utilized and the unit chose to do radio advertising on its stations. 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 more local groups might soon be interested in receiving such information.

**Summary Description of Supplemental Outreach Initiatives**

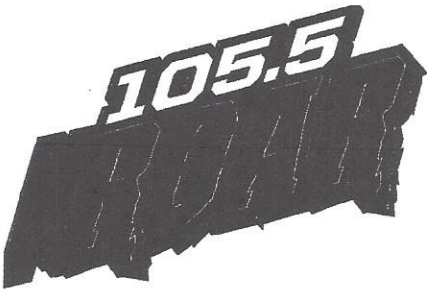
The unit has selected the following outreach initiatives:

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 22, 2019, 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. Twenty two people attended. The event was supported with radio advertising on the unit’s stations. The operations director, the sales manager and four on-air hosts were present at the open house.

During this period, Ben Milstead, the Director of Operations and Debra Jones, the General Sales Manager, studied chapters 15 and 16 of the book, EEO Law and Personnel by Arthur Gutman, in an effort to ensure equal employment opportunity and to prevent discrimination.

## **Press Releases**



For Immediate Release

To Whom It May Concern:

WCCP-FM and WAHT-AM 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 and WAHT. 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/WHAT, 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 vacancies at stations WCCP/WHAT.

Sincerely,

A handwritten signature of Ben Milstead in black ink, followed by a vertical line.

Ben Milstead

Director of Operations, WCCP/WHAT

post office box 156 ☐ clemson, south carolina 29633  
o: 864.654.4 ☐ ☐ 4 f: 864.654.33 ☐ ☐ [www.wccpfm.com](http://www.wccpfm.com)

EEO SPOT 19-20

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.

# EEO Advertising: Placed, 08/01/19-08/01/20



Date	Inv. Code (Booked)	Length	DayOfWeek	Air Time	Brk(Booked)	Advertiser
<b>Ad-ID: EEO Advertising</b>						
08/2/19	All Inventory	:30	Thursday	6:40:00 AM	Promo	WCCP
09/15/19	All Inventory	:30	Thursday	12:40:00 PM	Promo	WCCP
10/02/19	All Inventory	:30	Thursday	5:40:00 PM	Promo	WCCP
11/24/19	All Inventory	:30	Friday	11:40:00 AM	Promo	WCCP
01/07/20	All Inventory	:30	Friday	10:40:00 AM	Promo	WCCP
02/10/20	All Inventory	:30	Friday	7:40:00 AM	Promo	WCCP
03/05/20	All Inventory	:30	Friday	6:40:00 AM	Promo	WCCP
04/01/20	All Inventory	:30	Saturday	1:56:30 PM	Promo	WCCP
04/17/20	All Inventory	:30	Saturday	8:33:40 PM	Promo	WCCP
05/20/20	All Inventory	:30	Saturday	12:17:30 AM	Promo	WCCP
07/08/20	All Inventory	:30	Saturday	4:17:00 AM	Promo	WCCP

[Sorted by: Date]

## **WCCP-FM and WAHT-AM Community Group Notification List 2019-20**

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



## **Initiatives**

## WCCP OPEN HOUSE

WCCP ONE O FIVE FIVE THE ROAR AND WHAT 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 WEDNESDAY, AUGUST 22ND. THAT'S FIVE TO EIGHT ON AUGUST 22ND. WE LOOK FORWARD TO SEEING YOU THEN!

# Open House: Placed, 08/01/19-08/01/20



Date	Inv. Code (Booked)	Length	DayOfWeek	Air Time	Brk(Booked)	Advertiser
<b>Ad-ID: OPEN HOUSE ANNOUNCEMENT</b>						
08/13/19	All Inventory	:30	Tuesday	5:20:00 PM	PSA	WCCP
08/20/19	All Inventory	:30	Tuesday	6:20:00 PM	PSA	WCCP
08/17/19	All Inventory	:30	Saturday	5:19:06 PM	PSA	WCCP
08/11/19	All Inventory	:30	Sunday	2:21:09 PM	PSA	WCCP
08/06/19	All Inventory	:30	Tuesday	3:20:00 PM	PSA	WCCP
08/09/19	All Inventory	:30	Friday	9:20:00 AM	PSA	WCCP
08/02/19	All Inventory	:30	Friday	7:20:20 AM	PSA	WCCP
08/14/19	All Inventory	:30	Wednesday	6:20:00 AM	PSA	WCCP
08/10/19	All Inventory	:30	Saturday	9:36:49 AM	PSA	WCCP
08/19/19	All Inventory	:30	Monday	4:20:30 PM	PSA	WCCP
08/07/19	All Inventory	:30	Wednesday	6:20:00 PM	PSA	WCCP
08/08/19	All Inventory	:30	Thursday	7:20:00 AM	PSA	WCCP
08/18/19	All Inventory	:30	Sunday	9:58:48 AM	PSA	WCCP
08/12/19	All Inventory	:30	Monday	3:20:00 PM	PSA	WCCP
08/03/19	All Inventory	:30	Saturday	12:17:00 AM	PSA	WCCP
08/16/19	All Inventory	:30	Friday	10:20:30 AM	PSA	WCCP
08/05/19	All Inventory	:30	Monday	12:20:00 PM	PSA	WCCP
08/01/19	All Inventory	:30	Thursday	6:20:00 PM	PSA	WCCP
08/15/19	All Inventory	:30	Thursday	8:20:30 AM	PSA	WCCP

[Sorted by: Advertiser]

## **Recruitment**



## Sales Exec Job Opening Copy

We are hiring! We have an immediate opening for a Sales Executive to join The Roars family. This position requires a heavy amount of prospecting and lead-development with local business in the Greenville Spartanburg Anderson area. Our Ideal Candidate will be self motivated and results oriented. He or she will have have great communication and organizational skills and will enjoy the thrill of the hunt by bringing in new business Requirements. Minimum two years of media sales experience is required.

For more information go to: <http://www.wccpfm.com>

Byrne Acquisition Group is an Equal Opportunity Employer.

# Sales Exec Job Opening: Placed, 08/01/19-08/01/20



Date	Inv. Code (Booked)	Length	DayOfWeek	Air Time	Brk(Booked)	Advertiser
<b>Ad-ID: Sales Exec Job Opening</b>						
01/14/20	All Inventory	:30	Tuesday	5:20:00 PM	PSA	WCCP
01/14/20	All Inventory	:30	Tuesday	3:20:00 PM	PSA	WCCP
01/14/20	All Inventory	:30	Tuesday	12:20:00 PM	PSA	WCCP
01/14/20	All Inventory	:30	Tuesday	4:20:00 PM	PSA	WCCP
01/15/20	All Inventory	:30	Wednesday	10:20:00 AM	PSA	WCCP
01/15/20	All Inventory	:30	Wednesday	12:20:00 PM	PSA	WCCP
01/15/20	All Inventory	:30	Wednesday	4:20:00 PM	PSA	WCCP
01/15/20	All Inventory	:30	Wednesday	7:20:00 AM	PSA	WCCP
01/16/20	All Inventory	:30	Thursday	2:20:00 PM	PSA	WCCP
01/16/20	All Inventory	:30	Thursday	6:20:00 PM	PSA	WCCP
01/16/20	All Inventory	:30	Thursday	1:20:00 PM	PSA	WCCP
01/16/20	All Inventory	:30	Thursday	6:20:00 AM	PSA	WCCP
01/17/20	All Inventory	:30	Friday	6:20:00 PM	PSA	WCCP
01/17/20	All Inventory	:30	Friday	10:20:00 AM	PSA	WCCP
01/17/20	All Inventory	:30	Friday	1:20:00 PM	PSA	WCCP
01/17/20	All Inventory	:30	Friday	11:20:00 AM	PSA	WCCP
01/18/20	All Inventory	:30	Saturday	5:39:51 AM	PSA	WCCP
01/18/20	All Inventory	:30	Saturday	8:37:21 AM	PSA	WCCP
01/18/20	All Inventory	:30	Saturday	11:59:19 AM	PSA	WCCP
01/18/20	All Inventory	:30	Saturday	8:57:47 PM	PSA	WCCP
01/19/20	All Inventory	:30	Sunday	9:57:47 AM	PSA	WCCP
01/19/20	All Inventory	:30	Sunday	4:37:06 PM	PSA	WCCP
01/19/20	All Inventory	:30	Sunday	6:41:53 AM	PSA	WCCP
01/19/20	All Inventory	:30	Sunday	12:20:50 AM	PSA	WCCP
01/20/20	All Inventory	:30	Monday	5:20:00 PM	PSA	WCCP
01/20/20	All Inventory	:30	Monday	8:20:00 AM	PSA	WCCP
01/20/20	All Inventory	:30	Monday	3:20:00 PM	PSA	WCCP
01/20/20	All Inventory	:30	Monday	4:20:00 PM	PSA	WCCP

[Sorted by: Date]

Anderson Area YMCA	0
City of Easley	0
Southern Wesleyan University	0
City of Clemson	0
Trinity Wesleyan Church	0
Clemson Community Care	0
Clemson University	0
City of Anderson	0
Tri County Technical College	0
City of Seneca	0
Newspring Church	0

# Herald-Journal

your multimedia source

Spartanburg, SC  
TEL: (866) 470-7133 • FAX: (863) 802-7825  
UpstateMarketSource.com  
FED ID#: 47-2464921

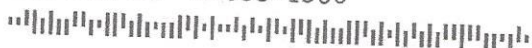
1 BILLING PERIOD	2 ADVERTISER / CLIENT NAME
12/30/19 - 02/02/20	WCCP 105.5 THE ROAR
23 TOTAL AMOUNT DUE	*UNAPPLIED AMOUNT
0.00	
21 CURRENT AMOUNT DUE	22 30 DAYS
.00	.00
3 TERMS OF PAYMENT	NET 15 DAYS
	60 DAYS
	OVER 90 DAYS
	.00
	.00

## ADVERTISING INVOICE and STATEMENT

24 INVOICE NUMBER	4 PAGE #	5 BILLING DATE	6 BILLED ACCOUNT NUMBER	7 ADVERTISER / CLIENT NUMBER
549578	1	02/02/20	70236697	

8

8 - 2652  
KELLY GRAMLICH  
WCCP 105.5 THE ROAR  
PO BOX 1560  
CLEMSON SC 29633-1560



9 REMITTANCE ADDRESS
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HERALD-JOURNAL  
PO BOX 102930  
ATLANTA, GA 30368-2930

5400549578000000000007

PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE

10 DATE	11 NEWSPAPER REFERENCE	12/13/14 DESCRIPTION - OTHER COMMENTS/CHARGES	15 16 SAU SIZE BILLED UNITS	17 18 TIMES RUN RATE	19 GROSS AMOUNT	20 NET AMOUNT
12/29		BALANCE FORWARD				
01/10	5722	PYMT				.00
01/12	2181923	account manager	3x91		299.00	-299.00
	01/15	OL/MKMN, SHJ/FULL				299.00

## STATEMENT OF ACCOUNT

AGING OF PAST DUE ACCOUNTS

21 CURRENT NET AMOUNT DUE	22 30 DAYS	60 DAYS	OVER 90 DAYS	*UNAPPLIED AMOUNT	23 TOTAL AMOUNT DUE
.00	.00	.00	.00		.00

SBI™

Herald-Journal

UpstateMarketSource.com

Questions on this Invoice call:  
Tel: (866) 470-7133 Fax: (863) 802-7825

GateHouse Media™

24 INVOICE NUMBER	25	1 BILLING PERIOD	6 BILLED ACCOUNT NUMBER	7 ADVERTISER / CLIENT NUMBER	2 ADVERTISER / CLIENT NAME
549578	1	12/30/19 - 02/02/20	70236697		WCCP 105.5 THE ROAR





To Whom It May Concern:

Please see the immediate job opening attached for WCCP/WAHT radio in Clemson South Carolina. Please share

Thank you,

A handwritten signature in black ink, appearing to read "Ben Milstead", is located below the "Thank you," text.

Ben Milstead

Director of Operations

post office box 1560 | clemson, south carolina 29633  
o: 864.654.4004 | f:864.654.3300 | [www.wccpfm.com](http://www.wccpfm.com)

The Roar 105.5 Greenville, Spartanburg, Anderson, Clemson

*TO Community Groups*

This position requires a heavy amount of prospecting and lead-development with local business in the Greenville Spartanburg Anderson area. The Roar 105.5 broadcasts thirteen hours a day of live sports programming with engaging talent. We cover all sports and are the proud flagship station for Clemson Sports.

Our Ideal Candidate:

- You are self-motivated and results oriented
- You have great communication and organizational skills
- You enjoy the thrill of the hunt by bringing in new business

Requirements:

- Minimum two years of media sales experience.
- Familiarity with the growing SC upstate a plus
- Digital experience a plus
- Demonstrated record of success in a fast paced, goal oriented environment.
- Proficient in prospecting high potential accounts and setting up appointments with key decision makers with the ability to secure at least five appointments weekly with qualified prospects.
- Demonstrates effective listening skills and able to deliver compelling advertising presentations.
- Effectively able to overcome client objections and articulate the value of recommended solutions.
- Creative problem solving skills are essential.

We offer a salary plus commission based on experience along with a benefits package including paid holidays, health insurance and vacation.

For more information go to: <http://www.wccpfm.com>

To apply send your resume to [debra@wccpfm.com](mailto:debra@wccpfm.com) or call 864-654-4004 ext 2209

Byrne Acquisition Group is an Equal Opportunity Employer. Posted 6/18/20.

**WCCP-FM and WAHT-AM Community Group Notification List  
2019-20**

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  
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Anderson, SC 29621