

## **Annual EEO Public File Report Form**

WMMP/WTAT (LMA)Charleston, SC

### **Annual EEO Public File Report**

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WMMP/WTAT (LMA) CHARLESTON, SC and is required to be placed in the public inspection files of these stations, and posted on their web sites, if the stations have web sites.

The information contained in this Report covers the time period beginning 08/01/03 to and including 07/23/04 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section(s) 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 08/01/03 to 07/23/04

Station Comprising Station Employment Unit: WMMP/WTAT (LMA)

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Account Executive	WMMP/WTAT/Sinclair website	9
2	National Sales Manager	WMMP/WTAT Employee Promotion	7
3	Master Control Operator	WMMP/WTAT/Sinclair website	8
4	Maintenance Technician	WTAT TV On-Air Commercial	7
5	Credit Manager	Employee Referral	6
6	Account Executive	WTAT/WMMP/Sinclair website	10
7	Sales Assistant	WMMP/WTAT employee promotion	6
8	Master Control Operator	WMMP/WTAT/Sinclair website	7
9	Master Control Operator	WMMP/WTAT Intern (hired)	1
10	Master Control Operator	WMMP/WTAT/Sinclair website	7

11	Creative Services Director	WMMP/WTAT Promotion from Production Manager	1
12	General Manager	Business Referral	8
13	Master Control Operator	WMMP/WTAT/Sinclair Website	7
14	Production Co-ordinator	Unsolicited	8
15	Master Control Operator	South Carolina Broadcasters Association	13
16	Traffic Assistant	Employee Referral	3
17	Account Executive	Citadel Military College of South Carolina	10
18	Account Executive	Employee Referral	10
19	Account Executive	Employee Referral	10
20	Master Control Operator	Employee Referral	14

Total Number of Persons Interviewed During Applicable Period. 152



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Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 08/01/03 to 07/23/04

Station Comprising Station Employment Unit: WMMP/WTAT (LMA)

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
1	Sinclair Internal Applicants	4  0 ↓	General Manager  Account Executive National Sales Manager Master Control Operator Maintenance Technician Credit Manager Sales Assistant Creative Services Director/Promotion Manager Traffic Assistant Production Coordinator
2	Trade Magazine (B&C)	1	General Manager
3	Business Referrals	2  2	General Manager  National Sales

		11	Managers Account Executives
4	WMMP/WTAT Employee Referrals	7  6  1  1  0 ↓	Master Control Operator  Account Executive  Traffic Assistant  Credit Manager  National Sales Manager General Manager Creative Services Director/Promotion Manager Sales Assistant Maintenance Tech Production Coordinator
5	WMMP/WTAT Internal Applicant	1 1  1  1  0 ↓	Credit Manager National Sales Mgr  General Manager  Creative Services Director/Promotion Manager  Sales Assistant  Account Executive Master Control Operator Maintenance Tech Traffic Assistant

			Production Coordinator
6	WMMP/WTAT TV On-Air Commercial	3	Master Control Operator
		4	Maintenance Technician
7	SC Broadcasters Association Job Bank One Harbison Way, Ste 112, Columbia SC 29212 Email: <a href="http://www.scba.net/job_bank">www.scba.net/job bank</a>	4	Master Control Operator
		1	Sales Assistant
		1	Production Coordinator
		0 ↓	Account Executive National Sales Mgr Credit Manager Sales Assistant Creative Services Dr/Production Manager Traffic Assistant
8	WMMP UPN 36/WTAT FOX 24/Sinclair Broadcast Group, Inc., Contact Missy Martin 10706 Beaver Dam Road Cockeysville, MD 21030 Phone: 410-568-1514 Fax: 410-568-1597 WMMP/WTAT 4301 Arco Lane, Charleston, SC 29418 Phone: 843-744-2424 <a href="http://www.sbgnet.net">www.sbgnet.net</a> <a href="http://www.wmmp36.com">www.wmmp36.com</a>	25	Master Control Operator
		20	Account Executive
		2	Production Coordinator
		2	Maintenance Technician
		2	

	<a href="http://www.wtat.24.com">www.wtat.24.com</a>	4  0 ↓	Sales Assistant  Nat'l Sales Mgr  General Manager Credit Manager Creative Services Director/Promotion Mgr Traffic Assistant
9	Trident Technical College Contact: Gregg Habib P.O. Box 118067 Charleston, SC 29423- 8067 Phone: 843-574-6119 Email: <a href="mailto:stuemploy@tridenttech.org">stuemploy@tridenttech.org</a> (Fair Day)	4  1  1  0 ↓	Master Control Operator  Maintenance Technician  Production Coordinator  Account Executive National Sales Mgr Credit Manager Sales Assistant Traffic Assistant
10	Goodwill Industries Lower, SC 5640 Rivers Avenue North Charleston, SC 29406 Kristy Cumbee Phone: 843-566-0072 (Fair Day)	3  0 ↓	Master Control Operator  Account Executive National Sales Mgr Credit Manager Sales Assistant Traffic Assistant Creative Services/Production Director



			General Manager Production Coordinator
11	Benedict College Contact: Kymm Hunter 1600 Harden Street Columbia, SC 29204 Phone: 803-253-5132 Email: <a href="mailto:hunterk@benedict.edu">hunterk@benedict.edu</a>	0 ↓	Account Executive National Sales Mgr Master Control Operator Sales Assistant Credit Manager Traffic Assistant General Manager Creative Services Director/Promotion Manager Production Coordinator
12	Center for Women 513 Savannah Hwy. Charleston, SC 29407 Phone: 843-763-7333	0 ↓	Account Executive Master Control Operator Sales Assistant Credit Manager Traffic Assistant General Manager Creative Services Manager/Promotion Manager
13	Burch Community Trade Center 3110 North Carolina Avenue, North Charleston, SC 29405 Phone: 843-740-1888	0 ↓	Account Executive  (Unable to ever make contact)

14	Charleston African American Directory 49 Elizabeth Street Charleston, SC 29413	0 ↓	Account Executive Master Control Operator Sales Assistant Traffic Assistant Creative Services Director/Promotion Manager General Manager Credit Manager
15	Charleston Branch NAACP Contact: Tricia Lecque 76 Spring Street Charleston, SC 29403 Phone: 843-805-8030 Fax: 843-805-8040	0 ↓	Account Executive Master Control Operator Sales Assistant Traffic Assistant Creative Services Director/Promotion Manager General Manager Credit Manager Production Coordinator
16	Charleston County Human Services Commission Contact: Yvonne Marshall 1069 King Street P.O. Box 20968 Charleston, SC 29413 Phone: 843-724-6760 Ext 31 Email: <a href="mailto:cchschr@bellsouth.net">cchschr@bellsouth.net</a>	0 ↓	Account Executive Master Control Operator Production Coordinator
17	Charleston Southern	0	Account Executive

	University Contact: Sara Opatsky P.O. Box 118087 Charleston, SC 29403 Phone: 843-863-7000 Email: <a href="mailto:sopatsky@csuniv.edu">sopatsky@csuniv.edu</a>	↓	National Sales Manager Master Control Operator Sales Assistant Credit Manager Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
18	The Citadel Military College of SC* Contact: Brent Stewart 171 Moultrie Street Charleston, SC 29409 Phone: 843-953-1618 Email: <a href="mailto:brent.stewart@citadel.edu">brent.stewart@citadel.edu</a>	9  0 ↓	Account Executive  National Sales Manager Master Control Operator Sales Assistant Credit Manager Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
19	The Citadel (Human Resources) Contact Bridgette Beasley 171 Moultrie Street Charleston, SC 29409	0	Account Executive National Sales Manager Master Control Operator

	Phone: 843-953-6961 Email: <a href="mailto:bridgette.beasley@citadel.edu">bridgette.beasley@citadel.edu</a>		Sales Assistant Credit Manager Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
20	City of Charleston Dept of Human Resources Contact: Shashanna Prince 701 East Bay MSC 1220 Suite 427 Charleston, SC 29413 Phone: 843-724-7388 Email: <a href="mailto:hr@ci.charleston.net/charlestoncity">hr@ci.charleston.net/charlestoncity</a>	0 ↓	Account Executive Master Control Operator National Sales Manager Sales Assistant Credit Manager Traffic Assistant General Manager Production Coordinator
21	City of Charleston Senior Citizens Program Joyce Bliesener 259 Meeting Street Charleston, SC 29401 Phone: 843-722-4127 Email: <a href="mailto:chassenior@sc_online.net">chassenior@sc_online.net</a>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant General Manager Production Coordinator



22	<p>Claflin University  Contact: Carolyn Snell  400 Magnolia Street  Charleston, SC 29115  Phone: 803-535-5338  Email: <a href="mailto:csnell@claflin.edu">csnell@claflin.edu</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales  Manager  Master Control  Operator  Credit Manager  Sales Assistant  Traffic Assistant  Creative Services  Director/Promotion  Manager  General Manager  Production  Coordinator</p>
23	<p>College of Charleston  Contact: Linda Robinson  66 George Street  Charleston, SC 29424  Phone: 843-953-5692  Email: <a href="mailto:robinsonl@cofc.edu">robinsonl@cofc.edu</a></p>	<p>2  0↓</p>	<p>Sales Assistant    Account Executive  National Sales  Manager  Master Control  Operator  Credit Manager  Creative Services  Director/Promotion  Manager  General Manager  Production  Coordinator</p>
24	<p>Department of Social  Services  Contact: Kris Plexico  3366 Rivers Avenue  North Charleston, SC  29405  Phone: 843-740-0400  Email: <a href="mailto:cplexico@dss.state.sc.us">cplexico@dss.state.sc.us</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales  Manager  Master Control  Operator  Sales Assistant  Creative Services  Director/Promotion  Manager  Traffic Assistant  Production</p>

			Coordinator
25	Disabilities Board of Charleston County Contact: Pam Watson P.O. Box 22708 Charleston, SC 29413- 2708 Phone: 843-805-5880 Fax: 843-805-5882	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Creative Services Director/Promotion Manager Credit Manager Traffic Assistant Production Coordinator
26	Equal Opportunity Publications Contact: Tamara Flaum Broad Hollow Road #445 Suite 425 Melville, New York 11747 Phone: 631-421-9421 Email: <a href="mailto:tflaum@eop.com">tflaum@eop.com</a>	0 ↓	Account Executive Master Control Operator Sales Assistant Credit Manager Traffic Assistant General Manager Production Coordinator
27	Family Services, Inc. Contact: Laura Simmons 4925 LaCross Road Suite 215 North Charleston, SC 29406 Phone: 843-744-1348 Email: <a href="mailto:lsimmons@familyserviceschassc.com">lsimmons@familyserviceschassc.co</a> <a href="mailto:lsimmons@familyserviceschassc.com">m</a>	0↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator

28	Poynor Adult Education Contact: Joyce O. Hill 301 South Dargan Street Florence, SC 29506 Phone: 843-673-5793 Email: <a href="mailto:carver@fsdl.org">carver@fsdl.org</a>	0 ↓	Account Executive National Sales Manager Sales Assistant Traffic Assistant Credit Manager Master Control Operator Creative Services Director/Promotion Manager General Manager Promotion Coordinator
29	Post & Courier Newspaper <a href="http://www.charleston.net">www.charleston.net</a> Rose Sass 843-577-7111	4  2  4	Credit Manager  Traffic Assistant  Master Control Operator
30	Housing Authority City of North Charleston Contact: Ann Blandin P.O. Box 70987 North Charleston, SC 29403 Phone: 843-767-3750	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager
31	Charleston Employment Security Workforce Center (SC Employment Security Commission) Contact: Julia Single 176 Lockwood Blvd., 3 <sup>rd</sup> Floor Charleston, SC 29403 Phone: 843-792-7599	4  1  0 ↓	Master Control Operator  Production Coordinator  Account Executive National Sales Manager Sales Assistant

	Email: <a href="http://www.sces.org">www.sces.org</a>		Credit Manager Creative Services Director/Production Manager Traffic Assistant General Manager
32	Junior League of Charleston 51 Folly Road Charleston, SC 29407 Phone: 843-762-5284	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Services Director/Production Manager General Manager Production Coordinator
33	Livingstone College Contact: Yvonne Tracey 701 W Monroe Street Salisbury, North Carolina 28144 Phone: 704-216-6028 Email: <a href="mailto:ytracey@livingstone.edu">ytracey@livingstone.edu</a>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Services Director/Promotion Manager General Manager Production Coordinator
34	Morris College* Contact: Delois Woodward 100 West College Street	0 ↓	Account Executive National Sales Manager Master Control



	<p>Sumter, SC 29150  Phone: 803-934-3191  Email:  <a href="mailto:Dwoodward@morris.edu">Dwoodward@morris.edu</a></p>		<p>Operator  Sales Assistant  Credit Manager  Traffic Assistant  Creative Services  Director/Promotion  Manager  General Manager  Production  Coordinator</p>
35	<p>National Association of  Black Colleges  Contact: Lo Jelks  P.O. Box 3191  Atlanta, Georgia 30302  Phone: 404-532-6136  Email: <a href="mailto:lojelks@aol.com">lojelks@aol.com</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales  Manager  Master Control  Operator  Credit Manager  Sales Assistant  Traffic Assistant  Creative Services  Director/Promotion  Manager  General Manager  Production  Coordinator</p>
36	<p>Rutledge Memorial  Baptist Church*  Contact: Frank Cone  2014 Bees Ferry Road  Charleston, SC 29414  Phone: 843-556-5252  Email:  <a href="mailto:office@rutledgechurch.org">office@rutledgechurch.org</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales  Manager  Master Control  Operator  Sales Assistant  Credit Manager  Traffic Assistant  Creative Services  Manager/Production  Manager  General Manager  Promotion  Coordinator</p>
37	<p>SC Black Media Group</p>	<p>0</p>	<p>Account Executive</p>

	<p>Contact: Ruth Carlton  1310 Harden Street  Columbia, SC 29414  Phone: 803-799-5252  Email: <a href="mailto:scbnews@aol.com">scbnews@aol.com</a>  (Newspaper)</p>	↓	National Sales Manager Master Control Operator Sales Assistant Traffic Assistant Credit Manager Creative Services Director/Promotion Manager General Manager Production Coordinator
38	<p>SCORE  Contact: Libby Conway  81 Mary Street  Charleston, SC 29403  Phone: 843-727-4778  Email: <a href="mailto:info@score285.org">info@score285.org</a></p>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Service Director/Promotion Manager General Manager Production Coordinator
39	<p>SC Coalition for Black  Voter Participation  Contact: Marion A.  Welch  P.O. Box 71502  North Charleston, SC  29415  Phone: 843-554-7302</p>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Services Director/Promotion Director General Manager Production

			Coordinator
40	<p>Telamon Corp  Contact: Deborah Johnson  P.O. Box 31545  1804 C Savannah Hwy.  Charleston, SC 29407  Phone: 843-766-1545  Email: <a href="mailto:djohnson@telamon.org">djohnson@telamon.org</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales Manager  Master Control Operator  Sales Assistant  Credit Manager  Traffic Assistant  Creative Service Director/Promotion Manager  General Manager  Production Coordinator</p>
41	<p>Trident Urban League, Inc.  Contact: Maxine Smith  P.O. Box 20249  Charleston, SC 29413  Phone: 843-965-4037  Email: <a href="mailto:Tul@bellsouth.net">Tul@bellsouth.net</a></p>	<p>0  ↓</p>	<p>Account Executive  National Sales Manager  Master Control Operator  Sales Assistant  Credit Manager</p>

			Traffic Assistant Creative Services Director/Promotion Director General Manager Production Coordinator
42	University of SC School of Journalism Contact: Debbie Garris 600 Assembly Street Columbia, SC 29413 Phone: 803-777-4102 Email: <a href="mailto:debbie.garris@sc.jour.sc.edu">debbie.garris@sc.jour.sc.edu</a>	3 0↓	Account Executive  National Sales Manager Master Control Operator Sales Assistant Credit Manager Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
43	Voorhees Contact: Shena L. Crittendon P.O. Box678 Denmark, SC 29042 Phone: Email: <a href="mailto:scritt@voorhees.edu">scritt@voorhees.edu</a>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Service



			Director/Promotion Manager General Manager Production Coordinator
44	Winthrop University Contact: Florence Bacharach Sykes House 638 Oakland Avenue Rock Hill, SC 29730 Phone: 803-703-7060 Email: <a href="mailto:bacharachf@winthrop.edu">bacharachf@winthrop.edu</a>	0 ↓	Account Executive National Sales Manager Master Control Operator Credit Manager Sales Assistant Traffic Assistant Creative Service Director/Promotion Manager General Manager Production Coordinator
45	Wofford College Contact: Marianna Leahy 429 North Church Street Spartanburg, SC 29303- 4093 Phone: 864-597-4000 Email: <a href="mailto:leahymk@wofford.edu">leahymk@wofford.edu</a>	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Creative Service Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
46	YWCA of Greater Charleston Contact: Christine Jackson 106 Coming Street	0	Account Executive National Sales Manager Master Control Operator

	Charleston, SC 29403 Phone: 843-722-1644 Email: <a href="mailto:whywca@bellsouth.net">whywca@bellsouth.net</a>		Credit Manager Traffic Assistant Sales Assistant Creative Services Director/Promotion Manager General Manager Production Coordinator
47	American Women in Radio & TV Contact: Terri Dickerson 1650 Tysons Blvd #200 McLean, VA 22102-3915 Phone: 703-506-3290	0  Membership and dues required	
48	Baltimore Association Of Black Media Workers Contact: Mr. Terry Owens WMAR-TV 6400 York Road Baltimore, Maryland 21212 Phone: 410-377-2246	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Services Director/Promotion Director General Manager Production Coordinator
49	Broadcast Employment Services (TV Jobs.com) Contact: Mark Holloway P.O. Box 4116 Oceanside, CA 92052 Phone: 877-988-9808	1  1	Production Coordinator  Master Control Operator

		0 ↓	Account Executive National Sales Manager Credit Manager Sales Assistant Traffic Assistant Creative Services Director/Promotion Manager General Manager
50	Foundation for Minority Interests in Media (FMIM) Contact: Betty Elam 825 Seventh Ave, 4 <sup>th</sup> Flr New York, NY 10019 Phone: 212-456-1992	0 ↓	Account Executive  Master Control Operator Traffic Assistant Sales Assistant Credit Manager Production Coordinator
51	Hispanic Link News Service 1193 National Press Building 529 14 <sup>th</sup> Street, N.W. Washington, DC 20045 Phone: 202-234-0280	0 ↓	Master Control Operator Sales Assistant Credit Manager Production Coordinator
52	Foundation for Women 120 Wall Street 33 <sup>rd</sup> Floor New York, NY 10005	0 ↓	Account Executive National Sales Manager Master Control Operator Credit Manager Sales Assistant Traffic Assistant General Manager Production Coordinator

53	NAACP P.O. Box 25427 Raleigh, NC 27611	0 ↓	Account Executive National Sales Manager Master Control Operator Credit Manager Sales Assistant Traffic Assistant Creative Service Director/Production Manager General Manager Production Coordinator
54	National Association of Broadcasters (NAB) Contact: Dwight Ellis 1771 North Street, NW Washington, DC 20036 Phone: 202-429-5496	0 ↓	Account Executive National Sales Manager Master Control Operator Credit Manager Traffic Assistant Creative Service Director/Promotion Manager General Manager Sales Assistant Production Coordinator
55	National Organization for Women 1000 16 <sup>th</sup> Street, N.W. Suite 700 Washington, DC 20036	0 ↓  Mail returned 6/17/04	Account Executive  Master Control Operator Sales Assistant Traffic Assistant



56	National Urban League of Central Carolinas, Inc. 740 W, 5 <sup>th</sup> Street P.O. Box 34686 Charlotte, NC 28234- 4686 Phone: 704-373-2256	0 ↓  Mail returned 5/12/03	Master Control Operator Sales Assistant
57	Native American Public Telecommunications Contact: Frank Blythe P.O. Box 83111 Lincoln, Nebraska 68501 Phone: 402-472-3522	0 ↓	Account Executive Master Control Operator National Sales Manager Traffic Assistant Credit Manager Sales Assistant Creative Services Director/Promotion Manager Production Coordinator
58	Radio-Television News Directors Association Contact: Ms. Michele Franklin 1000 Connecticut Avenue NW, Suite 615 Washington, DC 20036 Phone: 202-659-6510	0 ↓ Mail returned 1/7/04	Master Control Operator Sales Assistant General Manager  Production Coordinator
59	Society of Professional Journalists 3909 North Meridian Street Indianapolis, IN 46208- 4045	0 ↓	National Sales Manager Master Control Operator Traffic Assistant Credit Manager Creative Services Director

			Production Coordinator
60	The Professional Center Contact: Nancy Kuritzky 415 Fourth Avenue Suite 1 Tarentum, PA 15084 Phone: 412-224-9006	0 ↓	Master Control Operator Sales Assistant Credit Manager Creative Services Director/Promotion Manager Traffic Assistant General Manager Production Coordinator
61	Women's Information Network 1800 R. Street, NW Suite C-4 Washington, DC 20009	0 ↓ Mail returned 6/17/04	Master Control Operator Sales Assistant Credit Manager Traffic Manager Creative Services Director/Production Coordinator General Manager Production Coordinator
62	Broadcast Employment Services Mark Holloway P.O. Box 4116 Oceanside, CA 92052 Fax 760-754-2115 Phone: 760-754-8177	1  1  0	Master Control Operator  Production Coordinator  Credit Manager
63	WTAT/WMMP Intern Graduate from Liberty University, Lynchburg, Virginia	1	MCO (INTERN)

64	WMMP/WTAT 'unsolicited walk-in'	1	Production Coordinator
65	South Carolina Broadcasters News	0 ↓	Account Executive National Sales Manager Master Control Operator Sales Assistant Credit Manager Traffic Assistant Creative Services Director/Promotion Manager General Manager Production Coordinator

The station employment unit broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us.

Mailings for the following organizations were returned:

Radio-Television News Director Assn., National Organization for Women, Hispanic Link News, Women's Information Network, Job Placement Office (Washington), National Urban League, Charlotte, NC. The unit has recently obtained new addresses.

\*Rutledge Memorial Baptist Church, 2014 Bees Ferry Road, Charleston, SC 29414, The Citadel Military College, 171 Moultrie Street, Charleston, S 29409 and Morris College, 100 West College Street, Sumter, SC 29150 requested to be informed of Employment Opportunities.

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Appendix 3 to  
Annual EEO Public File Report Form

Covering the Period from August 1, 2003 to July 23, 2004

Station (s) Comprising Station Employment Unit WMMP and WTAT  
(LMA)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities  
Undertaken by WMMP and WTAT (LMA).

Educational Event

Date of Station Participation: October 15, 2003.

Participating Employees: Bill Littleton, Public Affairs Director, Mike Kordek, Assistant Chief Engineer.

Host/Sponsor of Activity: Trident Technical College

Brief Description of Activity and Station Participation: This event at Trident Technical College was specifically organized for the Industrial and Engineering students at the college. Mike Kordek discussed opportunities in engineering.

Educational Event

Date of Station Participation: November 13, 2003.

Participating Employees: Scott Campbell, General Manager

Host/Sponsor of Activity: South Carolina Broadcasters Association.

Brief Description of Activity and Station Participation: As a separate event from the SCBA Collegiate Job Fair, the SCBA Career Conference was held for approximately 185 broadcast students from across the state.



The conference featured a roundtable of broadcast professionals, including General Manager, Scott Campbell, sharing their insight, expertise and future predictions for the broadcast industry. The conference concluded with a question and answer period with the students.

#### Educational Event

Date of Station Participation: November 14, 2003

Participating Employees: Bill Littleton, Programming/Public Affairs Director, JoAnn Wesley, Master Control Operator

Host/Sponsor of Activity: Sangaree Middle School, Goose Creek, South Carolina

Brief Description of Activity and Station Participation: On November 14, 2003, Sangaree Middle School in Goose Creek held its Student Career Day.

Representatives from different businesses set-up tables and displays to show their individual kinds of businesses. Students from different classes were encouraged to visit the displays and ask questions about achieving career goals.

#### Educational Event

Date of Station Participation: February 10, 2004

Participating Employees: April Cooper,, Promotions Assistant

Host/Sponsor of Activity: West Ashley School of Performing Arts

Brief Description of Activity and Station Participation: Brittany Hamm, a student of West Ashley School of Performing Arts, participated in a Shadow Day at WMMP/WTAT.

Brittany 'shadowed' promotions assistant, April Cooper, in her daily activities in the Creative Services Department; including, preparing the daily logs with promotional schedules, screening promotional spots and interacting with other departments. Brittany learned the daily routine of a television station and all of the elements that are brought together for just one day's schedule.

#### Community Event

Date of Station Participation: March 6, 2004

Participating Employees: Bill Littleton, Programming/Public Affairs Director, April Cooper, Promotions Assistant

Host/Sponsor of Activity: Black Expo 2004

Brief Description of Activity of Station Participation: This annual expo, focusing on the local African-American community, provided a venue for local businesses and services to meet with the local community as well as provide educational forums focusing on the family, finances and career opportunities. The station participated with a booth at the event and discussed the role of the station and programming in the community.

### Job Fair

Date of Station Participation: November 13, 2003

Participating Employees: Bill Littleton, Programming/Public Affairs Director

Host/Sponsor of Activity: South Carolina Broadcasters Association

Brief Description of Activity and Station Participation: The South Carolina Broadcaster's Association held its 4<sup>th</sup> Collegiate Job Fair at the South Carolina National Guard Armory in Columbia, South Carolina, from 1:00-3:00P.M.

### Job Fair

Date of Station Participation: March 3, 2004

Participating Employees: Bill Littleton, Public Affairs Director, Jason Lewis, Creative Services Director, April Cooper, Promotions Assistant

Host/Sponsor of Activity: Trident Technical College

Brief Description of Activity and Station Participation: On Wednesday, March 3, 2004, WMMP/WTAT participated in Trident Technical College's Annual Career Fair from 9:00 a.m.-1:00 p.m. Sponsored by the college's Student Employment Services, this career fair was an opportunity for film and broadcast students to discuss with station staff current job opportunities at the station's display table.

### Job Fair

Date of Station Participation: April 13, 2004

Participating Employees: Bill Littleton, Programming/Public Affairs Director

Host/Sponsor of Activity: Goodwill Industries of Lower South Carolina

Brief Description of Activity and Station Participation: On Tuesday, April 13, 2004, WMMP/WTAT participated in the Goodwill Industries Career Fair at the North Charleston Convention enter. The station staff manned a booth during the event and discussed current job openings at the station and other questions related to broadcasting.

### **Internship Program**

During the period 7/31/04 to 7/23/2004, WMMP/WTAT (LMA) has had three interns at the station. One came from Clemson University, Clemson, SC., Liberty University, Lynchburg, Virginia and The College of Charleston, Charleston, South Carolina . All interns worked in Production and Promotion learning many facets of the broadcasting industry.

The station has an internship program as defined below:

#### **Program Goal:**

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

#### **Program Objectives:**

- Develop links with universities and colleges to promote WTAT/WMMP as a prospective employer.
- Create a symbiotic relationship between interns and WTAT/WMMP employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

#### **Eligibility Requirements:**

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.



- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

Applicants can contact the station to get information on how to apply for an internship.

### **1. Training**

SBG, Inc and the station employment unit WTAT/WMMP are equal opportunity employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to its management.

Effective April 2, 2004, the entire staff was required to attend mandatory workplace harassment behavior and ethics meeting conducted by Mary Hager, Sinclair Broadcast Group, Regional Human Resources Manager.