

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2018 through July 22, 2019.

**1) Employment Unit: Kirkman Broadcasting, Inc.**

- 2) Unit Members (Stations and Communities of License):** WQNT(AM), Charleston, SC  
 WQSC(AM), Charleston, SC  
 WJKB(AM), Moncks Corner, SC  
 WTMZ(AM), Dorchester Terr.-Bre, SC  
 WWIK(FM), McClellanville, SC  
 WJNI(FM), Ladson, SC\*  
 W253BW(FM) Charleston, SC  
 W271CP(FM) Charleston, SC  
 W221CI(FM) Goose Creek, SC  
 W234CV(FM) Charleston, SC

**\*Kirkman Broadcasting, Inc. provides programming services to Station WJNI(FM) pursuant to a local marketing agreement. The LMA stations are included in this report in accordance with applicable FCC policy.**

**3) EEO Contact Information for Employment Unit:**

|   |   |
|---|---|
| Mailing Address:<br><br>Kirkman Broadcasting, Inc.<br>60 Markfield Drive Unit 4<br>Charleston, SC 29407 | Telephone Number:<br>843-763-6631                             |
|   | Contact Person/Title:<br><br>Jay Harper<br>Operations Manager |
|   | E-mail Address:<br>jay@kirkmanbroadcasting.com                |

**4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

| <b>Job Title</b>               | <b>Recruitment Source Referring Hires</b> |
|--------------------------------|---|
| (a) Account Exec.              | On File Resume                            |
| (b) Account Exec.              | On File Resume                            |
| (c) Part Time Console Operator | AllAccess.com                             |

**5) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Three full-time job vacancies have been filled since July 23, 2018.

**6) Total # of Interviewees Referred:** For the period from July 23, 2018 through July 22, 2019, this Employment Unit interviewed three persons for Account Exec. and four persons for Part Time Console Operator.

## **8) Supplemental Recruitment Initiatives:**

### **(a) Initiative: Participation in Events/Programs Sponsored by Educational Institutions Related to Career Opportunities in Broadcasting:**

#### **Three (3) Programs at Trident Technical College**

On three occasions during the course of this reporting period, at the invitation of the Trident Technical College in Charleston, South Carolina (“TCC”), the Operations Director of the SEU spoke to broadcasting majors at TCC concerning career opportunities in broadcasting, and specific job opportunities at Kirkman Broadcasting Company. Written information was provided to students, and students were encouraged to visit the stations. Any available student resumes were collected.

Dates of participation in events: September 2018, December 2018, April 2019

#### **Two (2) Programs at The Citadel**

On two occasions during this reporting period, the SEU’s Operations Manager spoke to Broadcast Majors at the invitation of the Program Chairman at The Citadel, in Charleston, South Carolina. The Operations Manager discussed career opportunities in broadcasting and specific job opportunities at Kirkman Broadcasting Company. Written information was provided to students, and students were encouraged to visit the stations. Any available student resumes were collected.

Dates of participation in events: October , 2018; February , 2019.

### **(b) Initiative: Internship Program**

In cooperation with the Broadcasting departments of the College of Charleston, Trident Tech, University of South Carolina, and Clemson University, the SEU has developed an internship program. Each semester one student is chosen to receive training in all aspects of the Kirkman Broadcasting operation, including, for example, sales, production, and programming. The SEU promotes the program online, at career fairs, and at the school. The interns receive course credit for their efforts.

**INTERN:** Intern #1 (On-air production and research) – June-August 2018,  
Intern #2 (On-air production and research) – June-July 2019

### **(d) Initiative: Career Fairs**

The SEU’s Operations Manager, who has substantial responsibility in the making of hiring decisions, attended the Communication Networking Fair at the College of Charleston in 2018. The Operations Manager discussed careers in the broadcast industry with Fair participants. All students were encouraged to visit the stations, and available resumes were collected.

In April, 2019 the SEU attended a Career Fair at Charleston Southern University from 11am to 3:00pm. The Sales Manager, who has substantial responsibility in the making of hiring sales department decisions, attended the Career Fair. The Sales Manager discussed careers in the broadcast industry with Fair participants. All attendants were encouraged to visit the stations, and available resumes were collected.

In April, 2019, the SEU’s Sales Manager, who has substantial responsibility in the making of sales department hiring decisions, attended 2019 Career Fair at Trident Technical College from 10am to 1pm. The Sales Manager discussed careers in the broadcast industry with Fair participants. All students were encouraged to visit the stations, and available resumes were collected.

### **(e) Initiative: Mentoring**

The SEU provides an ongoing, informal mentoring program, designed to help lower-level station personnel qualify for higher level positions. Five of our employees have at least 25 years of experience, and on a regular basis advise and mentor junior employees on furthering their careers. Meetings are held weekly.