

**EEO PUBLIC FILE REPORT**  
WACH-TV, Columbia, SC  
(August 1, 2005-July 31, 2006)

**Recruitment Sources Used For Full-Time Vacancies**

Appendix A: A master List of Recruitment Sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)  
[With Each Hiree's Recruitment Source In Brackets]**

Promotion Writer/Producer (1-2, 7-11, 13-31)	[1, 7]
News Photographer (1-2, 5, 7-11, 13-31)	[23]
Entry Level Account Executive (1-2, 5, 7-10, 13-19, 21-28, 31)	[23]
Promotion Writer/Producer (1-2, 4-5, 7-11, 13-19, 21-26, 29-30)	[7]
Experienced Account Executive (1-11, 13-19, 21-32,) Hiring pending	
Program Coordinator (1-2, 5, 9-11, 13-19, 21-29, 31)	[1]

**Total Interviewees for all Full-Time Positions**

29 persons

**Number of Interviews From Referral Sources Used**

#1 (9 persons), #3 (1 person), #7 (7 persons), #23 (12 persons)

**Supplemental Outreach Activities**

See attached

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES #1

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): June 1-July 31, 2006

Describe Nature of Initiative:

Participated in the University of South Carolina summer work study partnership named Upward Bound.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Provided job shadowing for a low income, first generation student from Richland County. Student job-shadowed during the M-Th workweek. He was involved in constructive and meaningful activities that provided insight into his specific career interests. Not aware of other sponsors, although there were many.

Names of Station Personnel involved in Initiative:

Reese Barkley, HR Manager, and all department heads

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES #2

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): August 1, 2005-July 31, 2006

Describe Nature of Initiative:

Listing of each upper-level category openings in online job banks whose membership includes substantial participation by women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Listing of all active job openings and monitoring of job sites for responsiveness. Sites included but not limited to: Columbia Urban League, careerwomen.com, diversitysearch.com (NAACP), hirediversity.com, and namic.com (National Association for Multi-Ethnicity in Communications).

Names of Station Personnel involved in Initiative:

Reese Barkley, HR Manager

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

### DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES #3

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): March 28, 2006

Describe Nature of Initiative:

South Carolina Broadcasters Association 2006 Job Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Supplied station representative to interview and answer questions from college students attending Job Fair from area colleges. Event included representatives from many broadcast (radio and TV) stations from throughout the state of SC.

Names of Station Personnel involved in initiative:

Mike Woolfolk – News Director/Anchor; Arielle Riposta - Co-Ancor; Reese Barkley – HR Mgr.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES #4

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): August 1, 2005 - July 31, 2006

Describe Nature of Initiative: Intern Program – College students

Provide opportunity for college students to participate in the activities of the station. Students earn scholastic credits for their work at the station. Participating students are evaluated on their attitude, and aptitude. Interns participated during the Fall 2005, Spring 2006, and Summer 2006 semesters, from Clemson, University of South Carolina, Benedict College, and Claflin College.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Students are involved in the various departments of the station – sales, promotion, production, research, traffic, news. Department heads spend time explaining the function of their department, then student spends time working alongside members of the department in everyday activities.

Names of Station Personnel involved in Initiative:

Reese Barkley, HR Manager, coordinates intern program. He confers with student and student counselors to determine parameters for intern program, works with department representatives to set schedule of student's activities, and does evaluation of student at end of intern period.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES #5

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): February 17, 2006

Describe Nature of Initiative:

Benedict College Career Awareness Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Supplied station representative to interview and answer questions from college students attending Career Fair. Event included representatives from many companies/service agencies from across the country.

Names of Station Personnel involved in initiative:

Mike Woolfolk – News Director/Anchor; Reese Barkley – HR Mgr.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

APPENDIX A  
WACH-TV RECRUITMENT SOURCES

Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies)

1. The State newspaper: Classified Ad Dept. – fax 771-8363
2. Black News: Ruth Carlton – fax 799-7709
3. Broadcasting & Cable: Katie Rosa/Classified Ad Dept. – ph (323)965-2089, email [katie.rosa@variety.com](mailto:katie.rosa@variety.com)
4. Television Week: Marc Abrams, Classified & Advertising Manager ph (323) 370-2415, fax (323) 658-6174, email [mabrams@tvweek.com](mailto:mabrams@tvweek.com)
5. South Carolina Broadcasters Assoc. [scba.com](http://scba.com) Karen Nettles ph 732-1186 fx 732-4085  
1 Harbison Way – Suite 112, Cola 29210
6. Spot n Dots Newsletter : fx 607-729-7331 email [SellTV@aol.com](mailto:SellTV@aol.com)
7. [wach.com](http://wach.com) (WACH-TV)
8. [raycommedia.com](http://raycommedia.com) (Raycom Media)
9. [tvandradijobs.com](http://tvandradijobs.com)
10. [tvjobs.com](http://tvjobs.com) Account #15736944 Username: rbarkley Password: wachtv57
11. [naja.com](http://naja.com) (Native American Journalists Association) Username: raycom Password: media
- ~~12. [namic.com](http://namic.com) (National Association for Multi-ethnicity in Communications) –membership lapsed~~
13. USC College of Journalism: Andrea Tanner ph 777-6827, email [andrea.tanner@usc.iour.sc.edu](mailto:andrea.tanner@usc.iour.sc.edu)
14. Benedict College: Karen Rutherford ph 253-5153, fax 253-5063, email [rutherk@benedict.edu](mailto:rutherk@benedict.edu)  
1600 Harden St., Columbia SC 29204
15. Allen University/Human Resources: Ursula Cannon ph 758-2700 fx 376-5746  
1530 Harden St., Columbia SC 29204 email [ucannon@allenuniversity.edu](mailto:ucannon@allenuniversity.edu)
16. Columbia College: Fiona Lofton, Dir. Of Creative Services ph 786-3729, email [flofton@colacoll.edu](mailto:flofton@colacoll.edu) cc: [sminor@colacoll.edu](mailto:sminor@colacoll.edu)
17. SC State University: Sherri Mack ph (803) 536-7031, fax (803) 533-3701, email [smgladden@scsu.edu](mailto:smgladden@scsu.edu)
18. South University: Melinda Williams ph 799-9082, fax 799-9038 email [mmwilliams@southuniversity.edu](mailto:mmwilliams@southuniversity.edu)
19. Midlands Technical College (Ft. Jackson): Wilfred Jeffcoat ph 782-3213 fx 782-3959 email [jeffcoatwil@midlandstech.edu](mailto:jeffcoatwil@midlandstech.edu) 4600 Strom Thurmond, Columbia, SC 29207
20. \*GLEAMNS Human Resources Commission, Inc. – Earnestine Brooks-LeCote  
P.O. Box 803, Newberry, SC 29648 Ph 803-276-6865

21. \*Ft. Jackson Employment Readiness – Barbara Martin – 5450 Strom Thurmond Blvd., Room 104, Fort Jackson, SC 29207-5100 ph 751-5452  
email [barbara.martin@jackson.army.mil](mailto:barbara.martin@jackson.army.mil)
22. NAACP Conference of SC – Jerome Bryant, Operations Support, 6111 N. Main St., Columbia, SC 29201 Phone: (803) 754-4584
23. Word of mouth/networking
24. Columbia Urban League – Nell Gainey – 1400 Barnwell St., Columbia, SC 29201 (P.O. Box 50125, Columbia, SC 29250) Phone: (803) 799-8150, Fax: (803) 254-6052.
25. [jobpost@midlandstech.com](mailto:jobpost@midlandstech.com)
26. SC Employment Securities Commission – Shirley Byrd – P.O. Box 567, Columbia, SC 29202 Phone (803) 737-0179, fax (803) 737-0202, email: [SBryd@sces.org](mailto:SBryd@sces.org)
27. careerwoman.com email: [jobs@raycommedia.com](mailto:jobs@raycommedia.com) password: jobs
28. diversitysearch.com email: [jobs@raycommedia.com](mailto:jobs@raycommedia.com) password: jobs
29. National Association of Hispanic Journalists email: [jobbank@nahj.org](mailto:jobbank@nahj.org)
- ~~30. Asian American Journalists Association email: [post@aaia.org](mailto:post@aaia.org) cash only – no longer accepts email listings~~
31. Television Bureau of Advertising email: [hope@tvb.org](mailto:hope@tvb.org)