

EEO Public Inspection File Report
South Carolina Educational Television Commission
1101 George Rogers Blvd., Columbia, SC 29201

Stations WRLK and WLTR (FM)

Long Term Recruitment Initiatives **for the Two-Year Period August 1, 2008 to July 31, 2010**

Please note that this report includes descriptions of the long-term initiatives completed for the two-year period ending July 31, 2010, in order to demonstrate compliance with the initiative requirements of the FCC's rules.

Educational Television Network/ Educational Radio Network (hereafter referred to as ETV/ERN) is served by a Human Resources office and recruiting unit located in the central headquarters in Columbia. Managers in the regional radio and television stations, all of which have less than five employees, are involved in recruitment/employment activities for their individual stations and where appropriate, general recruitment efforts for the agency as a whole. The agency has undertaken the following initiatives to ensure outreach to the community and its diverse constituents:

Internship Programs

- ETV has an ongoing non-paid internship program for students of Universities and Colleges in the state and provides community service opportunities to local high school students. Approximately 19 students participated during the reporting period.
- ETV has a paid endowment internship each summer; 13 students participated during this reporting period in television or radio departments. They were from schools as diverse as Savannah College of Art and Design, Clemson University, Columbia College, and USC.

Agency Training for Station Personnel

- All ETV Managers had the opportunity to receive certification through the Associate Public Manager program. The APM program is for new or experienced managers who want to enhance their supervisory skills. The program offers the skills and knowledge, including EEO and Affirmative action training related to recruitment, needed to be a successful supervisor in today's changing workplace. We had 6 managers complete the APM certification.
- ETV Production Department employees attended the following skill enhancement workshops: Ashville Film festival, HDV and HD Workflow, Full Frame Documentary Festival, Panasonic HVX and P2 Tapeless Workflow, Charleston International Film Festival, and Beyond the Broadcast and Silverdocs.
- The ETV Engineering Department completed two days of in house training on the new MassTech Content Management and Archive system. The training included extensive administration and operations training on the configuration and usage of the MassTech "MassStore content and archive system". This computer system consists of computer

servers, lots of hard drive storage and a data tape library, and is the heart of the SCETV file based broadcast system in that it stores and keeps track of all video files in the broadcast chain and makes them available for air.

Training for Management Level Personnel on Equal Employment Opportunity and Preventing Discrimination

- ETV Managers were required to complete Anti-Discrimination and Anti-Harassment training. This training helps to reiterate ETV's policies and procedures against inappropriate areas of workplace treatment and behavior and teaches employees the importance of diversity in the workplace.

Participation in Events/Job Fairs

- ETV participated in the South Carolina Broadcasters Association annual job fair, the University of South Carolina School of Journalism Career Fair, the Employment Security Commission job fair for Veterans, Fort Jackson Career Fair, and the Legislative Black Caucus Job Fair this reporting period.

Participation in community events such as career days, workshops and similar activities

- ETV routinely provides shadowing opportunities for interested grade school students. We had 7 local students participate.
- Staff represented ETV at 8 Career Day events throughout the state.

Listing of Upper-level openings in job bank or newsletter of media trade group whose membership includes substantial participation of women and minorities

- ETV's President and CEO announced his resignation in Spring 2010. A search was begun which included listing the position with the following minority based websites/job boards and institutions: Columbia Urban League, Black Caucus, South Asian Journalist Association, JournalNext.com, Allen University, Benedict College, Claflin University and Morris College.

Other activities that further the goal of increasing ETV and job awareness

- ETV distributes job listings to approximately 85 diverse local and national organizations and groups via traditional mail and email in addition to individuals who have requested job postings.
- ETV encourages the utilization of volunteer students and other interested students in the production of programs. Many assist with the production process while others perform in a role as talent.
- ETV gave 55 tours of ETV facilities to various groups, which also included students from area schools, state and county agencies, churches and community groups.

- ETV annually reports minority-hiring statistics to the South Carolina State Human Affairs Commission, and as such, has an Affirmative Action Plan and goals for minority recruitment.
 - ETV, in accordance with FCC and State Human Affairs Commission requirements, maintains reportable data on employment activities.
 - As an educational broadcaster, ETV has an interest in developing student desire to work in the broadcasting industry. ETV creates and maintains, for all students in South Carolina, **Career Aisle**. Career Aisle has eleven different broadcasting related positions included in its list of all jobs. These vignettes were produced or created by ETV, often using ETV employees to explain the nature of their positions. The web link is <http://knowitall.scetv.org/careerisle/index.cfm>
 - Covered positions are posted on the State of SC Agency Website which ETV's home page is linked to.
 - ETV advertises a request for Community groups to become members of its job opening distribution list on its television stations. The television spot was run 800 times during the period of August 1, 2009 through July 31, 2010. ETV routinely displays television interstitials and announces radio spots which define the organization as an equal opportunity employer. This announcement was run 517 times during the period of August 1, 2009 through July 31, 2010. ETV also runs Radio spots daily which define the organization as an equal opportunity employer and request for Community groups to become members of its job opening distribution list
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Recruitment

Recruitment Type Abbreviation

College Recruitment --Coll
 Employment Security --Comm ESC
 Field Recruitment --Field
 High School Recruitment --HS
 Internal Posting --IP
 Newspaper Advertisement News
 Other --Other
 Other State Agency --OSA
 Other Web Site OWS --(List of Referral Organizations on Site)
 Radio Advertisement-- Radio
 Recommended by State Employee-- Emp
 SC Broadcasters Association --SCBA
 SC ETV Web Site --ETVWS
 State Web Site --SCSWS
 Tech School Recruitment --Tech
 Television Advertisement --TV
 Trade Journal Advertisement --Journ
 Univ. of South Carolina --USC
 Unsolicited Application --Unsol

Job Referral Sources Who Receive Email and/or Mail Job Postings, or Have Jobs Entered on Their Sites from ETV

****Entire list is notified of all job postings**

Aiken Technical College
One Stop Career Center
P.O. Drawer 696
Aiken, SC 29802-0696
Bus: (803) 593-9231 ext. 1293
E-mail: placement@atc.edu

Allen University
Sponsored Programs
1530 Harden Street
Columbia, SC 29204
Bus: (803) 376-5706
E-mail: mgeter@allenuniversity.edu

Anderson College
316 Boulevard
Anderson, SC 29621
Bus: (864) 231-2075
E-mail: bhanley@ac.edu

Benedict College
1600 Harden Street
Columbia, SC 29204
Bus: (803) 806-3212
E-mail: johnsons@benedict.edu

Central Carolina Technical College
Job Placement Services
506 Guignard Drive
Sumter, SC 29150
Bus: (803) 778-6611
E-mail: grantm@cctc.edu

Charleston Southern University
Career Planning & Student Employment
P.O. Box 118087
Charleston, SC 29423-8087
Bus: (843) 863-8020
E-mail: cpse@csuniv.edu

City of Columbia
ATTN: Pamela Feest
P.O. Box 147
Columbia, SC 29217

Clafflin University
Carolyn R. Snell, Director of Career Development
700 College Avenue
Orangeburg, SC 29115
Bus: (803) 535-5338
E-mail: csnell@claflin.edu
Howard Jackson, Coordinator of Special Programs
Bus: (803) 535-5631
E-mail: howard.jackson@claflin.edu

Clinton Junior College
Placement Office
Rock Hill, SC 29730
Coastal Carolina University
Career Services
Prince, Room 122
Conway, SC 29526
Bus: (843) 349-2341
E-mail: mfout@coastal.edu

Coker College
Director of Campus Life
College Avenue
Hartsville, SC 29550
Bus: (843) 383-8035
E-mail: jdriggers@coker.edu
E-mail: dsmall@coker.edu

College of Charleston
Office of Career Services
66 George Street
Charleston, SC 29424
Bus: (843) 953-5674
E-mail: corginj@cofc.edu

College of Charleston
Graduate School
66 George Street
Randolph Hall 310
Charleston, Sc 29424
Bus: (843) 953-5614
E-mail: gradsch@cofc.edu

College of Journalism and Mass Communications
USC
Carolina Coliseum, Room 4000
Columbia, SC 29208
Bus: (803) 777-6791
E-mail: wallace.debi@sc.edu

Columbia College
Career Services
Columbia College Drive
Columbia, SC 29203

E-mail: careergrad@colacoll.edu

Columbia International University
P.O. Box 3122
Columbia, SC 29230
Bus: (803) 735-8343 ext. 3076
E-mail: sbryant@ciu.edu

Columbia Urban League
P.O. Box 50125
Columbia, SC 29250
Bus: (803) 799-8150
E-mail: seenahodges@yahoo.com

Converse College
580 East Main Street
Spartanburg, SC 29302
Bus: (864) 596-9027
E-mail: careerservices@converse.edu

Denmark Technical College
Career Planning and Placement
500 Solomon Blatt Boulevard
Smith Hall, Room 205
Denmark, SC 29042-0324
Bus: (803) 793-5130
E-mail: fieldsj@den.tec.sc.us

Erskine College
1 Depot Street
Due West, SC 29639
Bus: (864) 379-8793/(864)379-8725
E-mail: jackson@erskine.edu
E-mail: pthomas@erskine.edu

Florence Darlington Technical College
Career Services
2715 W. Lucas Street
Florence, SC 29501
Bus: (843) 661-8020
E-mail: elaine.hodges@fdtc.edu

Francis Marion University
P.O. Box 100547
Florence, SC 29501
Bus: (843) 661-1676
E-mail: jsmith@fmarion.edu

Furman University
3300 Poinsett Hwy.
Greenville, SC 29613
Bus: (864) 294-2106
E-mail: career.services@furman.edu

Greater Columbia Community Relations Council
P.O. Box 1360
Columbia, SC 29202

Bus: (803) 733-1130
E-mail: asummers@gccrc.com

Greenville Technical College
P.O. Box 5616
Greenville, SC 29606
Bus: (864) 250-8318
E-mail: Nancy.Welch@gvltec.edu

Horry-Georgetown Technical College
2050 Hwy. 501 E.
Conway, SC 29526
Bus: (843) 349-7813
E-mail: Catherine.Team@hgtc.edu

Lander University
320 Stanley Avenue
Greenwood, SC 29649
Bus: (864) 388-8243
E-mail: jpierce@lander.edu

Limestone College
Rick Hardin, Dir. of Career Services
1115 College Drive
Gaffney, SC 29340

Morris College
Career Services Center Box 1072, 100 West College Street Brawley-Starks Building, Rooms 209-210
Sumter, SC 29150 Bus: (803) 934-3191 or (803) 934-3192
E-mail: jclayton@morris.edu

Ms. Deyree Fields
NAACP Conference of SC
6111 N. Main Street
Columbia, SC 29203

NETA
P.O. Box 50008
Columbia, SC 29250

Newberry College
2100 College Street
Newberry, SC 29108
Bus: (803) 321-5149
E-mail: kfinnegan@newberry.edu

North Greenville College
P.O. Box 1892
Tigerville, SC 29688
Bus: (864) 977-7137
E-mail: lahagin@ngc.edu

Northeastern Technical College
Career Center

P.O. Drawer 1007
Ingram Hall, Building 300
Cheraw, SC 29520
E-mail: lpeterkin@netc.edu

Orangeburg Calhoun Technical College
3250 St. Matthews Road
Orangeburg, SC 29118-8299
Bus: (803) 536-1373
E-mail: Rickenbaker@octech.edu

Piedmont Technical College
P.O. Box 1467
Greenwood, SC 29648
Bus: (864) 941-8377
E-mail: rosenbaum.d@ptc.edu

Presbyterian College
503 South Broad Street
Clinton, SC 29325
Bus: (864) 833-8380
E-mail: aalong@mail.presby.edu

Richland County
2020 Hampton Street, Room 3058
P.O. Box 192
Columbia, SC 29202
Bus: (803) 576-2110
E-mail: hrrfrontdeskrichlandcounty.com

SC Employment Security Commission
ATTN: Judy McColl
P.O. Box 567
700 Taylor Street
Columbia, SC 29202

SC Employment Security Commission
P.O. Box 1250
Spartanburg, SC 29304
Bus: (864) 573-7525
E-mail: sworley@sces.org

SC Employment Security Commission
P.O. Box 1978
Sumter, SC 29151
Bus: (803) 773-7359
E-mail: drodgers@sces.org

SC Human Affairs Commission
2611 Forest Drive, Suite 200
Columbia, SC 29204
Bus: (803) 737-7809
E-mail: virginia@schac.state.sc.us

SC Legislative Black Caucus
207 Soloman Blatt Building
Columbia, SC 29211
E-mail: director@sclbc.com

SC Vocational Rehabilitation
1410-A Boston Avenue
P.O. Box 15
West Columbia, SC 29169
Bus: (803) 896-6049
E-mail: csmith@scvrd.state.sc.us

Shaw Air Force Base
524 Stuart Avenue
Shaw Air Force Base, SC 29152
Bus: (803) 895-1254
E-mail: vanvechten.deette@shaw.af.mil
E-mail: joyce.carter@shaw.af.mil
E-mail: Cynthia.Briggs@shaw.af.mil
E-mail: Claudia.Bostic@shaw.af.mil

South Asian Journalists Association
E-mail: saja@columbia.edu

South Carolina State University
Career Services
Post Office Box 7068 Orangeburg, SC 29117
Bus: (803) 536-7033
E-mail: hdavis@scsu.edu
E-mail: srahman@scsu.edu

Southern Methodist College
Placement Office
PO Box 1027
Orangeburg, SC 29115

Southern Wesleyan University
Central, SC 29630
Bus: (864) 644-5133
E-mail: swilson@swu.edu

Spartanburg Methodist College
Placement Office
Powell Mill Road
Spartanburg, SC 29302

Spartanburg Technical College
P.O. Box 4386
Spartanburg, SC 29305
Bus: (864) 591-3820
E-mail: gilliaml@stc.edu
E-mail: mckinzie@stcsc.edu

Technical College of the Lowcountry
P.O. Box 1288
Beaufort, SC 29902
Bus: (843) 525-8354
E-mail: nweber@tcl.edu

The Citadel
Career Services Office

171 Moultrie Street
Charleston, SC 29409
Bus: (843) 953-1617

Tri-County Technical College
P.O. Box 587
Highway 76
Pendleton, SC 29670
Bus: (864) 646-1577
E-mail: bwiley@tctc.edu

Trident Technical College
Box 11806
Charleston, SC 29423-8067
Bus: (843) 574-6119
E-mail: stuemploy@tridenttech.org

USC Career Center
6th Floor, Close Building
Columbia, SC 29208
Bus: (803) 777-7994
E-mail: therrell@sc.edu

USC - Aiken
471 University Parkway
Aiken, SC 29801
Bus: (803) 641-3440
E-mail: corey@usca.edu

USC - Salkahatchie
P.O. Box 617
Allendale, SC 29810
Bus: (803) 584-3446 ext. 116
E-mail: pattyw@gwm.sc.edu

USC - Sumter
Miller Road
Sumter, SC 29150
Bus: (803) 938-3716
E-mail: lbarr@uscsumter.edu

USC - Union
P.O. Drawer 727
Union, SC 29379
Bus: (864) 427-3681
E-mail: brendac@gwm.sc.edu

USC Department of Media Arts
Columbia, SC 29208
Bus: (803) 777-6438
E-mail: ben.t@sc.edu

USC – Spartanburg
Dr. Ray Merlock
800 University Way
Spartanburg, SC 29303

USC - Spartanburg
800 University Way
Spartanburg, SC 29302
Bus: (864) 503-5118
E-mail: cmoore@uscs.edu
E-mail: bguzzo@uscs.edu

USC Athletic Department
Terry Dozier
Columbia, SC 29208
E-mail: doziertl@gwm.sc.edu

Voorhees College
Dr. King D. Godwin
Director of Communications
Voorhees Road
Denmark, SC 29042

Williamsburg Technical College
601 MLK Jr. Avenue
Kingstree, SC 29556
Bus: (843) 355-4162
E-mail: lynchn@wiltech.edu

WIS-TV
1111 Bull Street
Columbia, SC 29201
Bus: (803) 799-1010
E-mail: Lhughes@wis-tv.com

WJWJ-TV
P.O. Box 1165
Beaufort, SC 29901
Bus: (843) 524-0808

WNSC-TV
P.O. Box 11766
Rock Hill, SC 29731
Bus: (803) 324-3184

Wofford College
429 North Church Street
Spartanburg, SC 29303-3663
Bus: (864) 597-4260
E-mail: [vippermanks@wofford.edu](mailto:vippermarks@wofford.edu)

WRET-TV
P.O. Box 4069
Spartanburg, SC 29305-4069
Bus: (864) 503-9371

WRJA-TV
18 N. Harvin Street
Sumter, SC 29150
Bus: (803) 773-5546

York Technical College

452 South Anderson
Road Rock Hill, Sc 29730
Bus: (803) 327-8052
E-mail: bdarby@yorktech.edu

Liberty One Stop
317 Summit Drive
Liberty, SC 29657
Bus: (864) 843-9516
E-mail: rharper@sces.org
Hunter, Laura

Francis Marion University
Florence, SC 29501
Bus: (803) 934-372-6801
E-mail: Huntersells@yahoo.com

South Carolina ETV (web site and internal postings)
1101 George Rogers Boulevard
Columbia, SC 29201-4761
Bus: (803) 737-3200
www.sctv.org

State of South Carolina Job Web Site, which lists jobs from all state agencies.
www.state.sc.us/jobs

National Association of Black Journalists

National Association of Hispanic Journalists
E-mail: iroman@nahj.org
Army Community Service
Bus: (803) 751-5452
E-mail: Barbara.Martin@jackson.army.mil

SC Broadcasters Association
One Harbison Way Suite 112
Columbia, SC 29210
Bus: (803) 732-1186
E-mail: scba@scba.net

CPB (Corporation for Public Broadcasting)
CPB.org

NPR (National Public Radio)
NPR.org

PBS (Public Broadcasting System)
PBS.org

NAB (National Association of Broadcasters)
NAB.org

Operation Transition (Department of Defense)
Dmdc.osd.mil

NETA (National Educational Telecommunications Association)

AMFMjobs.com

Current Magazine
Current.org

Midlands Technical College

www.mid.tec.sc.us

Trident Technical College

www.tridenttech.edu

WTOL

Sandy Jacobs
E-mail: sjacobs@wtol.com

WWAY TV

Kimberly Franklin
E-mail: kimf@wwaytv3.com

WLOX

Wilma Peters
E-mail: wpeters@wlox.com

SCES

Charleston
Bus: (843) 792-3875
E-mail: jthomas@sces.org

National Association of Black Colleges

P.O. Box 3191
Atlanta, GA 30302
Bus: (404) 532-6136
E-mail: lojelks@aol.com

KPLC TV

Veronica Bilbo
E-mail: vbilbo@kplctv.com

WALB

Tamra Zeigler
E-mail: tarmac.zeigler@walb.com

RTNDA (Radio Television News Directors Association)

Individuals Requesting Job Openings

Private Individual
St. Matthews, SC 29135

Private Individual
Mt. Pleasant, SC 29464