

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 Period August 1, 2012 to July 31, 2013**

Please note that this report includes descriptions of the long-term initiatives completed for the period ending July 31, 2013, 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. Seven students participated during the reporting period.
- ETV has a paid endowment internship each summer; seven college students participated during this reporting period in television or radio departments.

Agency Training to Management Level Personnel on methods of ensuring EEO and Preventing Discrimination

- In June 2013, employees with direct supervisory responsibility were given access to an online Diversity Training Program. The ETV Management team was provided this training earlier in 2013.

Participation in Events/Job Fairs

- ETV participated in the South Carolina Broadcasters Association annual job fair on Thursday, April 4, 2013.
- ETV participated in the Charleston Post and Courier Career Expo on July 30, 2013.

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

- ETV routinely provides shadowing opportunities for interested grade school students. We had 5 local students participate.
- Staff represented ETV at 6 Career Day/Mentor events throughout the state.
- Amy Shumaker, Executive Producer of Content was selected and participated in the DLI (Diversity Leaders Initiative), as part of the Midlands II class during the Spring 2013 session. She participated in a group project for the DLI that recruited ten (10) new Diversity Recruitment Consortium (DRC) members in the Columbia metropolitan area. The DRC is a new organization sponsored by three founding organizations: The Riley Institute (founding sponsor), the South Carolina Chamber of Commerce (coordinating sponsor), and the Greenville Chamber (managing sponsor) that works together with member organizations to collectively develop innovative programs, practices, and processes to increase the diversity of professional and executive talent throughout South Carolina. The DRC uses a sophisticated recruitment style which offers a broader understanding of what South Carolina has to offer, for individual careers and lifestyle opportunities. The group is also provided valuable feedback to the DRC to improve member recruitment practices with recommendations for collateral materials. ETV is now a member of the DRC.

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

- ETV distributes job listings to approximately 64 diverse local and national organizations and groups via traditional mail and email.
- ETV gave 21 tours of ETV facilities to various groups, which also included students from area schools, state and county agencies, churches and community groups. Approximately 333 people visited the building during these tours.
- 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 advertised a request for Community groups to become members of its job opening distribution list and identified the agency as an equal opportunity employer on its television stations 365 times during the period of August 1, 2011 through July 31, 2012. ETV also runs Radio spots daily (365) which define the organization as an equal opportunity employer and request Community groups to become members of its job opening distribution list.

(Prong 2)

Recruitment

Recruitment Type Abbreviation

College Recruitment --Coll
SC Department of Employment and Workforce --DEW
Field Recruitment --Field
High School Recruitment --HS
Internal Posting --IP
Newspaper Advertisement News--NAN
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
SC ETV Endowment-End
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

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

Army Community Service
Bus: (803) 751-5452
E-mail: Barbara.Martin@jackson.army.mil

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

Claflin 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

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

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: assumes@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

KPLC TV
Veronica Bilbo
E-mail: vbilbo@kplctv.com

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

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

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

National Association of Black Journalists

National Association of Hispanic Journalists
E-mail: kolivas@nahj.org

(National Educational Telecommunications Association) NETA
E-mail: drodgers@sces.org
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
2100 College Street
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

SC Dept of Employment & Workforce
Charleston
Bus: (843) 792-3875
E-mail: jthomas@sces.org

SC Dept of Employment & Workforce
ATTN: Judy McColl
P.O. Box 567
700 Taylor Street
Columbia, SC 29202

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

SC Dept of Employment & Workforce
P.O. Box 1978
Sumter, SC 29151
Bus: (803) 773-7359

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

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

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

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

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

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

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

State of South Carolina Job Web Site
(Job listing from all SC state agencies)
www.state.sc.us/jobs

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

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

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

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

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

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

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

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

WALB
Don Norman
E-mail: don.norman@walb.com

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

WLOX
Wilma Peters
E-mail: wpeters@wlox.com

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

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