

EEO Public Inspection File Report  
South Carolina Educational Television Commission  
1041 George Rogers Blvd., Columbia, SC 29201

Stations WRLK and WLTR (FM)

**RECRUITMENT SUMMARY FOR THOSE INTERVIEWED FOR POSITIONS FILLED**

August 01, 2017 through July 31, 2018

Agency Title: ETV Agency Code H67

<u><b>Title</b></u>	<u><b>Date Posted</b></u>	<u><b>Date Hired</b></u>	<u><b>Recruitment Sources for Interviewees* Source for Hire</b></u>	<u><b>Total Interviewed</b></u>
Accountant/Fiscal Analyst II	06/30/2017	08/02/2017	DEW (5); Coll (1); IP (2); Media (1); ETV WS (1); SCSWS (59); OWS (6); Other (13); [SCSWS = Hire]	5
Field Engineer	05/25/2017	08/02/2017	DEW (4); ETV WS (3); SCSWS (2); OWS (4); Other (6); [SCSWS = Hire]	3
Reporter	06/08/2017	08/02/2017	DEW (4); Coll (1); IP (3); ETV WS (3); SCSWS (5); OWS (14); End (1); Other (9); [IP = Hire]	4
Multimedia Reporter	06/08/2017	08/07/2017	DEW (4); IP (3); Media (5); ETV WS (2); SCSWS (11); OWS (25); Other (16); [OWS = Hire]	4
Tower Program Coordinator (Temp)	03/14/2017	08/10/2017	DEW (6); IP (2); Media (1); ETV WS (9); SCSWS (34); OWS (10); Other (10); [SCSWS = Hire]	4
Multimedia Specialist I (Time-Limited)	05/23/2017	08/17/2017	DEW (5); IP (2); Media (3); ETV WS (3); SCSWS (8); OWS (8); SCBA (2); Other (14); [Other = Hire]	11
Transmitter Supervisor	07/07/2017	10/02/2017	DEW (5); IP (2); ETV WS (1); SCSWS (3); OWS (2); Other (4); [IP = Hire]	3
Learning Why Manager	07/14/2017	10/17/2017	DEW (1); IP (1); SCSWS (18); OWS (6); Other (3); [OWS = Hire]	4
Wi-Fi Manager	08/03/2017	10/17/2017	DEW (1); IP (4); Media (1); SCSWS (25); OWS (5); Other (6); Unsol (3); [IP = Hire]	5
Multimedia Specialist I (Time-Limited)	08/03/2017	10/17/2017	DEW (4); IP (2); Media (3); ETV WS (2); SCSWS (18); OWS (21); Other (6); Unsol (8); [Other = Hire]	7
Assistant Program Director	10/13/2017	12/11/2017	DEW (3); IP (4); Media (1); ETV WS (2); SCSWS (16); OWS (11); SCBA (1); Other (8); [OWS = Hire]	6
Director of Operations & Content-ETV Lowcountry	07/14/2017	01/02/2018	IP (1); ETV WS (1); SCSWS (13); OWS (4); Other (1); [SCSWS = Hire]	8
Wi-Fi Manager	08/03/2017	02/01/2018	DEW (1); IP (2); SCSWS (12); OWS (2); Other (1); [SCSWS = Hire]	3
Media Operations/Digital Assets Manager	06/16/2017	02/12/2018	DEW (15); IP (4); Media (3); ETV WS (5); SCSWS (24); OWS (29); SCBA (1); Other (31); [Other = Hire]	6
Project Manager	07/26/2017	03/02/2018	DEW (8); IP (5); Coll (2); Media (1); ETV WS (1); SCSWS (32); OWS (7); SCBA (1); End (1); Other (8); Unsol (10); [IP = Hire]	3

Human Resources Manager II	01/25/2018	04/17/2018	DEW (7); IP (1); Media (1); SCSWS (30); OWS (8); Other (7); [SCSWS = Hire]	3
Executive Producer/Project Manager	02/22/2018	05/02/2018	IP (2); [IP = Hire]	2
Director of Finance & Procurement	08/02/2017	05/17/2018	DEW (9); IP (4); Coll (2); Media (3); ETV WS (1); SCSWS (125); OWS (20); End (1); Other (13); Unsol (12); [IP = Hire]	13
Multimedia Specialist	02/14/2018	05/29/2018	DEW (4); IP (2); Coll (1); Media (2); SCSWS (9); OWS (8); SCBA (2); Other (12); [IP = Hire]	18
Accountant/Fiscal Analyst III	04/19/2018	06/04/2018	IP (1); SCSWS (21); OWS (3); Other (2); [SCSWS = Hire]	2
Advanced Producer/Director	02/26/2018	06/18/2018	DEW (2); IP (2); ETV WS (3); SCSWS (11); OWS (12); Other (9); [Other = Hire]	4
Technical Operations Manager	10/25/2017	07/02/2018	DEW (6); IP (4); Coll (1); Media (2); ETV WS (3); SCSWS (15); OWS (9); End (1); Other (11); [IP = Hire]	5
TV Engineering Technician III	11/30/2017	07/05/2018	DEW (8); Coll (1); ETV WS (2); SCSWS (14); OWS (24); Other (5); [OWS = Hire]	4
Accountant/Fiscal Analyst II	04/19/2018	07/17/2018	IP (1); SCSWS (26); OWS (6); [Internal = Hire]	2
Accountant/Fiscal Analyst II	04/19/2018	07/17/2018	DEW (1); IP (1); ETV WS (1); SCSWS (48); OWS (6); Other (1); [ETV WS = Hire]	3
Regional Engineer	07/31/2017	07/23/2018	DEW (1); IP (2); Coll (1); ETV WS (2); SCSWS (11); OWS (3); End (1); SCBA (1); [SCSWS = Hire]	3

Agency Title: ETV Agency Code H67

Note: Counts of persons interviewed includes the person hired.

^ See attached list of Recruitment Source abbreviations and additional information

\* The attached Referral Source mailing list is also notified in recruitment for indicated positions

## **Long Term Recruitment Initiatives** **for the Period August 1, 2017 to July 31, 2018**

Please note that this report includes descriptions of the long-term initiatives completed for the period ending July 31, 2018, 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. Five 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**

- Nine Senior Managers participated in Myers Briggs (MBTI) this training taught managers to understand and appreciate how and why others are different. The session emphasized the management implications of type and was designed to increase self-understanding, make constructive use of individual differences, and see that approaching problems in different ways can be healthy and productive for an organization.
- In May, 2018, employees were provided a Diversity Training Program. Thirty employees attended the Diversity workshop.

### **Participation in Events/Job Fairs**

- ETV participated in three job fairs, one held at University of South Carolina Job Fair on September 27, 2017, the second was at SC Works Midlands (SCDEW) and the third was at for South Carolina Broadcasters Association (SCBA) held at SC National Guard Armory April 4, 2018.

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

- ETV routinely provides shadowing opportunities for interested grade school students. We had four local students participate.

- Staff represented ETV at seven Career Day/Mentor events throughout the state.
- South Carolina ETV's coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television's World channels carried the one-hour telecast live August 21st from 2:30-3:30 p.m. as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide. Aimee Crouch, Beryl Dakers, and Kevin Jordan headed the project, which was nominated for a regional Emmy.®

Using locations from around the state, including Charleston, the Columbia Fireflies stadium, the South Carolina Botanical Garden at Clemson and live footage from the SC State Museum's telescope, the SCETV coverage was also used that evening in a national PBS program recapping the day's events. Astronaut and SC native Charles Duke also appeared on the program.

Locally, SC Public Radio's "narration" from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The TV program was rebroadcast that night prior to the national NOVA eclipse special at 9:00 p.m.

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

- ETV distributes job listings to approximately 51 diverse local and national organizations/websites and an additional two persons via traditional mail and email.
- ETV's central headquarters in Columbia gave 27 tours of the facility to various groups, which also included students from area schools, state and county agencies, churches and community groups. Approximately 600 people to include students, community leaders and senior citizens visited ETV during these tours.
- ETV's Upstate Facility gave two tours to parents and prospective students approximately 40 people total.
- ETV's Carolinas Facility hosted one tour to York Technical College Tele production Technology Department it consisted of prospective students from York Comprehensive.
- ETV's Beaufort Facility gave one tour to Beaufort Art Council summer Camp.
- 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.
- ETV K-12 Career Education resources have been created to enhance the career guidance and counseling efforts in grades K-12. The resources are provided to assist with career awareness, career exploration, and career preparation of students with the objective of facilitating a successful transition into post-secondary opportunities and the 21st century global workplace. The videos have been culled and vetted by SDE, and revamped to be mobile accessible. This past school year content has been added to help students decide their career path via a technical college or four-year college.

This new collection highlights that content: <https://www.knowitall.org/collections/higher-education>

- Covered positions are posted on the State of SC Agency Website to which ETV's home page is linked.
- 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 849 times during the period of August 1, 2017 through July 31, 2018. 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.

# 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**

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](mailto:placement@atc.edu)

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

Army Community Service  
Bus: (803) 751-5452  
[E-mail: Barbara.Martin@us.army.mil](mailto:Barbara.Martin@us.army.mil)

Benedict College  
1600 Harden Street  
Columbia, SC 29204  
Bus: (803) 806-3212  
[E-mail: johnsons@benedict.edu](mailto:johnsons@benedict.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](mailto: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](mailto:csnell@claflin.edu)  
Howard Jackson, Coordinator of Special Programs  
Bus: (803) 535-5631  
[E-mail: howard.jackson@claflin.edu](mailto:howard.jackson@claflin.edu)



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

College of Charleston  
Graduate School  
66 George Street  
Randolph Hall 310  
Charleston, SC 29424  
Bus: (843) 953-5614  
E-mail: [gradstud@cofc.edu](mailto:gradstud@cofc.edu)

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

Columbia Urban League  
P.O. Box 50125  
Columbia, SC 29250  
Bus: (803) 799-8150  
E-mail: [cmcdonald@columbiaurbanleague.org](mailto:cmcdonald@columbiaurbanleague.org)

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

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

Newberry College  
2100 College Street  
Newberry, SC 29108  
Bus: (803) 321-5149  
E-mail: [Mariah.gaughan@newberry.edu](mailto:Mariah.gaughan@newberry.edu)

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

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

Greater Columbia Community Relations Council  
P.O. Box 1360  
Columbia, SC 29202  
Bus: (803) 733-1130  
E-mail: [crcsupport1@comrelations.org](mailto:crcsupport1@comrelations.org)

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

KPLC TV  
Veronica Bilbo  
[E-mail: vbilbo@kplctv.com](mailto:vbilbo@kplctv.com)

Lander University  
320 Stanley Avenue  
Greenwood, SC 29649  
Bus: (864) 388-8243  
[E-mail: asmorgan@lander.edu](mailto:asmorgan@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](mailto:jclayton@morris.edu)

National Educational Television Association (NETA)  
P.O. Box 500008  
Columbia, SC 29250  
Bus: (803) 799-5517  
[E-mail: mschuessler@netaonline.org](mailto:mschuessler@netaonline.org)

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

National Association of Hispanic Journalists  
E-mail: [kolivas@nahj.org](mailto:kolivas@nahj.org)

North Greenville College  
2100 College Street  
Tigerville, SC 29688  
Bus: (864) 977-7137  
E-mail: [lahagin@ngc.edu](mailto:lahagin@ngc.edu)

Northeastern Technical College  
Career Center  
P.O. Drawer 1007  
Ingram Hall, Building 300  
Cheraw, SC 29520  
E-mail: [lpeterkin@netc.edu](mailto:lpeterkin@netc.edu)

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

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

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

SC Dept of Employment & Workforce  
P.O. Box 567  
700 Taylor Street  
Columbia, SC 29202  
[jguyton@dew.sc.gov](mailto:jguyton@dew.sc.gov)

SC Broadcasters Association  
One Harbison Way Suite 112  
Columbia, SC 29210  
Bus: (803) 732-1186  
[E-mail: scba@scba.net](mailto: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](mailto:lgdean@schac.sc.us)

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

South Asian Journalists Association  
[E-mail: saja@columbia.edu](mailto:saja@columbia.edu)

South Carolina ETV (website and internal postings)  
1041 George Rogers Boulevard  
Columbia, SC 29201-4761  
Bus: (803) 737-3200  
[www.scetv.org](http://www.scetv.org)

South Carolina State University  
Career Services  
601 MLK Jr. Avenue  
Post Office Box 7068 Orangeburg, SC 29117  
Bus: (803) 536-7033  
[E-mail: careercenter@scsu.edu](mailto:careercenter@scsu.edu)

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

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

State of South Carolina Job Web Site

(Job listing from all SC state agencies)

[www.state.sc.us/jobs](http://www.state.sc.us/jobs)

WLOX

Wilma Peters

E-mail: [wpeters@wlox.com](mailto:wpeters@wlox.com)

Tri-County Technical College

P.O. Box 587

Highway 76

Pendleton, SC 29670

Bus: (864) 646-1577

E-mail: [bwiley@tctc.edu](mailto:bwiley@tctc.edu)

USC Career Center

6th Floor, Close Building

Columbia, SC 29208

Bus: (803) 777-7994

E-mail: [june@sc.edu](mailto:june@sc.edu)

USC - Salkahatchie

P.O. Box 617

Allendale, SC 29810

Bus: (803) 584-3446 ext. 116

E-mail: [pattyw@gwm.sc.edu](mailto:pattyw@gwm.sc.edu)

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](mailto:bdarby@yorktech.edu)

Williamsburg Technical College  
Kingstree, SC 29556  
Bus: (843) 355-4162  
E-mail: [lynchn@wiltech.edu](mailto:lynchn@wiltech.edu)

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

WALB  
Don Norman  
E-mail: [don.norman@walb.com](mailto:don.norman@walb.com)

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

Midlands Technical College  
PO Box 2408  
Columbia, SC 29202  
E-mail: [walkerd@midlandstech.edu](mailto:walkerd@midlandstech.edu)

\*\*\*\*Two Private Citizens receive mailed postings

\*\*\*\*This list was reviewed and updated in early summer of 2018 to review individuals and groups who had requested receipt of postings and their continued interest and contact methodology.