

# WMBF

# EEO PUBLIC FILE REPORT

August 1, 2018 to July 31, 2019

## I. VACANCY LIST

**See Master Recruitment Source List for recruitment source data.**

[illegible]

# WMBF

## II. MASTER LIST OF RECRUITMENT SOURCES

August 1, 2018 to July 31, 2019

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

Source Number*	Organization	Contact Person	Mailing Address	Website / Email	Phone Number	Number of Interviews
COMMUNITY SOURCES						
1	WMBF Website		918 Frontage Rd. E., Myrtle Beach, SC 29577	www.wmbfnews.com	843-839-9623	6
2	Gray TV (Raycom) Website		SNAG / ICIMS JOBS BULLETIN PO Box 20249 Charleston, SC 29413	www.gray.tv www.raycommedia.com		17
3	Urban League-Charleston	Maggie Bresnahan Director	1558 West Evans St. Florence, SC 29501 455 Eisenhower Lane South Suite 200 Lombard, IL 60148 (Lombard Campus)	maggie.bresnahan@ctul.org ldaniels@scscs.org hstanton@dew.sc.gov	843-769-8173	
4*	SC Employment Securities Commission SC Works		6600 Peachtree-Dunwoody Rd. Orangeburg, SC 29115	hfnuller@beonair.com	843-669-4271	
5	Illinois Center for Broadcasting	Francesca Muller Career Services Dir.	400 Magnolia St. Tigerville, SC 29668		216-930-4339	
6*	Clatfin University Dept. of Mass Comm.	Leo Ortiz Thomas Jones Career Service Advisor	6600 Peachtree-Dunwoody Rd. 100 Embassy Row Atlanta, GA 30328	handshake.com eoritz@all.edu thojones@all.edu	803-535-5233	
7	Art Institute of Atlanta Florida A&M University Division of Journalism		Tallahassee, FL 32307	handshake.com	850-599-3379	
8*			PO Box 1892 Tigerville, SC 29668	lisa.snyder@nru.edu lhwwood.harin@nru.edu Shur.Gopal@nru.edu	864-977-7669	
9	North Greenville University University of S.C. Dept. of Media Arts		Columbia, SC 29508	handshake.com		2
10*		Janice Hardy National Director Of Placement	9000 Sweet Valley Dr. Valley View, OH 44125	jhardy@beonair.com urbanleagueinfo@ulust1.org karnold@ulust1.org	216-447-9117	
11	Ohio/Illinois Centers for Broadcasting		15 Regency Hill Dr. Greenville, SC 29607			
12	Urban League-Greenville	Kim Arnold Lo Jekis, BOCH Chair National Association of Broadcasters	PO Box 3191 Atlanta, GA 30202	bjernall@aol.com	404-523-6136	
13	Black College Radio Television/Internet Organization	Suzanne Alcantara Megan Hutaff Dir. Of Career Dev.	3502 Watt Way Los Angeles, CA 90089	handshake.com	213-740-3914	
14*	University of S.C. School of Journalism			www.collectivetalent.com bille@michaelsmedia.com	813-254-9695	

16	Savannah State Univ. Student Leadership & Development	Mr. Shaunce Riley Career Services	Savannah, GA 31404	Riley.S@SavannahState.edu	912-358-3128	1
17	Winthrop University Dept. of Mass Comm.	Mark Nortz, Instructor	Rock Hill, SC 29733	nortzm@winthrop.edu	803-323-4529	
18*	Coastal Carolina Univ. S.C. State University Career Center Services	Joseph Thomas Placement Director Handy Grimes	PO Box 261954 Hwy. 501 Conway, SC 29526	HANDSHAKE.COM	843-347-3161	1
19	Trident Technical College	Media Arts Production Faculty	Orangeburg, SC 29117	zthoma21@scsu.edu	803-536-8577	
20	Tri-County Tech Morris College Career Placement Center	Dept. Head Radio & TV	PO Box 118067 Charleston, SC 29423	randy.grimes@tridenttech.edu	843-574-6344	
21	Midlands Technical College	Janet Walker Student Employment Services	PO Box 587 Pendleton, SC 29670	lwwoods1@tctc.edu	864-646-8361	
22	Clemson University Communication Center, Room 83	Dr. Wright	100 W. College St. Sumter, SC 29150	rwright@morris.edu	803-934-3200	
23	Francis Marion University Dept. of Mass Communications	David Baxley Asst. Professor	PO Box 100547 Florence, SC 29501	dbaxley@fmarion.edu	843-661-1561	
24	Urban League-Columbia Employment Securities of North Carolina	Crystal McDonald	PO Drawer J Columbia, SC 29250	c.mcdonald@ columbiaurbanleague.org	803-799-8150	
25	Coker College Employment Securities Commission	Whitney Watts Director of Career Svc.	228 W. 5th St. Lumberton, NC 28358	www.ncworks.gov	910-618-5500	
26	Carolina School of Broadcasting		300 East College Ave. Hartsville, SC 29550	wwatts@coker.edu	843-383-8058	
27	Northwestern College- Iowa	Career Dev. Center	200 Victory Lane Conway, SC 29536	www.sonestop.org	843-234-9675	
28*	Horry Georgetown Tech. TV JOBS Broadcast Employment Services		3435 Performance Rd. Charlotte, NC 28214	www.csbradio.tv/career-center	704-395-9272	
29*	SC Asso. Of Broadcasters NAHJ (National Asso. of Hispanic Journalists)		2050 Hwy. 501 E. Conway, SC 29526	HANDSHAKE.COM		
30	STOPPED 1/14/2019		2715 W. Lucas St. Florence, SC 29506	www.collegecentral.com/hgtc	843-661-8196	
31*	STOPPED 1/14/2019			www.collegecentral.com/fctc		
32	STOPPED 1/14/2019			www.tvjobs.com	760-754-8177	
33	STOPPED 1/14/2019			www.sdba.net	803-732-1186	
34	STOPPED 1/14/2019			nahj.hispano.com	202-662-7483	
35	STOPPED 1/14/2019			rebecalandsberry@naia.com		
36	STOPPED 1/14/2019			rebecalandsberry@naia.com		
37	STOPPED 1/14/2019			rebecalandsberry@naia.com		
38*	STOPPED 1/14/2019			rebecalandsberry@naia.com		
39	STOPPED 1/14/2019			rebecalandsberry@naia.com		

	Medialine Broadcast Employment (News related ONLY)			medialine@medialine.com	800-237-8073	
40	AAJA (Asian American Journalists Asso.) (News related ONLY)			www.ajia.org		
41		STOPPED 3/1/2019				
42	602 Communications (Marketing related ONLY)	Sandy Lizik		slizik@602communications.com www.602communications.com	919-217-4438	
ADDITIONAL SOURCES						
43	WMBF Internal Referral Gray / Raycom Sister Station		918 Frontage Rd. East Myrtle Beach, SC 29577			2
44	Previous Intern					3
45	Misc. External Referral /					
46	Market Referral					2
47	Walk-In / Phone-In / Personal Inquiry					
	Linked-In - stopped 3/1/2019					
48	Indeed.com - started 3/2/2019	SCRAPPED		www.indeed.com www.linkedin.com		15
49*	NATAS	Jessica Blazer, Programming Coordinator		http://jobbank.emmyonline.org		
50	WMBF On-Air PROMO effective 3/5/2019					
					TOTAL:	49



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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): 2018-2019 Reporting Period

Describe Nature of Initiative:

JOB FAIRS

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

1. The Fall 2018 Career and Internship Fair, sponsored by Coastal Carolina University in Conway, SC, on 11/7/2018, was attended by Jessica Cinardo Stevens, WMBF Executive Producer, to meet potential candidates for hire and collect resumes and applications.
2. The MLK Job Fair & Employability Workshop, sponsored by Horry Georgetown Technical College at Market Common, Myrtle Beach, SC, on 1/23/2019, was attended by Jennifer Nugent, WMBF Local Sales Manager, to meet potential candidates for hire and collect resumes and applications.
3. The Spring 2019 Career Fair, hosted by the University of South Carolina Career Center, in Columbia, SC, on January 23-24, 2019, was attended by Ashley Talley, WMBF News Director and Mike Smith, Gray TV Director of Talent Recruitment and Retention, to meet potential candidates for hire and collect resumes and applications.
4. The 2019 College of Information and Communications Career Fair, hosted by The University of South Carolina, in Columbia, SC, on March 26, 2019, was attended by Ashley Talley, WMBF News Director and Jessica Cinardo Stevens, WMBF News Executive Producer, to meet potential candidates for hire and collect resumes and applications.
5. The 2019 Spring Career & Internship Fair, sponsored by Coastal Carolina University in Conway, SC, on April 3, 2019, was attended by Jessica Cinardo Stevens, WMBF News Executive Producer, to meet potential candidates for hire and collect resumes and applications.

Names of Station Personnel involved in Initiative:

Ashley Talley, News Director  
Jessica Cinardo Stevens, Executive Producer  
Jennifer Nugent, Local Sales Manager  
Mike Smith, Gray TV Dir. Of Talent Recruitment & Retention

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): 2018-2019 Reporting Period

Describe Nature of Initiative:

#### TRAINING PROGRAMS

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

1. The 2019 SCBA Winter Conference and Broadcast Exhibition, held in the USC Alumni Center, Columbia, SC, was attended by Sarah Miles, WMBF V.P. & GM, Bill Rouse, WMBF General Sales Manager, Jennifer Nugent, WMBF Local Sales Manager, Ida Givens, WMBF Digital Sales Manager, and several sales employees, on January 31, 2019, to promote knowledge in the broadcast industry.
2. The 2019 Gray TV GM Summit, held in Miami, Florida, was attended by Sarah Miles, WMBF V.P. & GM, on January 16-19, 2019, to promote knowledge in the broadcast industry.
3. The 2019 NAB State Leadership Conference, held in Washington, D.C., was attended by Sarah Miles, WMBF V.P. & GM, on February 26-27, 2019, to promote knowledge in the broadcast industry.
4. The 2019 News Director Summit, held in New Orleans, LA, on June 2-5, 2019, was attended by Ashley Talley, WMBF News Director, to promote knowledge in the broadcast industry.

Names of Station Personnel involved in Initiative:

Sarah Miles, V.P. & G.M.  
Bill Rouse, GSM  
Jennifer Nugent, LSM  
Ida Givens, DSM  
Ashley Talley, News Director

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): 2018-2019 Reporting Period

Describe Nature of Initiative:

EDUCATIONAL EVENTS

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

- 1) Ashley Talley, WMBF News Director and Danielle Barilla, WMBF News Producer, attended a RTDNAC Student Workshop (Radio TV Digital News Association of the Carolinas), on February 9, 2019, in Charlotte, N.C., to speak to the next generation of News Professionals.
- 2) Ed Oliver, WMBF News Marketing Director, spoke to an Advertising Class on the "Real World of Creating effective TV Commercials", hosted by the Professor of Marketing at Coastal Carolina University, in Conway, SC.
- 3) Audrey Biesk, WMBF Anchor/Reporter and Jamie Arnold, WMBF Chief Meteorologist, attended a Speaking Engagement on 9/6/2018, at Francis Marion University, in Florence, SC, to speak to Journalism Students about Journalism, Weather, Forecasting and working in the Television News Business.
- 4) Local College student from Francis Marion University, in Florence, SC, participated in a day of job shadowing in the News Department.

Names of Station Personnel involved in Initiative:

Ashley Talley, News Director  
Ed Oliver, Marketing Director  
Jamie Arnold, Chief Meteorologist  
Audrey Biesk, Anchor/Reporter  
Danielle Barilla, Producer

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): 2018-2019 Reporting Period

Describe Nature of Initiative:

**INTERNSHIP PROGRAM**

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

The WMBF News Department works in conjunction with various Colleges to offer Internship programs in our News Department for Juniors and Seniors majoring in broadcast journalism.

- 1 intern, from each of the following locations, during the Summer of 2018:
  - College of Charleston, Charleston, SC
  - Kent State University, Kent, OH
  - West Virginia University, South Charleston, WV
  - James Madison University, Harrisonburg, VA
  - Clemson University, Clemson, SC
  - NC State University, Raleigh, NC
  - North Greenville University, Tigerville, SC
  - Syracuse University, Syracuse, NY
- 3 interns from the University of South Carolina, Columbia, SC, during the Summer of 2018
- 1 intern from Coastal Carolina University, Conway, SC, during the Spring of 2019

Names of Station Personnel involved in Initiative:

Ashley Talley, News Director  
Jessica Cinardo Stevens, Executive Producer



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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June 20, 2019

Describe Nature of Initiative:

Providing training to management level personnel as to methods of ensuring equal employment opportunities and prevent discrimination.

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

- 1) Debra Dowling, WMBF Office Manager/EEO Coordinator, participated in a Training Webinar entitled "The FCC's Equal Employment Opportunity Rules", presented by Joan Stewart of Wiley Rein, LLP to employees of Gray Television Licensee, LLC. Webinar intended for all Raycom Media HR, EEO Coordinators and GM's.

Names of Station Personnel involved in Initiative:

Debra Dowling, Office Manager/EEO Coordinator

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): \_\_\_\_\_ Continuous \_\_\_\_\_

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organization regarding job openings

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

WMBF airs the below promo, recruiting organizations, who would like to receive our job openings.

“WMBF, a Gray Television station, is committed to a broad applicant recruiting outreach program, in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations, to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to:”

Names of Station Personnel involved in Initiative:

- Debra Dowling, Office Manager/EEOC Coordinator
- Katrina Lilly, Traffic Coordinator