

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS: 112

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED:²

# 1	(State Employment Service)	(10)	interviews
# 3	(Coastal Carolina University)	()	interviews
# 6	(Francis Marion University)	()	interviews
#11	(University of S. Carolina)	()	interviews
#29	(Career Women)	()	interviews
#34	(National Assoc. of Broadcasters)	()	interviews
#35	(S.C. Assoc. of Broadcasters)	(4)	interviews
#36	(TVJobs.com)	(5)	interviews
#37	(wmbfnews.com)	(12)	interviews
#38	(raycommedia.com)	(14)	interviews
#39	(medialine.com)	(1)	interviews
#44	(Spots N Dots)	()	interviews
#45	(Talent Dynamics)	()	interviews
#46	(Graeme Newell)	(5)	interviews
#47	(WMBF internal referrals)	(29)	interviews
#49	(External market referrals)	(21)	interviews
#50	(Walk-in/Phone-in/Personal inquiry)	(5)	interviews
#51	(Raycom Media Sister Station)	(6)	interviews
Other	(journalismcareers.com)	()	interviews

² The numbers correspond to the numbers in Appendix A (MRSL)

**APPENDIX A
MASTER RECRUITMENT SOURCE LIST (MRSL)**

RS Number	Recruitment Source Information	RS Contact	Requested Full-Time Vacancy Notification*
1	Employment Securities Commission State Employment Service Coastal Workforce Center 200 Victory Lane Conway, SC 29536	843-234-9675 Sheila Daniels www.coastalworkforce.org	Yes
2	SC Employment Securities Comm. 1558 West Evans St. Florence, SC 29501	843-669-4271 Corrine Osteen Costeen@sces.org *tjohnson@sces.org *jdaniel@sces.org	Yes
		*3/24/09	
3	Coastal Carolina University P.O.Box 261954 Hwy. 501 Conway, SC 29526	843-347-3161 Yvonne Spain yvonne@coastal.edu	Yes
4	Horry Georgetown Tech. 2050 Hwy. 501E Conway, SC 29526	843-349-7899 Neil Rose, Career Resource Specialist neil.rose@hgtc.edu	Yes
5	Florence Darlington Tech. 2715 W. Lucas St. Florence, SC 29506	843-661-8076 Cheryl Wingert Cheryl.Wingert@fdtc.edu www.fdtc.edu	Yes
		*10/5/09	
6	Francis Marion University Dept. of Fine Arts & Mass Comm. P.O. Box 100547 Florence, SC 29501	1-843-661-1677 Janice.Smith FAX: 843-661-1373	Yes
7	Carolina School of Broadcasting 3435 Performance Rd. Charlotte, NC 28214	704-395-9272 Alyson Young csb@bellsouth.net	Yes
8	Clafin University Dept. of Mass Communication 400 Magnolia St. Orangeburg, SC 29115	803-535-5233 pratloff@clafin.edu Michael Fairwell mfairwell@clafin.edu Fax: 803-535-5468	Yes
9	North Greenville University P.O. Box 1892 Tigerville, SC 29688	864-977-7669 Lisa Snyder, Career Serv. lisa.snyder@ngu.edu Linwood Hagin, Career Serv. linwood.hagin@ngu.edu	Yes
		* 5/12/10	
10	South Carolina State University Career Center Services Orangeburg, SC 29117	803-536-8577 Joseph Thomas, Plmnt.Dir zs_jthomas@scsu.edu	Yes

11	University of South Carolina School of Journalism 3502 Watt Way Los Angeles, CA 90089	213-740-3914 Tim Burgess, Dir Career Dev tburgess@usc.edu	Yes
12	University of South Carolina Dept. of Media Arts Columbia, SC 29508	Walt Hanclosky whanclosky@sc.edu	No
13	Trident Technical College P.O. Box 118067 Charleston, SC 29423	843-574-6344 John Wilson, Dpt. Chr. Radio, TV & Film John.wilson@tridenttech.edu Fax: 843-564-6854	Yes
14	Winthrop University Dept. of Mass Communications Rock Hill, SC 29733	803-323-4529 Mark Nortz, Instrctr. nortzm@winthrop.edu	Yes
15	Tri-County Technical College P.O. Box 587 Pendleton, SC 29670	864-646-8361 John Woodson, Dpt. Hd. Radio & TV Jwoodso1@tctc.edu *1/16/08	Yes
16	Florida A&M University Div. of Journalism Tallahassee, FL 32307	850-599-3379 Yanela.gordon@famu.edu *1/18/08	Yes
17	Morris College 100 W. College St. Sumter, SC 29150	803-934-3200 Career Plcmt. Center dwoodward@morris.edu *1/18/08	Yes
18	Art Institute of Atlanta 6600 Peachtree-Dunwoody Rd. 100 Embassy Row Atlanta, GA 30328	770-689-4870 Alissa Simmons, Career Serv Advsr. asimmons@aii.edu 5/6/10	Yes
19	Employment Securities of N. Carolina 228 W. 5 th Street Lamberton, NC 28358	910-618-5500 Attn; Placement FAX: 910-618-5570	Yes
20	Clemson University P.O. Box 345607 Communication Center, Room 83 Clemson, SC 29634	864-656-3206 Al Littlejohn FAX: 864-656-0786	Yes
21	Illinois Center for Broadcasting 455 Eisenhower Lane, Ste. 200 Lombard, Illinois 60148	630-916-1700 Ext. 3114 Dave Cogozzo, Dir. Of Placement Placement.lombard@beonair.com FAX: 630-916-1764	
22	Urban League-Columbia PO Drawer J Columbia, SC 29250	803-799-8150 Nell Gainey FAX: 803-254-6052	Yes
23	Urban League-Greensboro 15 Regency Hill Dr. Greensboro, SC 29607	864-244-3862 C. Martin, Dir. Of Employ. cmartin@urbanleagueoftheupstate.org	Yes
24	Urban League-Charleston PO Box 20249 Charleston, SC 29413	843-965-4037 George Bresnihan, Dir. gbresnihan_tul@bellsouth.net Fax: 843-965-4039	Yes
25	Midlands Technical College PO Box 2408 Columbia, SC 29202	Prog. Coord/Job Plcmt. FAX: 803-790-7515 803-822-3321	Yes

		Attn: Sarah Trice 2/25/08	
26	Savannah State University Student Leadership & Developmnt. Savannah, GA 31404	Career Placement Center Bonita Bradley FAX: 912-356-2464 1/31/08	Yes
27	Ohio/Illinois Centers for Broadcstg. 9000 Sweet Valley Dr. Valley View, OH 44125	216-447-9117 Gary James, Nat'l.Dir/Plcmnt. gary@beonair.com 2/14/08	Yes
28	Black College Radio Television/Internet Organization PO Box 3191 Atlanta, GA 30202 **National Association Of Black College Broadcasters	404-523-6136 Lo Jelks, BCR Chair bcrmail@aol.com Fax: 404-523-5467 5/26/10	Yes

**APPENDIX A
MASTER RECRUITMENT SOURCE LIST (MRSL)**

Recruit Source Number	Recruitment Source Information	Recruitment Source Contact	Requested Full-Time Vacancy Notification
	WEBSITES:		
29	Career Women	www.careerwomen.com	No
30	Diversity Search	www.diversitysearch.com	No
31	NAHJ (Nat'l. Association of Hispanic Journalists)	jobbank@nahj.org 202-662-7483	No
32	AAJA(Asian American Journalists Assoc. 7/17/06) (News related only)	www.aaja.org	No
33	NAJA (Native American Journalists Assoc.)	www.naja.org	No
34	National Association of Broadcasters	202-429-5498 www.nabef.org	Yes
35	SC Association of Broadcasters One Harbison Way Suite 112 Columbia, SC 29212	Karen Nettles 803-732-1186 Karen@scba.net	Yes
36	TVJOBS Broadcast Employment Services	Mark Holloway 760-754-8177 www.tvjobs.com	Yes
37	WMBF web site P.O. Box 3579 Myrtle Beach, SC 29578	843-839-9623 www.wmbftv.com	No
38	Raycom Media Inc. (all sister-Stations) JOBS BULLETIN (published & posted weekly)	www.raycommedia.com	No
39	Medialine Broadcast Employment (News related only)	mark@medialine.com Mark Shilstone 800-237-8073	Yes
40	Lost Remote	lostremote.com 2/7/08	No

	TRADES/OTHER:		
41	Sun News P.O. Box 406 Myrtle Beach, SC 29578	Recruitment Advertising 843-626-8555	No
42	Television Week 360 North Michigan Ave. Chicago, IL 60601	echasko@crain.com 323-370-2415	No
43	Broadcasting & Cable	Katie.rosa@reedbusiness.com 323-965-2089	No
44	Spots N Dots	Dai Kobra selltv@aol.com 888-884-2630	No
45	Talent Dynamics	davis@talentdynamics.com J.J. Davis 214-64003121	No
46	Graeme Newell 602 Communications (Marketing related only)	slizik@602communications.com www.602communications.com 919-217-4438	No
47	WMBF Internal Referral	P.O. Box 3579 Myrtle Beach, SC 29578	No
48	Smith-Geiger 31365 Oak Crest Dr. #150 Westlake Village, CA 91361	818-707-3086 www.smithgeiger.com Fax: 818-707-9283	No
49	Misc. External Referrals/Market Referrals		No
50	Walk-In/Phone-In/Personal Inquiry		No
51	Raycom Media sister station[-		No
52	Previous Intern		No
53	NABJ (Corporate)	Per Donna Tadlock	No
54	Rick Gevers & Associates	Per Ted Fortenberry & Susana Schuler rick@rickgevers.com	No

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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): April 22, 2010; 6/22/2010

Describe Nature of Initiative:

Hosting at least one Job Fair

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

- Job Fair hosted by Rebecca Gilliam, Regional Classified Internet Sales Director for WMBF News, on 4/22/2010, at Coastal Grand Mall, Myrtle Beach, SC, to help local employers connect with qualified job seekers.
- Job Fair hosted by Rebecca Gilliam, Regional Classified Internet Sales Director for WMBF News, on 6/22/2010, at Florence Civic Center, Florence, SC, to help local employers connect with qualified job seekers.

Names of Station Personnel involved in Initiative:

Rebecca Gilliam, Regional Classified Internet Sales Director
Mandi Thompson, Account Executive, WMBF News
Annie Obuchowski, Account Executive, WMBF News
Ashley Smith, Local Sales Assistant, WMBF News
Cathy Goodin, Research Coordinator, WMBF News
Kristin Hargis, Marketing Director, WMBF News
Matthew Nordin, AM Anchor, Executive Producer, WMBF News
Katy Morgan, AM Meteorologist, WMBF News
Chris Nugent, Local Sales Manager, WMBF News

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

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): 8/1/2009 to 7/31/2010

Describe Nature of Initiative:

Participation in at least 4 events sponsored by groups interested in broadcast employment issues...(career days, conventions, workshops)

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

- 1) Digital Media Group hosted the 2010 Digital Media Conference, attended by Tim Donley and Tom Smigielski, at the Imperial Palace Hotel in Biloxi, MS, January 24th – 26th, 2010.
- 2) The NAB Conference held in San Antonio, TX, was attended by Ted Fortenberry and Eileen Russo, October 1st – 3rd, 2009, to promote knowledge in the broadcast industry.
- 3) The SCBA Conference, held in Columbia, SC, was attended by Ted Fortenberry, Matt Miller, Eileen Russo & Gary Savage, January 14th – 15th, 2010, to promote knowledge in the broadcast industry.
- 4) Raycom Marketing University held a Marketing Conference in Mobile, Alabama, and was attended by Kristin Hargis, WMBF Marketing Director, June 7-10, 2010, to promote knowledge in the broadcast industry.
- 5) The 38th Conference on Broadcast Meteorology, organized by the AMS Board on Broadcast Meteorology, and sponsored by the American Meteorological Society, held in Miami, Florida, June 23-27, 2010, was attended by Katy Morgan and Marla Branson.

Names of Station Personnel involved in Initiative:

Ted Fortenberry, V.P. & General Manager
 Eileen Russo, General Sales Manager
 Matt Miller, News Director
 Gary Savage, Chief Engineer
 Tom Smigielski, Internet Sales Director
 Tim Donley, Internet Director
 Kristin Hargis, Marketing Director
 Katy Morgan, Meteorologist
 Marla Branson, Weekend AM Weather

**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.**

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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): Ongoing

Describe Nature of Initiative:

Establish an intern program designed to assist members of the community to acquire skills needed for broadcast employment.

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.

- 2 interns from Francis Marion University, Florence, SC
- 1 intern from Coastal Carolina University, Conway, SC
- 1 intern from University of SC, Columbia, SC
- 1 intern from University of Missouri, Columbia, MO
- 1 intern from University of NC, Charlotte, NC
- 1 intern from Mississippi State University, Mississippi State, MS

Names of Station Personnel involved in Initiative:

Matt Miller, News Director
Jennifer Dale, Executive Producer
Meghan Miller, Web Content Producer

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

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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): 8/1/2009 to 7/31/2010

Describe Nature of Initiative:

Establishment of training programs designed to promote career advancement of station personnel.

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

1. Weather Central sponsored a half day advanced on-line training course for News Navigation held on 8/11/09.
2. SCBA News Seminar held on 3/27/2010, in Columbia, SC, to offer Video Journalist training to Ashley & Chandi.

Names of Station Personnel involved in Initiative:

Matt Miller, News Director
Ashley Ross, VJ
Chandi Lowry, Anchor/Reporter

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

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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): 8/1/2009 to 7/31/2010

Describe Nature of Initiative:

Participation in 4 career events sponsored by educational institutions relating to career broadcast opportunities

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

1. Job Fair sponsored by the School of Journalism and Mass Communications at the University of South Carolina, on 2/26/2010, was attended by Matt Miller. He met with graduating students and reviewed resumes and candidates for possible internships and employment with our station.
2. Job Fair sponsored by Coastal Carolina University in Conway, SC, on 3/10/2010, was attended by Matt Miller, to meet potential candidates for hire and collect resumes and applications.
3. Job Fair sponsored by Florence-Darlington Technical College in Florence, SC, on 3/25/2010, was attended by Brian Lester to meet potential candidates for hire and collect resumes and applications.
4. Job Fair sponsored by South Carolina Broadcasters Association in Columbia, SC, on 4/13/2010, was attended by Matt Miller & Jennifer Dale, to meet potential candidates for hire and collect resumes and applications.

Names of Station Personnel involved in Initiative:

Matt Miller, News Director
Jennifer Dale, Executive Producer
Brian Lester, Production 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

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): October 16, 2009

Describe Nature of Initiative:

Providing assistance to outside non-profit entities in maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance relating to broadcasting.

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

Business Networking Workshop at University of South Carolina. I was one on a four person panel discussing the importance of networking in the business world.

Participants included Timothy Donley, Post No Bills, Inc., Geah Pressgrove, Miron Varouhakis, and Sid Bedingfield.

Names of Station Personnel involved in Initiative:

Timothy Donley, Internet Director

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.