

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

Stations WRLK and WLTR (FM)

Long Term Recruitment Initiatives for the Period August 1, 2013 to July 31, 2014

Please note that this report includes descriptions of the long-term initiatives completed for the period ending July 31, 2014, 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. Three 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 2014, employees with direct supervisory responsibility were provided a generational Diversity Training Program.

Participation in Events/Job Fairs

- ETV participated in the South Carolina Broadcasters Association annual job fair on Thursday, April 10, 2014.
- ETV participated in DSS Workforce Development Job Fair June 26, 2014.

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

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

- Betsy Newman participated in the DLI (Diversity Leaders Initiative), a project of Furman University. In fact, she presented a Capstone Project that, if funded, will allow ETV to include and add new content to the KIA website **Civil Rights Road Trip** under the KIA Mobile project effort currently underway. ETV has sent four employees to participate in the initiative, and is part of its Diversity Recruitment Consortium.
- Personnel at ETV Carolinas in Rock Hill spent 25 hours on site mentoring high school journalism students at Fort Mill and York Comprehensive high schools as part of the PBS Newshour Student Reporting Labs.

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

- ETV distributes job listings to approximately 50 diverse local and national organizations/websites and an additional eight persons via traditional mail and email.
- ETV gave nine tours of ETV facilities to various groups, which also included students from area schools, state and county agencies, churches and community groups. Approximately 273 students visited ETV 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 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 158 times during the period of August 1, 2013 through July 31, 2014. 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**

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)

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

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

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: info@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: jackson@erskine.edu
E-mail: pthomas@erskine.edu

Newberry College
2100 College Street
Newberry, SC 29108
Bus: (803) 321-5149
E-mail: 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

Horry-Georgetown Technical College
2050 Hwy. 501 E.
Conway, SC 29526
Bus: (843) 349-7813
E-mail: 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: jpierce@lander.edu](mailto: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](mailto:jclayton@morris.edu)

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

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: wrc@octech.edu

Piedmont Technical College

P.O. Box 1467

Greenwood, SC 29648

E-mail: 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

SC Dept of Employment & Workforce

P.O. Box 567

700 Taylor Street

Columbia, SC 29202

rdittmar@dew.sc.gov

jguyton@dew.sc.gov

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](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)

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

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

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: swilson@swu.edu](mailto:swilson@swu.edu)

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

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

WLOX

Wilma Peters

E-mail: 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

USC Career Center

6th Floor, Close Building

Columbia, SC 29208

Bus: (803) 777-7994

E-mail: june@sc.edu

dbar@mailbox.sc.edu

USC - Salkahatchie

P.O. Box 617

Allendale, SC 29810

Bus: (803) 584-3446 ext. 116

E-mail: 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

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

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

****Two Private Citizens receive mailed postings

****This list was reviewed in winter 2014 to review individuals and groups who had requested receipt of postings and their continued interest and contact methodology.