

WIS Television
WIS License Subsidiary, LLC d/b/a WIS-TV
EEO PUBLIC FILE REPORT
(August 1, 2014 – July 31, 2015)

Name of Initiative: Internship Program

Date of Initiative: August 1, 2014– July 31, 2015

Description of Initiative:

News (Weather, Sports, Newsroom) – Answer telephones, sort/rip scripts, distribute scripts/rundowns, assist show producers by gathering information from sources/stations, running tapes or information down to the control room, seat guests who are to appear on a news show, run teleprompter during show, clip newspapers and file.

Production – Operate studio cameras for live and live-to-tape productions, function in the role of floor director for live and live-to-tape productions, maintain studio equipment and day-to-day studio upkeep, possess a working knowledge of the WIS lighting consoles, possess a working knowledge of studio lighting, train in one additional area of production, i.e. audio, graphics, etc.

Marketing – Keep events on website current, add events daily, assist with station tours, research station history and re-write for the web, organize and move old tapes to new location, answer phone and handle viewer requests for information, research and get price quotes on promotional items.

Information Technology – Help document network infrastructure, training in windows basics, and assist manager with trouble-shooting computer problems.

Sales – Handle telephones, upkeep of the filing, completing reports, pulling avails, resolving make goods and work with category reports.

Scope of Employment Unit's Participation:
Interns during the reporting period included:

Content – Interns

Morgan Simpson, University of South Carolina
Raven Bouie, University of South Carolina
Susanne Rodriguez, University of South Carolina
Rachel Richardson, Winthrop University
Ryan Fullam, University of South Carolina

Sierra Bryson, University of South Carolina
Taylor Rose, University of South Carolina
Tanner Burdette, University of South Carolina
Kelly Wiley, University of South Carolina
Emmonie Crumblin, University of South Carolina

Names and Titles of Station Personnel Involved in Initiative:

Meagan Cauthen, Executive Assistant and Personnel Coordinator
Russ Congdon, News Operations Manager
Brian Dresdow, Producer
Randy Johnson, Assignment Desk Manager
James Parham, Producer
Bryan Queen, News Director
Denetra Walker, Assistant News Director

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Name of Initiative: Speakers Bureau

Date of Initiative: August 1, 2014– July 31, 2015

Description of Initiative: WIS supplies speakers for events sponsored by civic and community organizations and schools. Each time a staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event.

Scope of Employments Unit's Participation and Names and Titles of Station Personnel Involved in the Initiative:

WIS Staff:

- October 9-19- SC State Fair

Carolyn Callahan

- October 7 – guest speaker at USC for the Principles of Journalism class
- October 8- Atlantic Institute Peace and Dialogue Awards Dinner

Judi Gatson

- Oct. 7- Appearance at 2015 AT&T African American History Calendar unveiling
- Oct. 18- Appearance at Palmetto Health Foundation's Walk for Life
- Dec. 6- Emcee of Carolina Carillon Holiday Parade
- March 19- Emcee SC Chamber Safety Awards
- April 22- Appearance at SC Teacher of the Year Awards
- April 23- Emcee Administrative Professionals Conference
- April 25- Appearance at Lexington Medical Center's Heart and Sole Five Miler
- June 17- Presenter at Community Relations Council
- July 24- Appearance at BCBS Health Learners Spelling Bee

Emery Glover

- Dec. 5 spoke to two classes at St. Matthews K-8 School

Rick Henry

- July 24- Appearance at BCBS Health Learners Spelling Bee

Hugh Jacobs

- August 22- May 22- Mentor/Reading Buddy at Brennen Elementary (40 Fridays)

Len Kiese

- Feb 12- Guest Reader at Bradley Elementary School
- May 9- SC Poultry Festival, Celebrity Judge

Mary King

- August 9- SCBA STAR Awards
- August 12- Leadership Panel- OnPoint Institute for Girls
- Sept 12 – American Red Cross/Blood Drive Lunch with Viewers
- Sept. 24- Hero’s Challenge Marvel Universe Live at State House/Paired with Local Veteran
- Oct. 2- Lexington County Fire Service Banquet- Emcee
- Oct. 6- Hosted Shadow from MacBee High School
- Oct. 8- Shepherd Center- Guest Speaker, Behind the Scenes in News
- Oct. 8- SC State Fair- Sunrise Team
- Oct 9- Oak Point Elementary, Career Day Guest Speaker
- Oct. 9- Columbia Chamber Gala- Emcee
- Oct. 17- SC State Fair- Sunrise Team
- Oct. 23- Cruise on Lake Murray with WIS Viewers
- Oct. 26- The Therapy Place- Harvest Hullabaloo Emcee
- Nov. 9- Pawmetto Lifeline’s Fur Ball- VIP Event Emcee
- Nov. 13- Children’s Miracle Network Momentum Event- Nominated as CMN Television Person of the Year
- February 2- 8th grader Sunrise job shadow- Faith James
- February 4- Radiothon for Palmetto Health Children’s Hospital w/B 106.7
- February 9- Guest Speaker, MLG Luncheon
- February 11- Emcee, Columbia Chamber Yellow Jasmine Awards
- February 12- Guest Reader, “Together We Can” at A.J. Lewis Greenview Elementary
- February 12- Guest Bartender, Fundraiser for Aids Foundation
- February 24- Emcee, Celebration of Excellence for Lexington One School District
- February 26- Guest Reader, Bethel Hanberry African American Read-In
- March 2- Guest Speaker, Kiwanis Club Meeting
- March 5 Guest Reader, Meadowfield Elementary Reading Night
- March 7- Host, Lemira Lion Step Show in Sumter
- March 12- Host, Airport High School Third Block Throwdown
- March 14- Emcee, Living Real Conference at Trinity Baptist Church
- March 19- Emcee, Miss Falcon Pageant at A.C. Flora H.S.
- April 2- Judge, Forts Pond Elementary Talent Show
- April 8- Emcee, DUI Enforcement Luncheon for Highway Patrol
- April 10- Emcee, Angel’s Tea for St. Lawrence Place
- April 14- Celebrity Charity Challenge for Disney on Ice, Colonial Life Arena
- April 15- Emcee, Walk a Mile in her Shoes Event for Sexual Trauma Services of the Midlands
- April 16- Emcee, Education Rocks for Columbia Chamber
- April 17- Emcee, 30th Anniversary Habitat for Humanity Gala
- April 27- Emcee, The Therapy Place Annual Golf Tournament
- May 5- Midlands Gives (All day event including coverage!)
- May 9- SC Poultry Festival, Celebrity Judge
- May 19- Columbia Museum of Art, Local Famous Face for Warhol Exhibit
- May 19- “Chopped” Cook Competition for Lexington-Richland School District 5, Emcee
- May 20- Station Tour and Live Newscast with students from Joseph Keels Elementary, Richland 2
- May 29- Gilbert Middle School “Making a Difference” Community Celebration- Guest Speaker
- June 16- Colonial Life Media Challenge for Charity- WINNERS! Won \$3,000 for non-profit The Therapy Place
- July 9- Who’s Who with TROY University Interview

Meaghan Norman

- Nov. 18- "Principal for the Day" Lemira Elementary School
- Dec. 13- Appearance at Lights of Lugoff Parade
- Feb. 23- Millwood Elementary School PTA Speaker

Joe Pinner

- Aug. 2- Appearance at Little Mountain Reunion
- Aug. 7- Monthly Broadcasters Breakfast
- Aug. 13- Bingo Caller at Agape Senior Home
- Aug 14- USC preview dinner
- Aug. 16- Host of State Museum Opening
- Aug. 20- Phone volunteer for SCETV Fundraiser
- Aug 21- Media Club Meeting
- Aug. 24- Emcee Lion's Club Songfest
- Sept. 4- Monthly Broadcasters Breakfast
- Sept. 5- Appearance at Dr. Boland's Highway naming
- Sept. 12- Appearance at Mr. Agee's Gamecock Party
- Sept. 17- Appearance at Convention Center 10th Anniversary
- Sept. 23- Emcee ground breaking of Agape Hospice
- Sept. 25- Player in Lexington Golf Fundraiser
- Sept. 30- Co-emcee Cayce West Columbia Chamber After Hours
- Oct. 2- Monthly Broadcasters Breakfast
- Oct. 6- Emcee/player WIS Crimestoppers Golf Tournament
- Oct. 7- Appearance at State Fair Preview party
- Oct. 18- Emcee Oktoberfest at Agape Seniors Facility
- Oct. 18- Emcee tricycle race benefit children's home
- Oct. 19- Emcee 27th Grandparents Award at SC State Fair
- Oct. 23- Emcee opening of "Four Freshman" Newberry Opera House
- Oct. 25- Emcee Alzheimer's event at Finlay Park
- Nov. 6- Monthly Broadcasters Breakfast
- Nov. 10- Emcee Vets Program/Kelly Millelf School
- Nov. 11- Emcee Vets Program/Capital City Club
- Nov. 14- Appearance at Quarterly Friday the 13th luncheon
- Nov. 18- Appearance at Anchor Financial Holiday Party
- Nov. 19- Meeting of SC Honor Flight Board
- Nov. 19- Appearance at Kathwood Agape Seniors Home
- Nov. 20- Monthly Media Club gathering
- Nov. 23- Appearance at Alzheimer's Association Thank you Party
- Nov. 30- Emcee Blythewood Christmas Tree Lighting
- Dec. 4- Bingo caller at Agape Retirement Home
- Dec. 5- Emcee West Columbia tree Lighting
- Dec. 6- Co Emcee Carillon parade
- Dec. 8- Emcee Untied Way CFC Lunch at Fort Jackson
- Dec. 10- Salvation Army Bell Ringer
- Dec. 11- Emcee Cayce/West Columbia Chamber Christmas Party
- Dec. 15- Appearance at Blowfish Office Grand Opening
- Dec. 15- Bingo caller/Carol Leader at Agape Lexington
- Dec. 18- Monthly Media Club

- Jan. 8- Monthly Broadcasters Breakfast
- Jan. 15- Greeter at Palmetto Senior Show
- Jan. 15- Monthly Media Club
- Jan. 22- Bingo Caller at Trinity UMC Blythewood
- Jan. 22- Honor Flight Media Meeting
- Jan. 24- Emcee Red Shoe Race for Ronald McDonald House Charities
- Jan. 26- Honor Flight Board Meeting
- Jan. 30- SCBA Awards Dinner
- Feb. 7- Emcee MFA Pub Night Fundraiser
- Feb. 13- Quarterly Luncheon Friday the 13th Club
- Feb. 19- Annual Palmetto health Board Luncheon
- Feb. 24- Emcee Kathwood Agape Family Night
- Feb. 25- Singer at Blowfish Press Conference
- Feb 26- Guest/Past Honoree of Untied Way Humanitarian of the year dinner
- Feb. 26- Appearance at Save Ft. Jackson rally
- Feb. 27- hosted Southern Intercollegiate Press Association Convention
- Mar. 3- Reader at HB Rhame Elementary School
- Mar. 5- Emcee Friends of Scouting Banquet
- Mar. 5- Emcee 1st Thursday on Main St.
- Mar. 13- Friday the 13th Club Luncheon
- Mar. 16- CMFA Recognition Luncheon
- Mar. 30- Emcee 1st Family Easter Egg Hunt
- Mar. 31- Emcee Cayce West Columbia After Hours
- April 2- Player/Emcee Food for Soul Charity Camden Golf Tournament
- April 2- Monthly Broadcasters Breakfast
- April 8- Emcee Veterans Rally at the State House
- April 11- Chili Cook off Judge at Mt. Washington UMC- Lugoff
- April 11- Emcee Miss Senior Agape Beauty Pageant
- April 16- Monthly Media Club
- April 17- Reader at Killian Elementary School
- April 22- Player in Cayce/West Columbia Fundraiser Golf Event
- April 25- Emcee Rhythm on the River Concert
- May 2- Emcee Autism Walk
- May 7- Monthly Broadcaster Breakfast
- May 14- Media award Recipient from Eau Claire Community Association
- May 21- Media Club Monthly Meeting
- May 27- Led 7th inning song at opening of Blowfish Baseball Season
- June 4- Broadcasters Monthly Breakfast
- June 8- Emcee opening of Hospice House
- June 16- Emcee Wall of Heroes Agape Senior
- June 18- Monthly Media Club
- June 28- Emcee of performances of “The Celebration of Liberty” at 1st Baptist Church

Dawndy Mercer Plank

- 9-7-14 EVENT: Meal outreach for military wives through Shandon Baptist Church
- 9-9-14 EMCEE: Ovarian Cancer Society’s annual Butterfly Release at SC State House
- 9-11-14 EMCEE: Palmetto Center for Women’s Trinity Focus Christian Businesswomen’s luncheon

- 9-12-14 APPEARANCE: Meet and eat with viewers who won lunch through American Red Cross blood drive
- 9-15-14 MEETING: Palmetto Center for Women's Board of Directors
- 9-20-14 EVENT: Love Loud service project at Meadowfield Elementary School – painting buildings
- 9-24-14 SPEAK: Shepherd's Center for seniors at Trenholm Road United Methodist Church
- 9-25-14 MEETING: Oliver Gospel Mission's Vision Action Team for Women's & Children's Shelter
- 10-9-14 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 10-9-14 APPEARANCE: Ride in SC State Fair Paso Fino Celebrity Horse Show
- 10-14-14 APPEARANCE: Crossover Communications' Vision Funding dinner at Columbia Marriott
- 10-16-14 APPEARANCE: Richland Two School District Candidate Forum at Richland NE High School
- 10-20-14 MEETING: Palmetto Center for Women's Board of Directors
- 10-23-14 MEETING: Shoutlet training for anchors
- 10-20-14 APPEARANCE: Vision Casting Breakfast at Capital City Club for OGM's women's shelter
- 11-6-14 EMCEE: Columbia Better Business Bureau's annual Awards Dinner at Seawell's
- 11-11-14 APPEARANCE: Richland Two School District Swearing-In ceremony for board members
- 11-12-14 APPEARANCE: Juvenile Diabetes Research Foundation Palmetto Chapter pinning for awareness
- 11-13-14 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 11-17-14 MEETING: Palmetto Center for Women's Board of Directors
- 11-18-14 MEETING: Board of Directors for Oliver Gospel Mission
- 11-19-14 MEETING: Coach Lou Michaels with Talent Dynamics
- 11-20-14 APPEARANCE: 2014 African American Achievement Award by March of Dimes at Brookland Baptist Church
- 12-5-14 MEETING: Board of Directors meeting for Crossover Communications International
- 12-9-14 MEETING: Jerry Gumbert with AR&D
- 12-14-14 APPEARANCE: Grand Marshal in Blythewood Christmas Parade
- 12-15-14 MEETING: Palmetto Center for Women's Board of Directors
- 12-15-14 SPEAK: Richland NE High School's HOPE 365 Winter Assembly
- 1-7-15 APPEARANCE: Help Shandon Baptist Church produce video for nutrition conference
- 1-8-15 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 1-13-15 MEETING: Board of Directors meeting for Oliver Gospel Mission
- 1-14-15 MEETING: Planning meeting for Hope-a-Thon fundraiser for Oliver Gospel Mission
- 1-18-15 SPEAK: Give keynote address to American Cancer Society's Relay for Life Kickoff
- 1-26-15 SPEAK: Sumter Rotary Club for monthly meeting
- 1-30-15 EMCEE: SC Broadcasters Association Masters Award at Columbia Metro Convention Center
- 2-3-15 APPEARANCE: Boy Scouts of Lexington County tour
- 2-5-15 EMCEE: Palmetto Center for Women's Tribute to Women in Industry awards at Marriott
- 2-11-15 SPEAK: Retired Teachers' Sorority at Cayce Museum

- 2-12-15 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 2-16-15 MEETING: Palmetto Center for Women's Board of Directors
- 2-21-15 APPEARANCE: SC School Board Association in Myrtle Beach
- 2-26-15 APPEARANCE: African-American Read-In at Bethel-Hanberry Elementary School in Blythewood
- 2-28-15 SPEAK: "Are You Sick & Tired of Being Sick & Tired" Nutrition seminar in Columbia
- 3-12-15 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 3-14-15 SPEAK: Impact Weekend for High School and Middle School students
- 3-16-15 MEETING: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 3-20-15 EMCEE: Prayer Breakfast with Marcus Lattimore by Palmetto Center for Women
- 3-24-15 EMCEE: Special Olympics Rally at the SC State House
- 4-3-15 MEETING: Board of Director for Crossover Communications
- 4-9-15 EMCEE: Palmetto Center for Women's Trinity Focus Christian Businesswomen's luncheon
- 4-21-15 MEETING: Palmetto Center for Women's Board of Directors
- 4-21-15 SPEAK: Women of Distinction Awards Dinner for Girl Scouts Midlands to Mountains
- 4-25-15 EMCEE: Lexington Medical Center's Heart & Sole Women's Five Miler
- 4-30-15 MEETING: Vision Action Team for Women's Shelter by Oliver Gospel Mission
- 5-5-15 MEETING: Richland Two Teacher of the Year planning meeting for upcoming banquet
- 5-7-15 EMCEE: Richland Two Teacher of the Year Awards at Spring Valley Country Club
- 5-8-15 SPEAK: Give nutrition/fitness talk at the Raw Truth health seminar at Agape Conference Center
- 6-1-15 APPEARANCE: Luncheon to be interviewed on changes in media – written for Saxe Gotha Presbyterian Church's sabbatical blog.
- 6-16-15 MEETING: Oliver Gospel Mission's CEO reviewing board membership responsibilities
- 7-16-15 APPEARANCE: Meet 'n Greet with WIS TV sales' clients at the State Museum

Ben Tanner

- Sept. 10- River Springs Elementary School visit
- Oct. 2- Round Top Elementary School visit
- Oct. 29- Rocky Creek Elementary School visit
- Jan. 7- Horrell Hill Elementary School visit
- Mar. 20- Edisto Elementary School visit
- March 25- Great Falls Elementary School visit
- April 16- Sandel Elementary School visit

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Name of Initiative: Job Shadowing

Date of Initiative: August 1, 2014– July 31, 2015

Description of Initiative: Job shadowing is open to high school and college students who wish to spend a day in television in order to observe the day-to-day operations.

Scope of Employment Unit's Participation and the Names and Titles of Station Personnel Involved in Initiative: Allows students to shadow an employee/department in the broadcast career of interest. During the reporting period, WIS hosted **eight (8)** students from area elementary, middle and high schools and colleges.

Shadows

- Lexie DeMoya, Winthrop University
- Maddie Hammond, Senior at Lexington High School
- Lauren Henk , TL Hannah High in Anderson
- Kim Jergenson, Senior at River Bluff High School in Lexington
- Courtney Larson, sophomore at Westwood High School
- Bethany Montjoy, Thomas Sumter Academy
- Caitlyn Robinson, Lugoff-Elgin High
- Arianna Yoder, 7th grade Sunrise job shadow

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Name of Initiative: Scholarship Program - R. Shafto Fellowship Fund

Date of Initiative: Spring of 2015, minimum of twenty (20) hours per week for ten (10) weeks

Description of Initiative: A scholarship program directed at students desiring to pursue a career in broadcasting.

Scope of Employment Unit's Participation: In conjunction with the University of South Carolina (Journalism School), WIS reviews the candidates from the broadcast faculty nominees and gives consideration and recommendations to the Dean. The Dean will then name the students chosen for the scholarship.

The student (s) chosen for this year's scholarship is as follows:

- Emmonie Crumblin

Names and Titles of Station Personnel Involved in Initiative:
Meagan Cauthen, Executive Assistant and Personnel Coordinator
James Parham, Producer
Bryan Queen, News Director
Donita Todd, Vice President and General Manager
Denetra Walker, Assistant News Director

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Name of Initiative: Collegiate Job Fair – USC School of Journalism and Mass Communications Spring Career Fair

Date of Initiative: March 20, 2015

Description of initiative: Job Fairs are an opportunity for the WIS department managers to introduce themselves to students to discuss employment trends, outlooks and various types of employment opportunities the station provides. The managers can also give the students information on qualifications, skills, salaries and benefits.

Scope of Employment Unit's Participation: Setting up of a booth at the job fair with hand out information available for the students as well as having two or three department managers available for questions and discussions.

Names and Titles of Station Personnel Involved in Initiative:
Meagan Cauthen, Executive Assistant and Personnel Coordinator
Jim Hays, Marketing Director
Bryan Queen, News Director
Denetra Walker, Assistant News Director

Name of Initiative: Collegiate Job Fair – South Carolina Broadcasters Association- (National Guard Armory, Columbia)

Date of Initiative: April 08, 2015

Description of initiative: Job Fairs are an opportunity for the WIS department managers to introduce themselves to students to discuss employment trends, outlooks and various types of employment opportunities the station provides. The managers can also give the students information on qualifications, skills, salaries and benefits.

Scope of Employment Unit's Participation: Setting up of a booth at the job fair with hand out information available for the students as well as having two or three department managers available for questions and discussions.

Names and Titles of Station Personnel Involved in Initiative:
Jim Hays, Marketing Director
Meagan Cauthen, Executive Assistant and Personnel Coordinator

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Name of Initiative: Training Program

Date of Initiative: August 1, 2014– July 31, 2015

Description of Initiative: Training is ongoing, including out of station classes/seminars, and in-house coaching.

Scope of Employment Unit’s Participation and Names and Titles of Station Personnel Involved in Initiative:

Training	Employee
Live Truck Safety Training	News Content Staff- Stephen Hooker, Samantha Bleiweis, Billie Jean Shaw, Allie Spillyards
Live shot training	News Content Staff- Russ Congdon, Stephen Hooker
ENG Lighting Techniques, Creative Use of Audio, Story Sequencing	News Content Staff- Stephen Hooker, Samantha Bleiweis
Story Teller Training	News Content Staff
Web/Social Media Training	News content Staff
NAB Webinar – Legal Sales	All Sales AEs and Sales Managers
NAB Webinar – Furniture	All Sales AEs and Sales Managers
NAB Webinar- Retail Advertising Strategies	All Sales AEs and Sales Managers
NBC NASCAR Webinar	All Sales AEs and Sales Managers; EA/PC- Meagan Cauthen
Research Training	Research Director- Crystal Metts, AE-Amber Grant, Karen Kassel, All Internet Sales Specialists
Research Director Training	Research Director- Crystal Metts
Corporate Research Webinar	Research Director- Crystal Metts
Star Management Training	Research Director- Crystal Metts
Digital Metrics Training	Research Director- Crystal Metts
News Director Conference	News Director - Bryan Queen
Weather Research Webinar	News Director- Bryan Queen
TVB training- Attorneys & Auto Dealers	All Sales AEs and Sales Managers
Raycom Digital Training – Columbia	Sr. DSS- Rebecca Turner, Heather Coggins

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The following are the positions filled during the above reporting period:

Job Title: MMJ

Date Filled: 8/04/14

Total Applicants: 89

Hired: 1

Interviewed: 3

Referral Source: Raycommedia.com

Job Title: Photographer

Date Filled: 8/25/14

Total Applicants: 39

Hired: 1

Interviewed: 3

Referral Source: TVjobs.com

Job Title: Producer

Date Filled: 9/22/14

Total Applicants: 54

Hired: 1

Interviewed: 6

Referral Source: TVjobs.com

Job Title: Digital Sales Specialist

Date Filled: 9/22/14

Total Applicants: 19

Hired: 1

Interviewed: 3

Referral Source: Employee referral

Job Title: Producer

Date Filled: 10/01/14

Total Applicants: 17

Hired: 1

Interviewed: 4

Referral Source: Employee referral

Job Title: Producer

Date Filled: 10/06/14

Total Applicants: 11

Hired: 1

Interviewed: 4

Referral Source: TVjobs.com

Job Title: News Content Specialist

Date Filled: 10/06/14

Total Applicants: 45

Hired: 1

Interviewed: 4

Referral Source: Former intern

Job Title: Business Office Coordinator

Date Filled: 10/20/14

Total Applicants: 44

Hired: 1

Interviewed: 7

Referral Source: columbiahelpwanted.com

Job Title: Director

Date Filled: 10/20/14

Total Applicants: 19

Hired: 1

Interviewed: 3

Referral Source: Racyommedia.com

Job Title: Assignment Editor/Digital Content Producer

Date Filled: 10/24/14

Total Applicants: 30

Hired: 1

Interviewed: 3

Referral Source: SCBA

Job Title: Account Executive

Date Filled: 12/01/14

Total Applicants: 7

Hired: 1

Interviewed: 5

Referral Source: Employee referral

Job Title: Producer

Date Filled: 12/05/14

Total Applicants: 15

Hired: 1

Interviewed: 2

Referral Source: wistv.com

Job Title: Computer Specialist

Date Filled: 12/15/15

Total Applicants: 37

Hired: 1

Interviewed: 11

Referral Source: Midlands Technical College

Job Title: Producer

Date Filled: 12/15/14

Total Applicants: 25

Hired: 1

Interviewed: 3

Referral Source: Employee Referral

Job Title: News Content Specialist

Date Filled: 12/22/14

Total Applicants: 44

Hired: 1

Interviewed: 6

Referral Source: wistv.com

Job Title: Producer

Date Filled: 1/7/15

Total Applicants: 10

Hired: 1

Interviewed: 5

Referral Source: Employee Referral

Job Title: Producer

Date Filled: 2/16/15

Total Applicants: 13

Hired: 1

Interviewed: 3

Referral Source: Wistv.com

Job Title: MMJ/Reporter

Date Filled: 4/13/15

Total Applicants: 103

Hired: 2

Interviewed: 6

Referral Source: Raycommedia.com/Raycommedia.com

Job Title: Digital Media Manager

Date Filled: 4/13/15

Total Applicants: 28

Hired: 2

Interviewed: 7

Referral Source: employee referral/wistv.com

Job Title: Account Executive

Date Filled: 4/13/15

Total Applicants: 13

Hired: 1

Interviewed: 3

Referral Source: wistv.com

Job Title: Graphic Artist

Date Filled: 4/15/15

Total Applicants: 39

Hired: 1

Interviewed: 5

Referral Source: Cold Call

Job Title: VP/General Manager

Date Filled: 4/17/15

Total Applicants: 53

Hired: 1

Interviewed: 15

Referral Source: word of mouth

Job Title: MMJ/Reporter

Date Filled: 6/29/15

Total Applicants: 85

Hired: 1

Interviewed: 5

Referral Source: Raycommedia.com

Job Title: Account Executive

Date Filled: 6/29/15

Total Applicants: 16

Hired: 1

Interviewed: 6

Referral Source: Employee Referral

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Total Applicants: 855

Total Interviewed: 122

Referral Source	Applicants Interviewed
Raycom Media Website	29
SCBA	1
TVJobs.com	12
WISTV.com	22
Previous Intern	2
Internal Candidate	12
Former WIS Employee	1
Word of Mouth	10
Employee Referral	19
Cold Call	1
Spots N Dots	2
Career Builder	1
LinkedIn	3
TV Newscheck	1
SC Works	1
IT-ology	2
Columbiahelpwanted.com	1
Midlands Tech	2

Attachment A

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MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies)***

SOURCES: (including name, address, contract person, telephone number, e-mail address and website)

*Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
COMMUNITY SOURCES						
1	American Broadcast Talent		americantalent@iuno.com			
2	Asian American Journalists Association (AAJA)			http://jobs.aja.org		
3	Collective Talent	Michael Bille	bille@michaelsmedia.com			
4	Media Line			medialine.com		
5	Media Match			media-match.com		
6	Midlands Technical College		PO Box 2408, Columbia, SC 29202	www.midlandstech.edu	803-738-7820	2
7	National Association of Hispanic Journalists (NAHJ)			http://nahj.hispano.com		
8	Native American Journalists Association		Rebecca Landsberry; rebeccalandsberry@naia.com ; Debra Valentino- dvalentino@naia.com			
9	Raycom Media		RSA Tower, 20th Floor, 201 Monroe Street Montgomery, AL 35104	raycommedia.com	334-206-1555	29
10	SC Black Media		scbnews@aol.com		803-799-5252	
11	Scripps College of Communication, Ohio University	Holly Jacobs	RTVC 484 Athens, OH 45701-2979; steward@ohio.edu		740-593-0459	
12	South Asian Journalists Association		saia@columbia.edu		212-854-5979	
13	South Carolina Broadcasting Association	Shani White	1 Harbison Way, Columbia, SC 29212	SCBA.net	803-732-1188	1
14	South University	Nicole Williams	inwilliams@southuniversity.com			
15	Talent Dynamics	JJ Davis	davis@talentdynamics.com		214-640-3121	
16	TV Jobs			www.tvjobs.com	760-754-8177	12
17	University of South Carolina	Walt Handlosky/Allison Sturdivant	Dept of Media Arts, Columbia, SC 29208; whandlosky@sc.edu , sturdiva@mailbox.sc.edu		803-777-5060	
18	Winthrop College	Haney Howell	219 Johnson Hall, Rock Hill, SC 29733; howellh@winthrop.edu	www.winthrop.edu	803-323-4534	
19	WIS Television	Meagan Cauthen	1111 Bull Street Columbia, SC 29201; mcauthen@wistv.com	www.wistv.com	803-799-1010	22
ADDITIONAL SOURCES						
20	Airport Campus/Midlands Tech	Mr. Hart Hayden	PO Box 2408, Columbia, SC 29202			
21	Albany State University		Career Placement Office 504 College Drive, Albany, GA 31705			
22	Allen University		Career Placement Office, 1530 Harden Street, Columbia, SC 29204			
23	Association of Women in Communication	Jane Jackson	info@womcom.org ; fx 410-544-7442			
24	Art Institute of Atlanta	Ms. Lisa Ladd	6600 Peachtree Dunwoody Rd, 100 Emb Row, Atlanta, GA 30328			
25	Barber-Scotia College		Career Placement Office, 145 Cabarrus Avenue, Concord, NC 28025			
26	Benedict College	Ms. Karen Rutherford	1600 Harden Street, Columbia, SC 29204			
27	Bennett College		Career Placement Office, 900 E. Washington St, Greensboro, NC 27401			
28	CCNMA		USC Annenberg School of Journalism, 3502 Watts Way, Los Angeles, CA 90089-0054	ccnmaininfo@ccnma.org		
29	Clafin University		Career Placement Office, 400 Magnolia Street, Orangeburg, SC 29115			
30	Clark Atlanta University		Career Placement Office, 223 James P. Brawley, Atlanta, GA 30314			

31	Clinton Jr. College		Career Placement Office, 1029 Crawford Road, Rock Hill, SC 29730		
32	Coker College	Darlene Small	dsmall@coker.edu	www.coker.edu	
33	Columbia Branch NAACP	Mr. Lonnie Randolph	PO Box 11324, Columbia, SC 29211		
34	Columbia College Placement Director		Career Center, 1301 Columbia College Drive, Columbia, SC 29203	columbiasc.edu	
35	Columbia Urban League	Mr. J.T. McLawhom	PO Box 50125, Columbia, SC 29250		
36	Community Relations Council	Ms. Dot Wilson/Henri Baskins	PO Box 1360, Columbia, SC 29202		
37	Denmark Technical College		Career Placement Center, 500 Solomon Blatt Avenue, Denmark, SC 29042		
38	Dept of Army, Fort Jackson		ACS 5450 Strom Thurmond Blvd, #120, Columbia, SC 29207		
39	Elizabeth City State University		Career Placement Office, 1704 Weeksville Road, Elizabeth City, NC 27909		
40	Employment Resource Ctr		20 MSS/DPF, 524 Stuart Avenue, Shaw AFB, SC 29152		
41	Fayetteville State University		Career Placement Office, 1200 Murchinson Road, Fayetteville, NC a28301		
42	Florida A&M University	Dr. James Hawkins/Dr. Ann Wead Kimbrough, Dir, Div of Journalism	Tallahassee, FL 32307		
43	Fort Valley State University		Career Placement Office, 1005 State University Drive, Ft. Valley, GA 31030		
44	Francis Marion University		Career Placement Office, PO Box 100547, Florence, SC 29501		
45	Interdenominational Theological Center – Career Placement		700 Martin Luther King Jr. Dr., Atlanta, GA 30314		
46	Johnson C. Smith University		Career Placement Office, 100-152 Beattie Ford Rd, Charlotte, NC 28216		
47	Livingstone College		Career Placement Office, 701 W. Monroe Street, Salisbury, NC 28144		
48	Morehouse College		Career Placement Office, 830 Westview Dr SW, Atlanta, GA 30314		
49	Morris Brown College		Career Placement Center, 643 Martin Luther King Jr NW, Atlanta, GA 30314		
50	Morris College		Career Planning, 100 W. College Street, Sumter, SC 29150		
51	National Association of Black College Broadcasters	Job Bulletin	fx: 301-314-1714		
52	Nat Asso of Black Journalists		University of Maryland, 1100 Knight Road, Suite 3100, College Park, MD 20742 fx 301-314-1714		
53	National Association of Broadcasters		1771 N Street, NW, Washington DC 20036		
54	National Urban League		Black Executive Exchange, 120 Wall St, Fl 7, New York, NY 10005		
55	Newberry College	Travis Ballenger	1200 College St. Newberry, SC 29108	newberry.edu	
56	North Carolina Central University		Career Placement Office, 1801 Fayetteville St, Durham, NC 27707		
57	Northeastern University		Job Placement, 360 Huntington Ave, Boston, MA 02115		
58	Northeastern University		School of Journalism, 102 Lake Hall, Boston, MA 02115		
59	Opportunities in Public Affairs		5714 Kingswood Raod, Bethesda, MD 20814		
60	Paine College		Career Placement Center, 1235 15 th Street, Augusta, GA 30901		
61	Savannah State University		Career Placement Office, State College Branch, Savannah, GA 31404		
62	SC State University		Career Service Center, 300 College St NE, Orangeburg, SC 29117		
63	SCETV Network		Personnel Director, 1101 George Rogers Blvd ,Columbia, SC 29211		
64	School of Journalism	Ms. Billie Nagelschmidt	UNC, Chapel Hill Box 3365, Chapel Hill, NC 27599		
65	Shaw University		Career Placement Office, 118 E. South St, Raleigh, NC 27601		
66	Spelman College		Career Placement Office, 350 Spelman Lane SW, Atlanta, GA 30314		
67	St Augustine's College		Career Placement Office, 1315 Oakwood Avenue, Raleigh, NC 27610		
68	State Conference NAACP		Attn: Job Postings, PO Box 1148, Columbia, SC 29202		
69	United Negro College Fund		Career Planning/Placement, 120 Wall St Fl 10, New York, NY 10005		
70	University of NC at Pembroke	Ms. Debbie Jacobs	Career Service Center, PO Box 1510, Pembroke, NC 28372		

71	USC School of Journalism	Dir of Career Advisement, Mr. Tim Burgess	3502 Watt Way, Los Angeles, CA 90089			
72	Voorhees College		Career Placement Office, PO Box 678, Denmark, SC 29042			
73	Winston-Salem State University		Career Placement Office, 601 Martin Luther King Jr. Drive, Winston-Salem, NC 27110			
74	Previous Intern with WIS					2
75	Internal Candidate – WIS employee, Raycom employee					12
76	Previous Employee – WIS					1
77	WIS Job Fairs					
78	Word of Mouth					10
79	Employee Referral					19
80	Cold Call					1
81	TVNewsCheck	Phil Kirk	pkirk@newscheckmedia.com	www.tvnewscheck.com		1
82	Spots N Dots		ads@spotsndots.com			2
83	Careerbuilder		Careerbuilder.com			1
84	LinkedIn		LinkedIn.com			3
85	SC Works		Jobs.scworks.org			1
86	IT-ology		1301 Garvals St. Suite 200 Columbia, SC 29201			2
87	Columbiahelpwanted.com		Columbiahelpwanted.com			1

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RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person, telephone numbers, e-mail addresses and websites of each as appropriate. Sources with an asterisk (*) denote organizations that have requested notification of full-time vacancies.

	L. VACANCY LIST		
Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree	
MMJ	#1-39; 41-69; 72-73	#9	
Photographer	#1-73	#16	
Producer	#1-73	#16	
Digital Sales Specialist	#1-73	#79	
Producer	#1-73	#9	
Producer	#1-73	#16	
News Content Specialist	#1-73	#74	
Business Office Coordinator	#1-73	#87	
Director	#1-31; 33-54; 56-73	#9	
Assignment Editor/Digital Content Producer	#1-73	#13	
Account Executive	#1-73; 82	#79	
Producer	#1-31; 33-37; 39-54; 56-69; 71-73	#19	
Computer Specialist	#1-37; 39-69; 72-73	#6	
Producer	#1-37; 39-69; 72-73	#79	
News Content Specialist	#1-12; 14-37; 39-54; 56-69; 72-73	#19	
Producer	#1-3; 5-12; 14-31; 33-37; 39-54; 56-69; 72-73	#79	
Producer	#1-31; 33-54; 56-73	#19	
MMJ/Reporter	#1-31; 33-54; 56-73	#9/#9	
Digital Marketing Manager	#1-37; 39-69; 72-73	#19/#79	
Account Executive	#1-31; 33-37; 39-54; 56-69; 72-73	#19	
Graphic Artist	#1-31; 33-37; 39-54; 56-69; 72-73; 85	#80	
VP/General Manager	#1-9; 11-31; 33-37; 39-54; 56-69; 72-73	#78	
MMJ/Reporter	#1-31; 33-37; 39-54; 56-69; 72-73	#9	
Account Executive	#1-31; 33-37; 39-54; 56-69; 72-73	#79	

Total Interviewees for all Full-Time Positions:
122 Interviewees

Number of Interviewees from Referrals Sources Used:

#6 Midlands Technical College	2 interviews	#79 Employee Referral	19 interviews
#9 Raycom Media Website	29 interviews	#80 Cold Call	1 interview
#13 SCBA	1 interview	#81 TVNewsCheck	1 interview
#16 TVJobs.com	12 interviews	#82 Spots N Dots	2 interviews
#19 WISTV.com	22 interviews	#83 Career Builder	1 interview
#74 Previous Intern	2 interviews	#84 LinkedIn	3 interviews
#75 Internal Candidate	12 interviews	#85 SC works	1 interview
#76 Former WIS Employee	1 interviews	#86 IT-ology	2 interviews
#78 Word of Mouth	10 interviews	#87 Columbiahelpwanted.com	1 interview

Supplemental Outreach Activities: See Attachment B

Attachment A

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MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies)***

SOURCES: (including name, address, contract person, telephone number, e-mail address and website)

*Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
COMMUNITY SOURCES						
1	American Broadcast Talent		americantalent@juno.com	-		
2	Asian American Journalists Association (AAJA)			http://jobs.aaia.org		
3	Collective Talent	Michael Bille	bille@michaelsmedia.com			
4	Media Line			medialine.com		
5	Media Match			media-match.com		
6	Midlands Technical College		PO Box 2408, Columbia, SC 29202	www.midlandstech.edu	803-738-7820	2
7	National Association of Hispanic Journalists (NAHJ)			http://nahi.hispano.com		
8	Native American Journalists Association		Rebecca Landsberry: rebeccalandsberry@naia.com; Debra Valentino- dvalentino@naia.com			
9	Raycom Media		RSA Tower, 20th Floor, 201 Monroe Street Montgomery, AL 35104	raycommedia.com	334-206-1555	29
10	SC Black Media		scbnews@aol.com		803-799-5252	
11	Scripps College of Communication, Ohio Univeristy	Holly Jacobs	RTVC 484 Athens, OH 45701-2979; stwearl@ohio.edu	-	740-593-0459	
12	South Asian Journalists Association		saja@columbia.edu		212-854-5979	
13	South Carolina Broadcasting Association	Shani White	1 Harbison Way, Columbia, SC 29212	SCBA.net	803-732-1186	1
14	South University	Nicole Williams	inwilliams@southuniversity.com			
15	Talent Dynamics	JJ Davis	davis@talentdynamics.com		214-640-3121	
16	TV Jobs			www.tvjobs.com	760-754-8177	12
17	University of South Carolina	Walt Hanclosky/Alison Sturdivant	Dept of Media Arts, Columbia, SC 29208; whanclosky@sc.edu, sturdia@mailbox.sc.edu		803-777-5060	
18	Winthrop College	Haney Howell	219 Johnson Hall, Rock Hill, SC 29733; howellh@winthrop.edu	www.winthrop.edu	803-323-4534	
19	WIS Television	Meagan Cauthen	1111 Bull Street Columbia, SC 29201; mcauthen@wistv.com	www.wistv.com	803-799-1010	22
ADDITIONAL SOURCES						
20	Airport Campus/Midlands Tech	Mr. Hart Hayden	PO Box 2408, Columbia, SC 29202			
21	Albany State University		Career Placement Office 504 College Drive, Albany, GA 31705			
22	Allen University		Career Placement Office, 1530 Harden Street, Columbia, SC 29204			
23	Association of Women in Communication	Jane Jackson	info@womcom.org; fx 410-544-7442			
24	Art Institute of Atlanta	Ms. Lisa Ladd	6600 Peachtree Dunwoody Rd, 100 Emb Row, Atlanta, GA 30328			
25	Barber-Scotia College		Career Placement Office, 145 Cabarrus Avenue, Concord, NC 28025			
26	Benedict College	Ms. Karen Rutherford	1600 Harden Street, Columbia, SC 29204			
27	Bennett College		Career Placement Office, 900 E. Washington St, Greensboro, NC 27401			
28	CCNMA		USC Annenberg School of Journalism, 3502 Watts Way, Los Angeles, CA 90089-0054	ccnmaininfo@ccnma.org		
29	Clafin University		Career Placement Office, 400 Magnolia Street, Orangeburg, SC 29115			
30	Clark Atlanta University		Career Placement Office, 223 James P. Brawley, Atlanta, GA 30314			
31	Clinton Jr. College		Career Placement Office, 1029 Crawford Road, Rock Hill, SC 29730			

32	Coker College	Darlene Small	dsmall@coker.edu	www.coker.edu	
33	Columbia Branch NAACP	Mr. Lonnie Randolph	PO Box 11324, Columbia, SC 29211		
34	Columbia College Placement Director		Career Center, 1301 Columbia College Drive, Columbia, SC 29203	columbiasc.edu	
35	Columbia Urban League	Mr. J.T. McLawhorn	PO Box 50125, Columbia, SC 29250		
36	Community Relations Council	Ms. Dot Wilson/Henri Baskins	PO Box 1360, Columbia, SC 29202		
37	Denmark Technical College		Career Placement Center, 500 Solomon Blatt Avenue, Denmark, SC 29042		
38	Dept of Army, Fort Jackson		ACS 5450 Strom Thurmond Blvd, #120, Columbia, SC 29207		
39	Elizabeth City State University		Career Placement Office, 1704 Weeksville Road, Elizabeth City, NC 27909		
40	Employment Resource Ctr		20 MSS/DPF, 524 Stuart Avenue, Shaw AFB, SC 29152		
41	Fayetteville State University		Career Placement Office, 1200 Murchinson Road, Fayetteville, NC 28301		
42	Florida A&M University	Dr. James Hawkins/Dr. Ann Wead Kimbrough, Dir, Div of Journalism	Tallahassee, FL 32307		
43	Fort Valley State University		Career Placement Office, 1005 State University Drive, Ft. Valley, GA 31030		
44	Francis Marion University		Career Placement Office, PO Box 100547, Florence, SC 29501		
45	Interdenominational Theological Center – Career Placement		700 Martin Luther King Jr. Dr., Atlanta, GA 30314		
46	Johnson C. Smith University		Career Placement Office, 100-152 Beattie Ford Rd, Charlotte, NC 28216		
47	Livingstone College		Career Placement Office, 701 W. Monroe Street, Salisbury, NC 28144		
48	Morehouse College		Career Placement Office, 830 Westview Dr SW, Atlanta, GA 30314		
49	Morris Brown College		Career Placement Center, 643 Martin Luther King Jr NW, Atlanta, GA 30314		
50	Morris College		Career Planning, 100 W. College Street, Sumter, SC 29150		
51	National Association of Black College Broadcasters	Job Bulletin	fx: 301-314-1714		
52	Nat Asso of Black Journalists		University of Maryland, 1100 Knight Road, Suite 3100, College Park, MD 20742 fx 301-314-1714		
53	National Association of Broadcasters		1771 N Street, NW, Washington DC 20036		
54	National Urban League		Black Executive Exchange, 120 Wall St, Fl 7, New York, NY 10005		
55	Newberry College	Travis Ballenger	1200 College St, Newberry, SC 29108	newberry.edu	
56	North Carolina Central University		Career Placement Office, 1801 Fayetteville St, Durham, NC 27707		
57	Northeastern University		Job Placement, 360 Huntington Ave, Boston, MA 02115		
58	Northeastern University		School of Journalism, 102 Lake Hall, Boston, MA 02115		
59	Opportunities in Public Affairs		5714 Kingswood Road, Bethesda, MD 20814		
60	Paine College		Career Placement Center, 1235 15 th Street, Augusta, GA 30901		
61	Savannah State University		Career Placement Office, State College Branch, Savannah, GA 31404		
62	SC State University		Career Service Center, 300 College St NE, Orangeburg, SC 29117		
63	SCETV Network		Personnel Director, 1101 George Rogers Blvd, Columbia, SC 29211		
64	School of Journalism	Ms. Billie Nagelschmidt	UNC, Chapel Hill Box 3365, Chapel Hill, NC 27599		
65	Shaw University		Career Placement Office, 118 E. South St, Raleigh, NC 27601		
66	Spelman College		Career Placement Office, 350 Spelman Lane SW, Atlanta, GA 30314		
67	St Augustine's College		Career Placement Office, 1315 Oakwood Avenue, Raleigh, NC 27610		
68	State Conference NAACP		Attn: Job Postings, PO Box 1148, Columbia, SC 29202		
69	United Negro College Fund		Career Planning/Placement, 120 Wall St Fl 10, New York, NY 10005		
70	University of NC at Pembroke	Ms. Debbie Jacobs	Career Service Center, PO Box 1510, Pembroke, NC 28372		
71	USC School of Journalism	Dir of Career Advisement, Mr. Tim Burgess	3502 Watt Way, Los Angeles, CA 90089		

72	Voorhees College		Career Placement Office, PO Box 678, Denmark, SC 29042		
73	Winston-Salem State University		Career Placement Office, 601 Martin Luther King Jr. Drive, Winston-Salem, NC 27110		
74	Previous Intern with WIS				2
75	Internal Candidate – WIS employee, Raycom employee				12
76	Previous Employee – WIS				1
77	WIS Job Fairs				
78	Word of Mouth				10
79	Employee Referral				19
80	Cold Call				1
81	TVNewsCheck	Phil Kirk	pkirk@newscheckmedia.com	www.tvnewscheck.com	1
82	Spots N Dots		ads@spotsndots.com		2
83	Careerbuilder		Careerbuilder.com		1
84	LinkedIn		LinkedIn.com		3
85	SC Works		Jobs.scworks.org		1
86	IT-ology		1301 Garvais St. Suite 200 Columbia, SC 29201		2
87	Columbiahelpwanted.com		Columbiahelpwanted.com		1

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2014 - July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Full-time job postings on minority websites.

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

All job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

National Association for the Advancement of Colored People (NAACP)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)
Native American Journalists Association (NAJA)

Names of Station Personnel involved in Initiative:

Meagan Cauthen, Executive Assistant and Personnel Coordinator

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2014 – July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Student Internship Program

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

WIS Television offers internships to college students as a way to assess jobs and job readiness. These internships are granted to junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and universities throughout the U.S. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student receives credit hours and a letter grade. Students are assigned to work with specific News, Sales and Production department staffers. There were a total of ten (10) interns during the reporting period.

Content – 10 interns

Names of Station Personnel involved in Initiative:

Brian Dresdow, Producer
Meagan Cauthen, Executive Assistant and Personnel Coordinator
Russ Congdon, News Operations Manager
Randy Johnson, Assignment Desk Manager
James Parham, Producer
Bryan Queen, News Director
Denetra Walker, Assistant News Director

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Date(s) of Initiative Event(s): August 1, 2014– July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Speakers Bureau

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

WIS supplies speakers for events sponsored by civic and community organizations and schools. Each time staff member is sent out into the community, the awareness level of broadcasting as a career option is raised, even when that is not the primary theme of the event. **There was a total of two hundred and sixty-six (266) speaking engagements.**

Names of Station Personnel involved in Initiative:

Carolyn Callahan, Reporter
Len Kiese, Anchor
Judi Gatson, Anchor
Emery Glover, Digital Content Producer
Rick Henry, Sports Anchor
Hugh Jacobs, Art Director
Mary King, Anchor
Meaghan Norman, Anchor/Reporter
Joe Pinner, Weather/Anchor
Dawndy Mercer Plank, Anchor
Ben Tanner, Meteorologist
Bryan Queen, News Director
Denetra Walker, Assistant News Director

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Date(s) of Initiative Event(s): August 1, 2014– July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Job Shadowing

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

Job shadowing is open to high school and college students who wish to spend a day in television in order to observe the day-to-day operations. There was a total of **eight (8)** students job shadowing during this reporting period.

Names of Station Personnel involved in Initiative:

Meagan Cauthen- Executive Assistant and Personnel Coordinator
Will Batchelor, Executive Producer
Mary King, Anchor
Dawndy Mercer-Plank, Anchor

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2014 – July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Job Fairs

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

Job Fairs are an opportunity for the WIS Department Managers to introduce themselves to students to discuss employment trends, outlooks and various types of employment opportunities the station provides. WIS Television has sponsored and/or attended two (2) job fairs during this reporting period.

- March 20, 2015- Collegiate Job Fair – USC School of Journalism and Mass Communications Spring Career Fair
- April 8, 2015- Collegiate Job Fair – South Carolina Broadcasters Association- (National Guard Armory, Columbia)

Names of Station Personnel involved in Initiative:

Meagan Cauthen, Executive Assistant and Personnel Coordinator
Jim Hays, Marketing Director
Bryan Queen, News Director
Denetra Walker, Assistant News Director

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2014 – July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Scholarship Program (R. Shafto Fellowship Fund)

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

A scholarship program (R. Shafto Fellowship Fund) directed at students desiring to pursue a career in broadcasting at University of South Carolina. In conjunction with the USC Journalism School, WIS Television reviews the candidates from the broadcast faculty nominees and gives consideration and recommendations to the Dean.

Names of Station Personnel involved in Initiative:

Meagan Cauthen, Executive Assistant and Personnel Coordinator
James Parham, Producer
Bryan Queen, News Director
Donita Todd, Vice President and General Manager
Denetra Walker, Assistant News Director

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 1, 2014 – July 31, 2015 (Ongoing)

Describe Nature of Initiative:

Training

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

Training is ongoing, including out of station classes, seminars and in-house coaching. Training included:

- Live Truck Safety Training
- Live shot training
- ENG Lighting Techniques, Creative Use of Audio, Story Sequencing
- Story Teller Training
- Web/Social Media Training
- NAB Webinar – Legal Sales
- NAB Webinar – Furniture
- NAB Webinar- Retail Advertising Strategies
- NBC NASCAR Webinar
- Research Training
- Research Director Training
- Corporate Research Webinar
- Star Management Training
- Digital Metrics Training
- News Director Conference
- Weather Research Webinar
- TVB training- Attorneys & Auto Dealers
- Raycom Digital Training – Columbia

Names of Station Personnel involved in Initiative:

All WIS Television personnel.