

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 23, 2013 – July 22, 2014.

1) Employment Unit: LM Communications of South Carolina

**2) Unit Members (Stations and Communities of License): WYBB(FM), Folly Beach, SC
WCOO(FM), Kiawah Island, SC**

3) EEO Contact Information for Employment Unit:

Mailing Address: 59 Windermere Blvd. Charleston, SC 29407	Telephone Number: 843-769-4799
	Contact Person/Title: Charles Cohn, General Manager
	E-mail Address: NEWAVECOHN@aol.com

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
(a) Account Executive*	Industry Referrals
(b) AM Drive Personality	Industry Referral
(c) Traffic Manager/Office Manager	Internal Promotion
(d) Traffic Assistant/Office Assistant	Industry Referral

* 3 positions were filled from one flight of recruitment announcements.

Stations WYBB(FM) and WCOO(FM) are Equal Opportunity Employers.

5) Job Title: Account Executive* Referral Source(s) of Hire: Industry Referrals

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Post and Courier	Cheryl Brown	134 Columbus St Charleston, SC	843-937-5424	1	No
Craigslist	N/A	www.craigslist.com	N/A	1	No
Industry Referral	N/A	N/A	N/A	3	N/A

*Note: 3 Account Executive positions were filled from one flight of recruitment announcements.

5) Job Title: AM Drive Personality Referral Source of Hire: Industry Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access	N/A	www.allaccess.com	N/A	2	No
SC Works	Joel Thomson	176 Lockwood Blvd, Charleston SC	843-574-1854	0	No
Post and Courier	Cheryl Brown	134 Columbus St Charleston SC	843-937-5424	0	No
Industry Referral	B/A	N/A	N/A	1	N/A

5) Job Title: Traffic Manager/Office Manager Referral Source of Hire: Internal Promotion

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Post and Courier	Cheryl Brown	134 Columbus St. Charleston, SC	843-937-5424	0	No
SC Works	Joel Thomson	176 Lockwood Blvd. Charleston, SC	843-574-1854	0	No
All Access	N/A	www.allaccess.com	N/A	0	No
Internal Promotion	Charlie Cohn	59 Windermere Blvd. Charleston, SC	843-769-4799	1	N/A

5) Job Title: Traffic Assistant/Office Assistant Referral Source of Hire: Industry Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Post and Courier	Cheryl Brown	134 Columbus St. Charleston, SC	843-937-5424	5	No
SC Works	Joel Thomson	176 Lockwood Blvd. Charleston, SC	843-574-1854	0	No
Industry Referral	N/A	N/A	N/A	1	N/A

6) **Total # of Interviewees Referred:** For the period from July 23, 2013 through July 22, 2014, this Employment Unit interviewed 15 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) Initiative: Internship Program

WYBB and WCOO have operated an internship program for over 20 years, and continued to conduct the program during this reporting period. This program enables high school students, college students and members of the greater Charleston community to gain experience and develop skills necessary for careers in broadcasting. From July 23, 2013 through July 22, 2014, WYBB and WCOO hosted four (4) interns. All four interns gained experience in on-air broadcasting, production and promotions, and music scheduling, and worked closely with the WCOO Program Director and WYBB Operations Manager and Program Director. Interns also played a major role in the implementation of the stations' new music automation system.

(b) Initiative: Participation in Events Sponsored by Educational Institutions/Organizations

- i. On February 5, 2014, members of the WYBB and WCOO on-air staff hosted and trained students from numerous schools around the Greater Charleston area, including James Island High School, The University School of the Lowcountry and Academic Magnet. Students were informed about careers in broadcasting, including on-air, promotions, production, programming, traffic, and sales.
- ii. On March 25, 2014, the Operations Manager for WYBB and WCOO conducted a lecture with the music business program at The College of Charleston. The lecture included information on broadcast employment opportunities.
- iii. On October 9, 2013, the Operations Manager for WYBB and WCOO, working with management at the North Charleston Coliseum and Performing Arts Center, conducted classes with the business program at The College of Charleston. Classes included broadcasting, artist and venue management, promotion and publicity. Information about broadcast employment was presented.
- iv. WYBB and WCOO conducted station tours with a West Ashley Boy Scout troop on February 18, 2014 and April 10, 2014. The Operations Manager explained on-air broadcasting and production, and answered questions, including protocol, programming and employment opportunities. The Operations Manager also produced a broadcast commercial with the troop.

(c) Initiative: Participation in Career Fairs

WYBB and WCOO participated in a career fair on April 4, 2014 with The Post and Courier newspaper. WYBB and WCOO attended the event in order to make the Charleston, North Charleston, Summerville, and surrounding areas aware of the stations' internship program and available employment opportunities with the stations.