

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 23, 2016 - July 22, 2017.

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:	Telephone Number:
59 Windermere Blvd.	843-769-4799
Charleston, SC 29407	Contact Person/Title:
	Paul Smith, General Manager
	E-mail Address:
	Paul@radioofcharleston.com

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

Job Title	Recruitment Source Referring Hiree
(a) Traffic Assistant	Industry Referral
(b) Account Executive	Industry Referral

5) Job Title: Traffic Assistant Referral Source(s) of Hiree: 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)
Indeed	NA	www.indeed.com	NA	0	No
College of Charleston	NA	http://careercenter.cofc.edu/	NA	0	No
SC Works	NA	https://jobs.scworks.org	NA	0	No
SC Broadcasters Association	NA	http://www.scba.net/	NA	0	No
All Access	NA	www.allaccess.com/	NA	0	No
Industry Referral	NA	NA	NA	1	No

Stations WYBB and WCOO are Equal Opportunity Employers.

5) Job Title: Account Executive

Referral Source(s) of Hiree: 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	NA	www.allaccess.com/	NA	2	No
Industry Referral	NA	Internal Referral	NA	3	No

6) Total # of Interviewees Referred: For the period from July 23, 2016 through July 22, 2017, this Employment Unit interviewed 6 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, 2016 through July 22, 2017, WYBB and WCOO hosted two (2) interns. Both interns gained experience in on-air broadcasting, production and promotions, music scheduling, and working closely with the Operations Manager/WCOO Program Director/WYBB Program Director. Interns were also a major part of the music transfer as the stations switched music automation system this spring. Interns also observed promotional events hosted by the stations over the course of the year.

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

- i. Members of the WYBB and WCOO on-air staff hosted and trained students from the James Island High School on February 2nd, 2017. Students sat in with the afternoon on-air personality to observe on air mechanics and activity. They were taught about careers in broadcasting, including on-air, promotions, production, programming, traffic, and sales.
- ii. On March 20th, 2017, 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 radio and broadcast employment opportunities.
- iii. August 25th through August 27th, 2016, the Operations Manager for WCOO and WYBB hosted and participated in lectures for inspiring musicians, sound engineers, record assistants, and other facets of the music industry at the College of Charleston. The event, called The New Music Confab, enabled students to explore the business side of the music industry.

(c) Initiative: Participation in Career Fairs

WYBB and WCOO participated in a career fair on October 27th 2016 from 11 am- 1 pm with The Art Institute of Charleston. WYBB and WCOO attended the event to make the Charleston, North Charleston, Summerville, and surrounding areas aware of the stations' internship program and available employment opportunities with the stations.

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