

## **EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period: **July 23, 2023 - July 22, 2024.**

**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: Rick Carmean, General Manager
	E-mail Address: Rick@radioofcharleston.com

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
A. Account Executive WYBB/WCOO (2 positions)	Indeed (2)
B. Operations Manager	Exigent circumstances

**5) Job Title: Account Executive (2 positions) Referral Source(s) of Hiree: Indeed (2)**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
INDEED	N/A	Indeed.com	N/A	7	NO
LinkedIn	Self-Posted	LinkedIn.com	N/A	0	NO
My98Rock.com	Rick Carmean	59 Windermere Blvd. Chas, SC 29407	843-769-4799	0	NO
1055thebridge.com	Rick Carmean	59 Windermere Blvd. Chas, SC 29407	843-769-4799	3	NO
Employee Referral	David Furr	59 Windermere Blvd. Chas, SC 29407	843-769-4799	1	NO
ZipRecruiter	N/A	ZipRecruiter.com	N/A	0	NO
On Air Ads WYBB	Rick Carmean	59 Windermere Blvd. Chas, SC 29407	843-769-4799	0	NO
On Air Ads WCOO	Rick Carmean	59 Windermere Blvd. Chas, SC 29407	843-769-4799	0	NO
Industry Referral	N/A	NA	NA	2	No
LM Communication Corporate Website	Cathryn Gibson	LM Communications 401 West Main Street, Lexington KY 40507	859 233 1515	0	No

**Job Title: Operations Manager Referral Source(s) of Hiree: Exigent Circumstances**

**6) Total # of Interviewees Referred:** For the period from July 23, 2023, through July 22, 2024, this Employment Unit interviewed 14 interviewees for 2 full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

- A. Initiative: Internship Program designed to assist students interested in pursuing a career in broadcasting.** The Internship Program (Fall) was conducted in conjunction with Trident Technical College in Charleston, South Carolina which supports students in the Media and Visual Arts Department. The Department offers a certificate in radio production. The intern was recruited through an outreach effort and became a part-time employee with LM Communications after completing her internship program. Employment Unit personnel participating: Promotion Director.
- B. Initiative: Internship Program designed to assist students interested in pursuing a career in broadcasting.** The Internship Program (Summer) was conducted in conjunction with the University of Georgia. The program provided participants with an opportunity to participate in a meaningful training experience designed to ensure that the participants develop solid academic work skills and workplace mentoring in preparation for entry into the region's labor market, including the broadcasting industry. One intern participated in the program. Employment Unit personnel participating: Promotion Director.
- C. Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.** The Employment Unit conducted a training program designed to enable station personnel to acquire skills to qualify them for higher level positions. During this reporting period, the Music Director was trained in skills that will allow advancement to upper-level positions such as Assistant Program Director.

**D. Initiative: EEO Training.** General Manager reviewed the FCC's EEO FAQ ("EEO Frequently Asked Questions" ) at <https://www.fcc.gov/enforcement/eb-eeo/eeo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies. Management evaluated the FAQ's guidance as pertains to the Employment Unit's EEO practices.

**E. Initiative: Participation in other activities designed by the station employment unit to further the goal of disseminating information as to employment opportunities in digital and broadcasting to job candidates who might otherwise be unaware of such opportunities.**

- LM On Air Recruitment Ads - Ongoing

The Employment Unit put together various 30 second ads recruiting for radio and digital account executives and ran them on both of our stations encouraging interested applicants to contact LM Communications about open account executive positions.

**F. Listing of Positions in Job Banks that Have Substantial Participation by Women and Minorities**

Depending on the nature of open positions, the employment unit posts a listing of openings in the following job banks that have substantial participation by women and minorities:

- Handshake jobs and careers: [handshakecareers.com](https://handshakecareers.com). Handshake is a website and app that allows the Employment Unit to select universities and colleges across the country to have access to our job postings. LM Communications has classified ad space on this free site for students looking for career opportunities in media upon their graduation.