

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **July 23, 2024 - July 22, 2025.**

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:

Job Title	Recruitment Source Referring Hiree
A. Account Executive WYBB/WCOO	Indeed
B. Account Executive WYBB/WCOO	Station Website

5a) Job Title: Account Executive

Referral Source of Hiree: Indeed.com

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	4	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	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	1	No
LM Communication Corporate Website	Shawn Seay	LM Communications 401 West Main Street, Lexington KY 40507	859 233 1515	0	No
Handshake	Rick Carmean	59 Windermere Blvd. Chas, SC 29407	843-769-4799	0	No

5b) Job Title: Account Executive

Referral Source of Hiree: Station Website

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	3	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	1	NO
Employee Referral	David Furr	59 Windermere Blvd. Chas, SC 29407	843-769-4799	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	0	No
LM Communication Corporate Website	Shawn Seay	LM Communications 401 West Main Street, Lexington KY 40507	859 233 1515	0	No

6) Total # of Interviewees Referred: For the period from July 23, 2024, through July 22, 2025, this Employment Unit interviewed 9 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 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 region's labor**

market, including the broadcasting industry. One intern participated in the program. Employment Unit personnel participating: Promotion Director. Date: August 2024.

- B. Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. The Sales Employment Unit conducted a training program designed to enable station personnel to acquire skills to qualify them for higher level positions. During this reporting the Sales Team has been training in skills that would further their careers.
- C. Initiative: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Our Music Director participated in training – including imaging, flow charts, and production training and execution – that will allow advancement to upper-level positions.
- 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 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.