

WYFF-TV
EEO PUBLIC FILE REPORT
August 1, 2024 - July 31, 2025

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Assignment Editor Open Date: 2/9/2024 Hire Date: 9/3/2024	2, 4-6, 11-24, 26-32	6
Traffic / Breaking News Anchor Open Date: 3/5/2024 Hire Date: 3/10/2025	1-2, 4-7, 11, 13-15, 17-24, 26-32	7
Producer Open Date: 5/29/2024 Hire Date: 12/23/2024	1-2, 4-7, 9, 11, 13-15, 17-24, 26-32	9
National Sales Manager Open Date: 6/26/2024 Hire Date: 1/22/2025	1-6, 8, 10-11, 13-15, 17-32	8
Reporter Open Date: 9/10/2024 Hire Date: 6/16/2025	1, 4-7, 11, 13-24, 26-32	6
Video Photojournalist Open Date: 10/9/2024 Hire Date: 12/18/2024	3-6, 10-11, 13-15, 17-32	6
General Sales Manager Open Date: 10/23/2024 Hire Date: 12/9/2024	1, 4-5, 7, 11, 13-15, 17-24, 26-32	7
Executive Producer Open Date: 12/5/2024 Hire Date: 5/12/2025	1, 4-6, 11, 13-24, 26-32	6
Weekend Meteorologist Open Date: 2/19/2025 Hire Date: 6/16/2025	1, 3-6, 10-11, 13-32	6
Production Assistant Open Date: 3/25/2025 Hire Date: 6/3/2025	1, 4-6, 8, 11-24, 26-32	16
News Editor Open Date: 4/3/2025 Hire Date: 6/30/2025	1, 3-5, 7, 10-11, 13-15, 17-24, 26-32	7
Multimedia Journalist/Reporter Open Date: 4/3/2025 Hire Date: 6/23/2025	1, 3-6, 10-11, 13-15, 17-24, 26-32	6
Assistant News Director Open Date: 4/17/2025 Hire Date: 7/13/2025	1, 4-7, 11, 13-15, 17-24, 26-32	7

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 4349 East Colter Street Phoenix, Arizona 85018 Phone : 602-954-8373 Email : gnewell@602communications.com Sandy Lizik	N	0
2	American Advertising Federation-Greenville PO Box 464 Greenville, South Carolina 29602 Phone : 202-898-0089 Email : csinicropi@thecargoagency.com Cara Sinicropi	N	0
3	Atlanta Technical College 1560 Metropolitan Parkway SW Atlanta, Georgia 30310-4446 Phone : 404.225.4623 Email : hbrockington@atlantatech.edu Harry Brockington	N	0
4	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@Batestech.edu Ken Witkoe	N	0
5	Bob Jones University 1700 Wade Hampton Blvd Greenville, South Carolina 29614 Phone : 864-242-5100 Url : http://www.bju.edu Email : careers@bj.edu Career Services	N	0
6	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	36
7	Current Employee	N	10
8	Employee Referral	N	2
9	Former Intern	N	1

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10	Greenville Technical College PO Box 5616, Station B Greenville, South Carolina 29606 Phone : 864-250-8222 Url : http://www.greenvilletechnicalcollege.com Steve Jennings Manual Posting	N	0
11	Greenville Urban League PO Box 2571 Greenville, South Carolina 29602 Phone : 864-322-4133 Url : http://www.urbanleagueoftheupstate.org Email : urbanleagueups@gmail.com Fax : 1-864-244-6134 Rachel Putman	N	0
12	Indeed.com 17764 Broad St Stamford, Connecticut 06901 Phone : (203) 328-2691 Url : www.indeed.com Career Services Manual Posting	N	3
13	Isothermal College PO Box 804 Spindale, North Carolina 28160 Phone : 828-286-3636 Url : http://www.isothermal.edu Email : jcoomes@isothermal.edu Jay Coomes	Y	0
14	Lander University 320 Stanley Ave Greenwood, South Carolina 29649 Phone : (864) 388-8971 Email : Asmorgan@lander.edu Amanda Morgan	Y	0
15	Limestone College 1115 College Drive Gaffney, South Carolina 29340 Phone : 800-795-7151 ext 4557 Url : http://www.limestone.edu Email : ileaks@limestone.edu Ileka Leaks	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	LinkedIn.com 1000 West Mande Avenue Sunnyvale, California 94085 Phone : 855-655-5653 Career Services Manual Posting	N	11
17	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
18	North Greenville University PO Box 1892 Tigerville, South Carolina 29688 Phone : 864-977-7263 Url : http://www.ngu.edu Email : shur@shur.us Shur Gopal	Y	0
19	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0
20	Presbyterian College 503 S. Broad Street Clinton, South Carolina 29325 Phone : 864-833-8388 Url : http://www.presby.edu Lynn Downie Manual Posting	Y	0
21	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	SCBA One Harbison Way Columbia, South Carolina 29210 Phone : 803-732-1186 Url : http://www.scba.net Email : scba@scba.net Karen Nettles	N	0
23	Spartanburg Community College PO Box 4386 Spartanburg, South Carolina 29305 Phone : 864-592-4954 Selenda Smith Manual Posting	Y	0
24	T.W.E.A.C 1911 Boundary St, P.O Box 2025 Beaufort, South Carolina 29901 Phone : 843-263-2649 Email : robbridgers@gmail.com Rob Bridgers	N	0
25	Tri-County Technical College PO Box 87 Pendleton, South Carolina 29670 Phone : 864-646-8361 Url : http://www.tctc.edu Email : jwoodso1@tctc.edu John Woodson	N	0
26	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : www.tvjobs.com Mark C. Holloway Manual Posting	N	0
27	U.S. Department of Veterans Affairs 6437 Garner Ferry Rd. Columbia, South Carolina 29209 Phone : 803-647-2571 Email : Roderick.Brown3@va.gov Rod Brown	N	0

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28	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
29	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Career Services Manual Posting	N	0
30	University of South Carolina College of Journalism, 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-3347 Url : http://www.usc.edu Email : MUDUNURI@mailbox.sc.edu Fax : 1-803-777-4103 Shirisha Mudunuri	N	0
31	Winthrop University 638 Oakland Avenue Rock Hill, South Carolina 29730 Phone : 803-323-4534 Url : http://www.winthrop.edu Career Center Manual Posting	Y	0
32	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			63

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/1/2024	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 10-week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	1	Executive Producer
2	Ongoing Event	Establishment of an intern program designed to assist members of the community	WYFF welcomed two Emma Bowen Foundation Fellows to join the News department for 8 weeks, one in each of the summer of 2024 and summer of 2025. As an HTV Emma Bowen Fellow, the Fellows learned how a television station operates and contributed to the operation. The Emma Bowen Foundation program provides a multi-year internship to students of color at media companies where they gain significant on the job training in their field. Students are placed in all areas of the industry and focus on 3 programming tracks - Business of Media (Sales, Public Relations, and Marketing); Content of Media (News Production, Broadcast Journalism, and Print Journalism); and Innovation of Media (Engineering, Software Development, Digital Marketing, and Coding).	2	Business & Human Resources Manager News Director

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3	Ongoing Event	Establishment of an intern program designed to assist members of the community	WYFF has an internship program that includes college students representing multiple area colleges and universities. The program is designed such that students earn college credit for their participation. Twelve students, representing eight regional universities, participated in the program during the reporting period.	3	Business & Human Resources Manager News Director Creative Services Director
4	9/25/2024	Participation in events or programs sponsored by educational institutions	A WYFF Weather Anchor spoke to students about careers in broadcast journalism as part of a mentorship program with Columbia College.	1	Weather Anchor
5	9/25/2024	Participation in events or programs sponsored by educational institutions	A WYFF News Anchor spoke to students about careers in broadcast journalism as part of a mentorship program with Columbia College.	1	Anchor Reporter
6	10/15/2024	Participation in other activities designed by the station employment unit	A student from Seneca High School spent a day at WYFF Studios job shadowing a WYFF News Anchor; the Anchor interacted with and mentored the student, who was able to observe the Anchor as he undertook his daily tasks.	1	News Anchor
7	10/31/2024	Participation in other activities designed by the station employment unit	A student from the University of South Carolina spent a day at WYFF Studios job shadowing a WYFF Executive Producer; the Executive Producer interacted with and mentored the student, who was able to observe her as she undertook her daily tasks.	1	Executive Producer
8	11/13/2024	Participation in events or programs sponsored by educational institutions	A WYFF Producer spoke to students about careers in broadcast journalism as part of a mentorship program with Pelham Road Elementary School.	1	Producer
9	11/13/2024	Participation in other activities designed by the station employment unit	A student from Berea High School spent a day at WYFF Studios job shadowing a WYFF News Anchor; the Anchor interacted with and mentored the student, who was able to observe the Anchor as he undertook his daily tasks.	1	News Anchor

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10	Ongoing Event	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Sales Account Executive role within Hearst Television. This sales development program is a comprehensive 10–12-month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	3	President & General Manager General Sales Manager Business & Human Resources Manager
11	2/11/2025	Participation in Job Fairs	The station's Business and Human Resources Manager participated in the Bob Jones University Career Fair.	1	Business & Human Resources Manager
12	2/13/2025	Participation in other activities designed by the station employment unit	A student from Riverside High School spent a day at WYFF Studios job shadowing two WYFF Weather Anchors; these anchors interacted with and mentored the student, who was able to observe them as they undertook their daily tasks.	2	Weather Anchor Weather Anchor
13	2/13/2025	Participation in other activities designed by the station employment unit	A student from Chapman High School spent a day at WYFF Studios job shadowing two WYFF Sports Anchors; these anchors interacted with and mentored the student, who was able to observe them as they undertook their daily tasks.	2	Sports Anchor Sports Anchor
14	2/17/2025	Participation in other activities designed by the station employment unit	A student from Southside Christian School spent a day at WYFF Studios job shadowing a WYFF Weather Anchor; the Anchor interacted with and mentored the student, who was able to observe the Anchor as he undertook his daily tasks.	1	Weather Anchor
15	2/21/2025	Participation in other activities designed by the station employment unit	A student from Chapman High School spent a day at WYFF Studios job shadowing a WYFF Weather Anchor; the Anchor interacted with and mentored the student, who was able to observe the Anchor as he undertook his daily tasks.	1	Weather Anchor

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16	2/26/2025	Participation in other activities designed by the station employment unit	A student from Ralph Chandler Middle School spent a day at WYFF Studios job shadowing a WYFF Weather Anchor; the Anchor interacted with and mentored the student, who was able to observe the Anchor as he undertook his daily tasks.	1	Weather Anchor
17	3/12/2025	Participation in events or programs sponsored by educational institutions	A WYFF Weather Anchor spoke to students at Pacolet Elementary School about careers in broadcast journalism, as part of its Career Fair.	1	Weather Anchor
18	3/28/2025	Participation in events or programs sponsored by educational institutions	A WYFF News Anchor spoke to students at Woodside Elementary School about careers in broadcast journalism, as part of its Career Day.	1	News Anchor
19	3/31/2025	Participation in Job Fairs	WYFF General Manager participated in Career Fair at University of South Carolina.	1	President & General Manager
20	Ongoing Event	Establishment of a mentoring program	Beginning on April 1, 2025, Hearst Television offered a 6-month mentorship program. The goal was to build productive relationships across the company. Employees benefited through career development support, by working in a diverse and inclusive environment, and through Hearst Television's leadership value of helping others succeed. WYFF had 16 participants in the mentorship program who were either "Mentors" or "Mentees." Meeting in person at the station or via Teams with employees from other stations, they discussed career objectives, offered advice, and discussed their station projects. Some of the participants were President & General Manager, Sales Managers, Business & Human Resources Manager, News Director, Director of Engineering, Creative Service Director, Reporter, Photographer, Producer and Executive Assistant.	16	Various
21	4/3/2025	Participation in events or programs sponsored by educational institutions	A WYFF News Anchor spoke to students at Wellford Academy about careers in broadcast journalism, as part of its Career Day.	1	News Anchor

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22	4/7/2025	Participation in other activities designed by the station employment unit	WYFF hosted a Broadcast Journalism class from Pickens High School at WYFF studios.	2	President & General Manager Business & Human Resources Manager
23	4/10/2025	Participation in events or programs sponsored by educational institutions	A WYFF Weather Anchor, News Anchor, and Photographer spoke to students at Greer Middle School about broadcast journalism, as part of its College & Career Fair.	3	Weather Anchor News Anchor Photographer
24	4/22/2025	Participation in events or programs sponsored by educational institutions	A WYFF Executive Producer and News Anchor spoke to students at Northwood Middle School about careers in broadcast journalism, as part of its Career Day.	2	Executive Producer News Anchor
25	4/25/2025	Participation in events or programs sponsored by educational institutions	A WYFF News Anchor spoke to students at Armstrong Elementary School about careers in broadcast journalism, as part of its Career Day.	1	News Anchor
26	5/13/2025	Participation in events or programs sponsored by educational institutions	A WYFF News Reporter and Photographer spoke to students at New Prospect Elementary School about careers in broadcast journalism.	2	News Photographer Reporter
27	Ongoing Event	Establishment of training programs for station personnel	Station personnel have access to a company internal learning management system, Hearst EDGE. Personnel have various assigned trainings to complete as well as self-led trainings. Topics include, communication skills, technical skills, creative, diversity, ethics, leadership and personal growth. Completion of these courses lead to personal and professional development of personnel and can lead to further growth within the company. Station personnel access the Hearst EDGE system on a regular basis.	7	Reporter Creative Services Director Administrative Assistant Weather Anchor