

WGNI(FM), WWQQ(FM), WMNX(FM), WKXS(FM) and WAAV(AM)
EEO PUBLIC FILE REPORT
August 1, 2020-July 31, 2021¹

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
Morning Talk Show Host	1-11, 13-20, 22-28, 35, 37-40, 42	24
Account Executive (<i>High Income Media Sales</i>)	1-11, 13-20, 22-29, 37-61	27
Program Director	1-11, 13-20, 22-28, 31, 35, 37-59	31

¹ This Report was revised in June 2023 to address reporting issues.

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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	University of North Carolina-Wilmington 601 S. College Road Wilmington, NC 28403 910- 962-3755 Via HANDSHAKE	N	0
2	Employment Security Commission 717 Market Street Wilmington, NC 28401	N	0
3	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
4	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
5	NC Division of Vocational Rehabilitation Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
6	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
7	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
8	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
9	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
11	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
12	Urban Insite Website www.urbaninsite.com	N	0
13	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
14	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@sccnc.edu	N	0
15	US Department of Veteran Affairs PO Box 8443 Wilmington, NC 28403	N	0
16	Wilmington Chamber of Commerce 1 Estelle Lee Place Wilmington, NC 28401	N	0
17	NC Division of Services for the Blind 3240 Burnt Mill Drive Wilmington, NC 28403	N	0
18	Good Shepard Ministries 811 Martin Street Wilmington, NC 28401	N	0
19	Division of Vocational Rehabilitation 805 Ruggles Drive Raleigh, NC 27603	N	0
20	Pender County Workforce Center 904-A S. Walker Street Burgaw, NC 28425	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	New Hanover County Workforce Center 1994 South 17 th Street Wilmington, NC 28401	N	0
22	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337	N	0
23	Internal Posting	N	0
24	Cumulus Careers Website www.cumulusmedia.jobs.net	N	34
25	LinkedIn Website (<i>not directly contacted by SEU</i>) www.linkedin.com	N	3
26	Glassdoor (<i>not directly contacted by SEU</i>) www.glassdoor.com	N	0
27	Indeed Website (<i>not directly contacted by SEU</i>) www.indeed.com	N	4
28	SEU Job Fairs (<i>see Section III</i>)	N	0
29	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
30	Station Website Postings (<i>one or more SEU stations</i>)	N	0
31	Internal Transfer/Promotion	N	1
32	Walk-In/Self-Referral	N	0
33	Employee Referral	N	0
34	Inside Radio Website www.insideradio.com	N	0
35	All Access Music Group Website allaccess.com	N	0
36	Society of Broadcast Engineers www.sbe.org	N	0
37	Adzuna Website www.adzuna.com/	N	0
38	Job Is Job Website www.jobisjob.com/	N	0
39	MyJobHelper Website www.myjobhelper.com/	N	0
40	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
41	The Job Spider www.jobspider.com/	N	0
42	Trovit Website www.trovit.com/	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Abilities in Jobs www.abilitiesinjobs.com	N	0
44	Asian in Jobs www.asianinjobs.com	N	0
45	Black In Jobs www.blackinjobs.com	N	0
46	Hispanic In Jobs www.hispanicinjobs.com	N	0
47	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
48	Diversity in Jobs www.diversityinjobs.com	N	0
49	Seniors in Jobs www.seniorsinjobs.com	N	0
50	Women in Jobs www.womeninjobs.com	N	0
51	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
52	Disabled Person www.disAbledperson.com	N	0
53	Hire Black www.hireblack.com	N	0
54	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
55	African American Job Search www.africanamericanjobsearch.com	N	0
56	Asian Job Search www.asianjobsearch.com	N	0
57	LGBT Job Search www.lgbtjobsearch.com	N	0
58	Disabled Job Seekers www.disabledjobseekers.com	N	0
59	US Diversity Job Search www.usdiversityjobsearch.com	N	0
60	Veteran Job Center www.veteranjobcenter.com	N	0
61	Seniors to Work www.seniorstowork.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			42

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	From July 1, 2020, through June 30, 2021, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.
2	Participate in Job Fair	On September 23, 2020, our SEU's Market Manager and Program Director participated in the University of North Carolina-Wilmington's Fall Career & Internship Fair 2020. Our Market Manager conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
3	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	During the month of February 2021, our SEU's Program Director and On-Air Talent participated via Zoom in Wilmington's Hoggard High School Virtual Career Days. Each Thursday in February they "met" with the students and discussed how they got involved in radio, the opportunities available for a future career in broadcasting, and the education/skill sets necessary for success in the radio business.
4	Participate in Job Fair	On February 24, 2021, our SEU's Market Manager participated in University of North Carolina-Wilmington's Virtual Career & Internship Fair – Spring 2021, during which he conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
5	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 24, 2021, our SEU's Program Director participated in Wilmington's New Hanover County Schools Career Tech Ed Day Quiz Bowl, via Zoom, during which he discussed the opportunities available for a future career in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 26, 2021, our SEU's Program Director was a panelist on the University of North Carolina-Wilmington's Upperman African American Center's Career Tech Panel and spoke about the urban radio broadcasting industry and how African Americans can break into this business.
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On March 3, 2021, our SEU's Market Manager participated in the University of North Carolina-Wilmington's "So You Wanna... Work in Arts and Communication" online webinar, during which he discussed career opportunities in radio broadcasting and media with the students.
8	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination.	On July 20, 2021, the SEU's management team participated in an employment training webinar conducted by our Market Manager entitled, Recruitment, EEO & Non-Discrimination Training, during which he reviewed FCC EEO rules and discussed best hiring practices.
9	Host a Job Fair	On July 29, 2021, our SEU hosted a job fair under a tent outside our studios in Wilmington. This event was organized by our SEU and promoted on all of our radio Stations. Our Market and Sales Managers were available to talk with attendees about career opportunities in radio as well as current job openings within the SEU and conducted on-site interviews. Applicants were able to fill out applications on site or scan a QR Code and complete online.
10	Participate in activities designed by the SEU reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	From July 22, 2021, through July 31, 2021, our SEU's On-Air Personalities aired "As Live" radio commercials on their stations educating our audiences about our radio company and current opportunities in radio sales and encouraged listeners to find out more and apply.
11	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	From July 1, 2020, through June 30, 2021, our SEU was the exclusive media partner with the University of North Carolina-Wilmington's Career Center's Soaring Partners Program. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.