

## EQUAL EMPLOYMENT OPPORTUNITY DATA LOCAL PUBLIC FILE REPORT

This report covers the twelve (12) month period ending: NOVEMBER 2012

Month

Year

Report prepared on behalf of: ROME RADIO PARTNERS, LLC

Licensee Name

This report covers the following Employment Unit:

CALL SIGN	COMMUNITY OF LICENSE	FCC FACILITY ID NUMBER	TYPE OF STATION	OPERATED UNDER A LOCAL MARKETING AGREEMENT
WTSH-FM	ARAGON/ROCKMART GA	7043	COUNTRY	Yes
WQTU	ROME, GA	40816	ADULT CONTEMPORARY	No
WRGA	ROME, GA	40856	NEWS TALK	No
WRBF	PLAINVILLE, GA	171028	CLASSIC ROCK	Yes
WZOT	ROCKMART GA	7041	CLASSIC COUNTRY	No
WSRM	COOSA, GA	30623	CONTEMPORARY CHRISTIAN	Yes
WGJK	ROME, GA	7044	URBAN	Yes

During the preceding twelve (12) months, the following full-time employment vacancies occurred:

<b>STATION / EMPLOYMENT UNIT</b>	<b>JOB TITLE</b>	<b>DATE OF OPENING</b>	<b>DATE POSITION FILLED</b>	<b>JOB CODE</b>
ALL STATIONS	ACCOUNT EXECUTIVE	9/1/11	12/11/11	AE1
ALL STATIONS	ACCOUNT EXECUTIVE	01/01/12	07/09/12	AE2
ALL STATIONS	ACCOUNT EXECUTIVE	9/1/11	12/11/11	AE31
ALL STATIONS	TRAFFIC/FRONT DESK	1/1/12	3/15/12	TRA1
ALL STATIONS	WEBSITE CONTENT EDITOR	2/1/12	4/1/12	WEB1
ALL STATIONS	NEWS DIRECTOR	4/1/12	4/23/12	NEWS1
ALL STATIONS	ACCOUNT EXECUTIVE	1/1/12	06/15/12	AE4
ALL STATIONS	ACCOUNT EXECUTIVE	01/01/12	08/01/12	AE5
ALL STATIONS	ACCOUNT EXECUTIVE	01/01/12	10/22/12	AE6

During the preceding twelve (12) months, the following recruitment sources were contacted in connection with full-time employment vacancies.

RECRUITMENT SOURCE	ADDRESS	CONTACT REPRESENTATIVE	TELE. No.	JOB CODE	SOURCE SOUGHT CONTACT [✓]
GA DEPT OF LABOR	462 RIVERSIDE DRIVE ROME, GA 30161	DEBBIE BAGGETT	706-295-6057	AE1 AE2 AE3 AE4 AE5 TRA1 WEB1 NEWS1	
KENNESAW CAREER CENTER	CAREERCTR. KENNESAW.EDU KENNESAW STATE UNIVERSITY 1000 CHASTAIN ROAD KENNESAW, GA 30144		770-423-6555	AE1 AE2 AE3 AE4 AE5 TRA1 WEB1	
GREATER ROME CHAMBER	ROMEGA.COM 1 RIVERSIDE PARKWAY NE ROME, GA 30165	David Knuckolls	706-291-7663	AE1 AE2 AE3 AE4 AE5 WEB1 NEWS1 TRA1	

SHORTER UNIVERSITY JOB FAIR	FORUM ROME GA Shorter University 315 Shorter Avenue SW Rome, GA 30165	BRITT MADDEN	706-291-2121	AE1 AE2 AE3 AE4 AE5	
POLK COUNTY CHAMBER OF COMMERCE	POLKGEORGIA.COM Polk County Chamber of Commerce 133 South Marble Street Rockmart, GA 30153	WEBSITE Laura Bates and Cathy Broom	770-684-8760	AE1 AE2 AE3 AE4 AE5 AE6 TRA1 WEB1	
BARTOW COUNTY CHAMBER	CARTERSVILLE.CHAMBER.COM Cartersville Bartow Chamber 122 W Main Street Cartersville, GA 30120	WEBSITE Joy Salter	770-382-1466	AE3 AE4 TRA1 NEWS1 WEB1	
MONSTER.COM	MONSTER.COM	WEBSITE		TRA1 WEB1	
BERRY COLLEGE	BERRY.EDU Berry College 2277 Martha Berry Hwy NW Mount Berry, GA 30149	WEBSITE	706-236-2292	TRA1 WEB1 AE1 AE2 AE3 AE4 AE5 AE6	
RRPGA WEBSITES	RRPGA.COM	20 JOHN DAVENPORT DRIVE ROME, GA 30165	706-291-9496	AE1 AE2 AE3 AE4	

				AE5 AE6 WEB1 TRA1	
WQTU ROME GA	102.3 WQTU ON AIR ANNOUNCEMENTS SEPT1-SEPT 30 2012	20 JOHN DAVENPORT DRIVE ROME GA 30165	706-291- 9496	AE4 AE5 AE6	

During the preceding twelve (12) months the following recruitment sources provided hires for vacant full-time positions:

STATION / EMPLOYMENT UNIT	JOB TITLE	RECRUITMENT SOURCE	ADDRESS	JOB CODE
ALL STATIONS	ACCOUNT EXEC	GREATER ROME CHAMBER OF COMMERCE	ROMEGA.COM 1 Riverside Parkway Rome, GA 30161	AE1
ALL STATIONS	ACCOUNT EXEC	POLK COUNTY CHAMBER OF COMMERCE	133 SOUTH MARBLE ST ROCKMART, GA 30153	AE2
ALL STATIONS	ACCOUNT EXEC	REFERRAL		AE3
ALL STATIONS	TRAFFIC/FRONT DESK	GA DEPT OF LABOR	462 RIVERSIDE Parkway ROME GA	TRA1
ALL STATIONS	WEBSITE CONTENT EDITOR	SHORTER COLLEGE WEBSITE	Northwest Georgia Shorter University 315 Shorter Avenue Rome, GA 30165	WEB1
WRGA	NEWS DIRECTOR	GREATER ROME CHAMBER OF COMMERCE  CHAMBER WEBSITE	ROMEGA.COM 1 Riverside Parkway Rome, GA 30161	NEWS1
ALL STATIONS	ACCOUNT EXECUTIVE	BERRY COLLEGE WEBSITE	BERRY COLLEGE 2277 MARTHA BERRY BLVD ROME, GA 30161	AE4
ALL STATIONS	ACCOUNT EXECUTIVE	GA DEPT OF LABOR	462 RIVERSIDE PARKWAY ROME GA, 30161	AE5
ALL STATIONS	ACCOUNT EXECUTIVE	GREATER ROME CHAMBER OF COMMERCE	ROMEGA.COM 1 RIVERSIDE PARKWAY ROME, GA 30161	AE6

A total of 73 candidates were interviewed for full-time employment positions during the preceding twelve (12) months.

The number of employment candidates referred by each recruitment source is as follows:

STATION / EMPLOYMENT UNIT	JOB TITLE	RECRUITMENT SOURCE	ADDRESS	NUMBER OF INTERVIEWEES	JOB CODE
ALL STATIONS	ACCOUNT EXECUTIVE	GREATER ROME CHAMBER OF COMMERCE	ROMEGA.COM 1 RIVERSIDE PARKWAY ROME, GA 30161	8	AE1
ALL STATIONS	ACCOUNT EXEC	POLK COUNTY CHAMBER OF COMMERCE	POLKGEORGIA.COM 133 SOUTH MARBLE ROCKMART, GA	3	AE2
ALL STATIONS	ACCOUNT EXEC	REFERRAL		8	AE3
ALL STATIONS	TRAFFIC/FRONT DESK	GREATER ROME CHAMBER OF COMMERCE	ROMEGA.COM 1 RIVERSIDE PARKWAY ROME, GA 30161	19	TRA1
ALL STATIONS	WEBSITE CONTENT	SHORTER COLLEGE WEBSITE	SHORTER.EDU NORTHWESTERN SHORTER UNIVERSITY 315 SHORTER AVENUE SW ROME, GA 30165	10	WEB1

WRGA	NEWS DIRECTOR	STATION WEBSITES	WRGAROME.COM 20 JOHN DAVENPORT DRIVE ROME, GA 30165	3	NEWS1
ALL STATIONS	ACCOUNT EXECUTIVE	GA DEPT OF LABOR	GOL.STATE.GA.US 462 RIVERSIDE PARKWAY ROME, GA 30161	8	AE4
ALL STATIONS	ACCOUNT EXECUTIVE	BERRY COLLEGE	BERRY.EDU BERRY COLLEGE 2277 MARTHA BERRY HWY, ROME GA 30161	8	AE5
ALL STATIONS	ACCOUNT EXECUTIVE	GREATER ROME CHAMBER	ROMEGA.COM 1 RIVERSIDE PARKWAY, ROME GA 30161	5	AE6

# RECRUITMENT INITIATIVES FOR 2012

**a) Initiative:** Co-Host Job Fair

On Thursday, September 13, 2012, Rome Radio Partners, LLC (the "Licensee") co-hosted the Northwest Georgia Shorter College, GA Department of Labor Job Fair. Human Resource Director and co-owner Cheryl Scott, served on the board to implement the job fair. This job fair had over 1,000 attendees from Northwest Georgia. Representatives of the Licensee set up a booth and passed out information during the entire job fair. The Sales Manager, General Manager, Promotions Manager, Operations Manager, and Human Resource Manager were present throughout the day. The Licensee accepted applications and resumes for positions including marketing, promotions and on air jobs.

**b) Initiative:** Personnel Training

The Licensee provides regular training to its employees based on the job descriptions of the employee. The account executives receive sales training. Air personalities and board operators attend regular meetings to advise them of technical operations. We have outside sales staff from other businesses come in and present to our staff about different markets and businesses. We have had Media Monitor come in and present on social media. We regularly send staff to Country radio seminars. Our web designer and promotions manager attend webinars on a regular basis on social media and marketing.

**c) Initiative:** Community Involvement and Career Counseling

As President and past President of The Greater Rome Human Resource Management group in Rome, GA and as a member of the Georgia Employee Association, Cheryl Scott, co-owner and Human Resource Manager, attends regular monthly meetings on Human Resource issues presented by Human Resource attorneys and the GA Department of Labor on issues such as hiring, EEO, social media and other topics. Ms. Scott attended the National Society of Human Resource Manager training at a state meeting as well as in Washington, DC on the national level. She participated in industry certification for local High Schools. She also helped present a March makeover at the Northwest Georgia Housing Authority where residents were given mock interviews, presentations on how to dress and present themselves for a job interview. Ms. Scott also participated in a clothing drive to gather business clothes for residents to have appropriate attire to wear to an interview. As a result, the Licensee was able to help keep up with current HR laws and help others in the community prepare for and find jobs.

**d) Initiative:** Participate in Job Fair

The Licensee attended the annual Career and Internship Job Fair at Berry College in February of 2012. All upper management attended, including the General Manager, Operations Manager, Promotions Manager, and Human Resource Manager. The Licensee presented and spoke with students and graduates about job opportunities with the Licensee. As a result of participating in this job fair, we were able to interview

graduates and also get internship opportunities with the local colleges and develop an ongoing relationship with Berry College.

**e) Initiative:** On the Job Training

The Licensee participated in On-the-Job Training with the Georgia Department of Labor to retrain out of work job candidates who had been out of work for over 16 weeks or longer to get back in the job market. We hired an employee who worked and learned new skills to further her career in the workplace.

**ROME RADIO PARTNERS, LLC**

THIS EEO LOCAL PUBLIC FILE WAS PREPARED BY

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CFO/HUMAN RESOURCES

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