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March 25, 2015

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MAR 25 2015

M. SCOTT JOHNSON  
 (703) 812-0474  
 SJOHNSON@FHHLAW.COM

Via Courier

Federal Communications Commission  
 Bureau / Office

Lewis C. Pulley, Assistant Chief  
 Policy Division, Media Bureau  
 Federal Communications Commission  
 445 12<sup>th</sup> Street, SW  
 Washington, DC 20554

Re: EEO Audit Response  
 WBAM-FM, Montgomery, AL  
 Facility ID No. 16379

Dear Mr. Pulley:

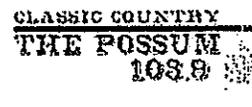
Submitted herewith is the response of Bluewater Broadcasting, LLC, licensee of WBAM-FM, to the EEO Audit Letter dated February 6, 2015 from the Policy Division of the Media Bureau regarding the station's employment unit. It is noted that the 2015 Audit Public Notice reflected an affiliated company, ALTA Communications Managers, LLC rather than the licensee, Bluewater Broadcasting, LLC.

If there are any questions or concerns regarding this matter, please contact the undersigned.

Sincerely,

M. Scott Johnson  
 Counsel for Bluewater Broadcasting, LLC

MSJ/mbj  
 Enclosure



## Bluewater Broadcasting, LLC

"Local Folks, Helping Local Business"

[www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com)



March 24<sup>th</sup>, 2015

Lewis C. Pulley  
Assistant Chief, Policy Division  
Federal Communications Commission  
Washington, D.C. 20554

Dear Assistant Chief Pulley:

Bluewater Broadcasting, LLC, responds to the February 6<sup>th</sup>, 2015, random audit letter directed to WBAM-FM, Montgomery, Al. Bluewater Broadcasting, LLC, is licensee of WBAM-FM, Montgomery, Al. Fac. Id. 16379, as well as stations WGMP (AM), , Fac. Id. 43633, WQKS-FM, Fac. Id. 43628, and WJWZ-FM, Fac. Id. 70356, all in Montgomery, Al. Further, Bluewater Broadcasting is a programmer under a Local Marketing agreement as to WACV-FM, Coosada, Al. Fac Id. 189524, and that station is included in this response as part of the employment "Unit" with Bluewater Broadcasting's stations.

The following Summary of Attachements provides a list of the various attachments which are included and responsive to the Audit Data Requested.

Richard H. Pestrichelli  
Member and General Manager

CC: Scott Johnson - Fletcher, Heald & Hildreth, PLC

1300 N. 17th Street, Suite 1100 | Arlington, VA 22209

4101 Wall Street  
Montgomery, Al. 36106  
(334) 244-0961  
(334) 279-9563 fax  
[www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com)

## ATTACHMENT ONE

### Item 3(a)

The two most recent EEO public file reports are attached, and were placed in our public file on 11/30/2013 and 11/30/2014, at the same time, they were also placed on our websites.

[bamacountry.com](http://bamacountry.com)

[979jamz.com](http://979jamz.com)

[q961fm.com](http://q961fm.com)

[1049thegump.com](http://1049thegump.com)

[newstalk931fm.com](http://newstalk931fm.com)

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in stations WBAM, WQKS, WJWZ, WACV, AND WGMP public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the period beginning 12/01/2012 and ending on 11/30/2013, the period of operation by Bluewater Broadcasting, Co. LLC, the station filled the following full-time vacancies:

The station interviewed a total of 26 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Tuskegee University	0
Montgomery Employment Office	0
Auburn University	0
Alabama Broadcaster's Association	8
Auburn University Montgomery	0
ASU-Career Services	0
ASU-Dept of Communications	0
Montgomery Area Helpwanted	2
Bluewater Broadcasting Website	3
All Access	5
Employee Referral	8

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

\* \* \* \* \*

**ATTACHMENT A**  
**EEO INFORMATION FOR FULL-TIME**  
**VACANCIES**

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**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Engineer

Recruitment Source That Referred the Hiree: Alabama Broadcaster's Association

Date Vacancy Opened: 4/2013

Total Number of Persons Interviewed for the Vacancy: 6

Date Vacancy Filled: 7/15/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL 36116	LaTonya Dupree, HR Journalist	334-727-8428	0	N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL 36116		334-286-1746	0	N
Auburn University Career Services	303 Martin Hall Auburn, AL 36104		334-844-4744	0	N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL 35244	Sharon Tinsley	205-982-0015	3	N
Auburn University Montgomery	P.O. Box 244023 Montgomery, AL 36117		334-244-3792	0	N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL 36104	Ms. Hargrove	334-229-4156	0	N
Alabama State University Dept of Communications	915 S Jackson Street Montgomery, AL 36104	Dr. David Okeowo	334-229-4493	0	N
Montgomery Area Help Wanted dot com	Website			0	N
Bluestwater Broadcasting	4101 Wall Street Montgomery, AL 36106	Terry Barber	334-244-0961	0	N
All Access.com	Website	N/A	N/A	2	N
Employee Referral				1	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That  
 Referred the Hiree: Bluewater Website

Date Vacancy Opened: 5/2013

Total Number of Persons  
 Interviewed for the  
 Vacancy: 9

Date Vacancy Filled: 8/22/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428	0	N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746	0	N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744	0	N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015	5	N
Auburn University Montgomery	P.O. Box 244023 Montgomery, Al. 36117		334-244-3792	0	N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156	0	N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr. David Okeowo	334-229-4493	0	N
Montgomery Area Help Wanted dot com	Website			2	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961	1	N
All Access.com	Website	N/A	N/A	0	N
Employee Referral				1	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: 5/2013

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: 8/22/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL 36116	LaTonya Dupree, HR Journalist	334-727-8428	0	N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL 36116		334-286-1746	0	N
Auburn University Career Services	303 Martin Hall Auburn, AL 36104		334-844-4744	0	N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL 35244	Sharon Tinsley	205-982-0015	5	N
Auburn University Montgomery	P.O. Box 244023 Montgomery, AL 36117		334-244-3792	0	N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL 36104	Ms. Hargrove	334-229-4156	0	N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL 36104	Dr. David Okeowo	334-229-4493	0	N
Montgomery Area Help Wanted dot com	Website			2	N
Bluestwater Broadcasting	4101 Wall Street Montgomery, AL 36106	Terry Barber	334-244-0961	1	N
All Access.com	Website	N/A	N/A	0	N
Employee Referral				1	N

**FULL-TIME VACANCY LEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Promotions Director

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: 6/2013

Total Number of Persons Interviewed for the Vacancy: 6

Date Vacancy Filled: 7/15/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428	0	N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746	0	N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744	0	N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015	0	N
Auburn University Montgomery	P.O. Box 244023 Montgomery, Al. 36117		334-244-3792	0	N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156	0	N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr David Okeowo	334-229-4493	0	N
Montgomery Area Help Wanted dot com	Website			0	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961	1	N
All Access.com	Website	N/A	N/A	4	N
Employee Referral				1	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Production Director

Recruitment Source That Referred the Hiree: All Access

Date Vacancy Opened: 6/2013

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 7/15/13

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428	0	N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746	0	N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744	0	N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015	0	N
Auburn University Montgomery	P. O. Box 244023 Montgomery, Al. 36117		334-244-3792	0	N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156	0	N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr. David Okewo	334-229-4493	0	N
Montgomery Area Help Wanted dot com	Website			0	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961	1	N
All Access.com	Website	N/A	N/A	2	N
Employee Referral				2	N

**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

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## MENU OPTION ACTIVITIES

Station WBAM, WQKS, WJWZ, WACV, & WGMP engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Job Fair	Participated in job fair hosted at Alabama State University
1	Job Fair	Participated in job fair hosted at Troy University
1	Job Fair	Participation in 2 Job Fairs hosted by the Alabama Broadcasters Association
5	Internship**	The Unit has an annual semester long, formalized internship program open to all High School and College students designed to expose potential candidates to opportunities in broadcasting.
16	Social Media**	On an on-going basis each year the Unit encourages every employee to utilize their personal social media accounts to reach out to candidates who many not otherwise be aware of potential job opportunities at the company

**\*\* These Two Initiatives are additions to the Annual Report. When preparing this response to the Random Audit, we discovered they were previously inadvertently left out of the Annual Report**

\* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in stations WBAM, WQKS, WJWZ, WACV, AND WGMP public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the period beginning 12/01/2013 and ending on 11/30/2014, the period of operation by Bluewater Broadcasting, Co. LLC, the station filled the following full-time vacancies:

The station interviewed a total of 88 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Tuskegee University	0
Montgomery Employment Office	0
Auburn University	0
Alabama Broadcaster's Association	9
Auburn University Montgomery	0
ASU-Career Services	0
ASU-Dept of Communications	1
Montgomery Area Helpwanted	27
Bluewater Broadcasting Website	10
All Access	19
Employee Referral	22

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

\* \* \* \* \*

**ATTACHMENT A**  
**EEO INFORMATION FOR FULL-TIME**  
**VACANCIES**

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Bluewater Broadcast (website)

Date Vacancy Opened: 12/1/13

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 12/16/13

**Recruitment Sources Used to Fill the Vacancy**

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P.O. Box 244023 Montgomery, AL 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL 36104	Dr. David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website			6	N
Bluewater Broadcasting	4101 Wall Street Montgomery, AL 36106	Terry Barber	334-244-0961	1	N
All Access.com	Website	N/A	N/A		N
Employee Referral					N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Sales Manager

Recruitment Source That Referred the Hire: Employee Referral

Date Vacancy Opened: 1/1/14

Total Number of Persons Interviewed for the Vacancy: 11

Date Vacancy Filled: 6/30/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL 35244	Sharon Tinsley	205-982-0015	3	N
Auburn University Montgomery	P.O. Box 244023 Montgomery, AL 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL 36104	Ms Haigrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website				N
Bluewater Broadcasting	4101 Wall Street Montgomery, AL 36106	Terry Barber	334-244-0961	2	N
All Access com	Website	N/A	N/A	4	N
Employee Referral				2	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That  
 Referred the Hiree: Employee Referral

Date Vacancy Opened: 2/01/14

Total Number of Persons  
 Interviewed for the  
 Vacancy: 8

Date Vacancy Filled: 3/3/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P O Box 244023 Montgomery, Al. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr. David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website			6	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961		N
All Access com	Website	N/A	N/A		N
Employee Referral				2	N

**FULL-TIME VACANCY EEO INFORMATION:**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Creative Services Director

Recruitment Source That Referred the Hiree: All Access.com

Date Vacancy Opened: 3/1/14

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 5/6/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P.O. Box 244023 Montgomery, Al. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website				N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961		N
All Access.com	Website	N/A	N/A	2	N
Employee Referral				3	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Promotions Director

Recruitment Source That  
 Referred the Hire: Montgomery Area Help Wanted

Date Vacancy Opened: 4/1/14

Total Number of Persons  
 Interviewed for the  
 Vacancy: 15

Date Vacancy Filled: 6/12/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015		N
Auburn University Montgomery	P. O. Box 244023 Montgomery, Al. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website			3	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961	2	N
All Access.com	Website	N/A	N/A	8	N
Employee Referral				2	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Creative Services Director

Recruitment Source That Referred the Hiree: All Access

Date Vacancy Opened: 6/01/14

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 7/01/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, AL. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL. 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P. O. Box 244023 Montgomery, AL. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL. 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL. 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website				N
Blewater Broadcasting	4101 Wall Street Montgomery, AL. 36106	Terry Barber	334-244-0961		N
All Access.com	Website	N/A	N/A	5	N
Employee Referral				2	N

# FULL-TIME VACANCY ELA O INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Bluewater Broadcasting (website)

Date Vacancy Opened: 8/01/14

Total Number of Persons Interviewed for the Vacancy: 12

Date Vacancy Filled: 9/15/14

## Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, AL. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL. 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P.O. Box 244023 Montgomery, AL. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL. 36104	Ms Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL. 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website			7	N
Bluewater Broadcasting	4101 Wall Street Montgomery, AL. 36106	Terry Barber	334-244-0961	2	N
All Access.com	Website	N/A	N/A		N
Employee Referral				3	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Montgomery Area Helpwanted

Date Vacancy Opened: 8/01/14

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 9/2/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015		N
Auburn University	P. O. Box 244023 Montgomery, Al. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, Al. 36104	Dr. David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website			5	N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961		N
All Access.com	Website	N/A	N/A		N
Employee Referral				2	N

**FULL-TIME VACANCY LEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Sales Manager

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: 9/15/14

Total Number of Persons Interviewed for the Vacancy: 2

Date Vacancy Filled: 9/29/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Tuskegee University	101 Kresge Center Tuskegee, Al. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, Al. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, Al. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, Al. 35244	Sharon Tinsley	205-982-0015		N
Auburn University Montgomery	P.O Box 244023 Montgomery, Al. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, Al. 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S Jackson Street Montgomery, Al. 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website				N
Bluewater Broadcasting	4101 Wall Street Montgomery, Al. 36106	Terry Barber	334-244-0961		N
All Access.com	Website	N/A	N/A		N
Employee Referral				2	N

# FULL-TIME VACANCY EEO INFORMATION!

[Fill out for each full-time vacancy]

Job Title of Vacancy: Sales Manager

Recruitment Source That Referred the Hirees: Employee Referral

Date Vacancy Opened: 9/1/14

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 9/29/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL 35244	Sharon Tinsley	205-982-0015		N
Auburn University Montgomery	P.O. Box 244023 Montgomery, AL 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL 36104	Ms. Hargrove	334-229-4156		N
Alabama State University Dept of Communications	915 S. Jackson Street Montgomery, AL 36104	Dr David Okeowo	334-229-4493		N
Montgomery Area Help Wanted dot com	Website				N
Bluewater Broadcasting	4101 Wall Street Montgomery, AL 36106	Terry Barber	334-244-0961	3	N
All Access com	Website	N/A	N/A		N
Employee Referral				2	N

**FULL-TIME VACANCY EEO INFORMATION**  
 [Fill out for each full-time vacancy]

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: ASU Career Services

Date Vacancy Opened: 10/03/14

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: 10/13/14

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Tuskegee University	101 Kresge Center Tuskegee, AL. 36116	LaTonya Dupree, HR Journalist	334-727-8428		N
Montgomery Employment Security Office	1060 East South Blvd Montgomery, AL. 36116		334-286-1746		N
Auburn University Career Services	303 Martin Hall Auburn, AL. 36104		334-844-4744		N
Alabama Broadcaster's Association	2180 Parkway Lake Dr Hoover, AL. 35244	Sharon Tinsley	205-982-0015	6	N
Auburn University	P.O. Box 244023 Montgomery, AL. 36117		334-244-3792		N
Alabama State University Office of Career Services	915 S. Jackson Street Montgomery, AL. 36104	Ms Hargrove	334-229-4156		N
Alabama State University Dept. of Communications	915 S. Jackson Street Montgomery, AL. 36104	Dr. David Okeowo	334-229-4493	1	N
Montgomery Area Help Wanted dot com	Website				N
Bluewater Broadcasting	4101 Wall Street Montgomery, AL. 36106	Terry Barber	334-244-0961		N
All Access.com	Website	N/A	N/A		N
Employee Referral				2	N

**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Stations WBAM, WQKS, WJWZ, WACV, and WGMP engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Job Fair	Participation in Job Fair at Ala Broadcasters Convention
4	Workshop	ABA open table discussion with University & College representatives to discuss radio business, jobs, and other opportunities in the broadcasting business
5	Internship**	The Unit has an annual semester long, formalized internship program open to all High School and College students designed to expose potential candidates to opportunities in broadcasting.
16	Social Media**	On an on-going basis each year the Unit encourages every employee to utilize their personal social media accounts to reach out to candidates who many not otherwise be aware of potential job opportunities at the company

**\*\*** These two Initiatives are additions to the Annual Report. When preparing this response to the Random Audit, we discovered they were previously inadvertently left out of the Annual Report.

\* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

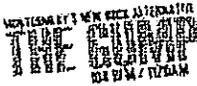
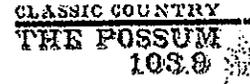
1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.

## ATTACHMENT TWO

### Item 3(b)

**Documentation as to full-time positions filled during the two most recent EEO public file reports.**

Attached are all the ads placed with our recruitment sources, our recruitment source list, and log times for recruitment ads with dates and times the ads ran.



## Bluewater Broadcasting, LLC

*"Local Folks, Helping Local Business"*

[www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com)



Dear Recruitment Partner

Enclosed is the notice of a job opening with Bluewater Broadcasting. This opening and others can also be found under the "Careers" section at [www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com) Please help us spread the word about this opportunity.

Sincerely,

Terry Barber  
General Manager  
Bluewater Broadcasting Co. LLC  
4101 Wall Street Montgomery, AL 36106  
334 244 0961  
[tbarber@bluewaterbroadcasting.com](mailto:tbarber@bluewaterbroadcasting.com)

Date of Notice:

Position:

Recruitment Partner:

4101 Wall Street  
Montgomery, Al. 36106  
(334) 244-0961  
(334) 279-9563 fax  
[www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com)

1. Tuskegee University 334-727-8428  
Latonya Dupree, HR Journalist  
101 Kresge Center  
Tuskegee, AL 36088
  
2. Montgomery Employment Security Office  
1060-A East S. Boulevard  
Montgomery, AL 36116  
334-286-1746
  
3. Auburn University Career Svcs  
303 Martin Hall  
Auburn, AL 36104  
334-844-4744
  
4. Alabama Broadcasters Association  
2180 Parkway Lake Drive  
Hoover, AL 35244  
205-979-1690
  
5. Auburn University – Montgomery  
P.O. Box 244023  
Montgomery, AL 36117  
334-244-3792
  
6. Alabama State University  
Office of Career Services  
Ms. Hargrove  
915 S Jackson Street  
Montgomery AL 36104  
334-229-4156  
[rhargrove@alasu.edu](mailto:rhargrove@alasu.edu)
  
7. Alabama State University  
Department of Communications  
Dr. David Okeowo  
915 S. Jackson Street  
Montgomery, AL 36104  
334-229-4493  
[Dokeowo.alasu.edu](mailto:Dokeowo.alasu.edu)

April, 2013

Bluewater Broadcasting Co., LLC has an immediate opening for a Studio Engineer to maintain our 7-station cluster in Montgomery, Alabama. If you're tired of the corporate grind, then come work for a locally owned and operated company.

**Qualifications:**

- The ideal candidate will have a minimum of 2 years of radio broadcast experience as Studio Engineer, Audio Engineer, Assistant Chief Engineer, or Chief Engineer. SBE Certification is a plus.
- The ideal candidate will have a minimum of 2 years of IT experience in configuration, operation, and maintenance of Windows systems hardware and software and related infrastructure including network administration and software systems management.
- Be able to perform first level maintenance on analog studio equipment. Digital processing equipment, and STL transmitters.
- Be able to perform first level maintenance on business computers and PCs, perform required system monitoring to establish integrity of hardware, server resources, verify completion of scheduled jobs such as backups. Create, change, and delete user accounts. Repair and recover from hardware or software failures. Coordinate and communicate with all impacted parties.
- Be able to maintain EAS logs and Public File.
- Be familiar with SS32 automation, it's hardware, possess the ability to participate in planning for future replacement, and be able to troubleshoot with remote support technicians.
- Be familiar with Visual Traffic, it's hardware, and possess the ability to troubleshoot with remote support technicians.
- Be familiar with FCC rules and regulations.
- Be familiar with FCC website and how to navigate the ULS and CDBS.
- Assist the RF engineer with transmitters as needed.
- Be on-call 24/7.
- Strong desire to be a team player and appreciate a professional work environment. Understand the need for each department to work with and support the others.
- Must have reliable transportation and a valid driver's license and ability to lift 50 pounds, climb ladders and undertake other physical duties necessary to accomplish the job.

*Bluewater Broadcasting is an equal opportunity employer*

# *Bluewater Broadcasting*

*Local Folks Helping Local Business*

5/2013

## Sales Account Executive

Work with local businesses to develop and implement marketing strategies that involve our radio stations and related platforms. Must be disciplined, organized, self driven, and able to achieve goals with minimal supervision. If you have the talent, we will teach you the skills. Starting package is a mixture of base and commissions in the 30-40k range. Once established, this position should earn 60-90k annually. Find out more about [www.bluewaterbroadcasting.com](http://www.bluewaterbroadcasting.com) .  
EOE.

7/2013

#### Promotions Director

Work in the exciting broadcast industry!

Bluewater Broadcasting is a locally owned multi-station company in the deep south searching for that person to take our stations to the next level.

#### Job Description:

The Promotion Director is directly responsible for the conception, development and execution of all on air, and off air promotions for our group of seven radio stations. The Promotion Director works directly with both Programming and Sales departments in the development and execute all promotional efforts. The Promotion Director assists in the conception, development and execution of revenue generating events and promotions.

#### Specific Responsibilities:

- Work directly with both the Sales and Programming departments on all on and off air promotions and events.

- Day to Day management of all Company promotions, events and remote broadcasts.

- Working with Management, develop revenue generating events and opportunities, both on and off the air.

- Coordinate social networking efforts for all stations including Facebook, Twitter, MySpace and the radio station websites

- Write and publish contest rules and restrictions in conjunction with Programming department.

- Insure that all promotions are in compliance with all FCC rules and regulations.

- Manage all on and off air promotional activities.

- Conduct weekly Promotional meetings with Sales and Programming

- Maintain radio station promotional calendars

- Coordinate with Company Management all media and press releases.

- Coordinate and purchase all station merchandising items.

- Develop and work within a specific Promotional Budget.

- Maintain the appearance off all radio station vehicles and promotional assets.

#### Job Qualifications

The successful candidate for this position will have previous promotional and/or event marketing experience in broadcasting, or a related field. You must have strong communication, writing, and organizational skills. You should be adept at working in a cooperative environment. Sales experience is helpful. You must be hands-on, and a self starter. You have to have a valid driver's license with a good driving record. You must be able to work flexible hours, including nights and weekends. Some heavy lifting is required by this position.

*Bluewater Broadcasting is an equal opportunity employer.*

7/2013

**PRODUCTION DIRECTOR / CREATIVE SERVICES DIRECTOR:**

Bluewater Broadcasting, LLC has an immediate opening for Production Director.

**Essential Duties:**

Design and execute in-house production including but not limited to voicing, writing, dubbing and archiving of commercials and promotional announcements. Assign and direct on-air staff in the production and writing (where applicable) of commercials for clients. Provide creative support to the Sales Department and clients with regard to commercials and promotional announcements on air and digital media. Read and edit material from clients to ensure conformance with company policy and FCC regulations. Coordinate with the Traffic Department and Sales staff to expedite radio commercials and rotation of commercials according to the specifications requested by the client. Keep abreast of the latest production technology, techniques and style such as Nexgen and Adobe Audition.

Two years related experience and/or training, or equivalent combination of education and experience, knowledge of all FCC rules and regulations, ability to be flexible and work under short deadlines. Additional responsibilities may apply.

*Bluewater Broadcasting, LLC is an Equal Opportunity Employer*

# ***Bluewater Broadcasting***

*Local Folks Helping Local Business*

12/2013

Selling radio advertising is financially rewarding and mentally stimulating. Our Account Executives maintain new and existing station advertisers through prospecting and great client service.

## **Job Description:**

Your primary responsibilities will include cold calling, developing new accounts, writing proposals, coordinating commercial copy-writing and production and ongoing billing collection. You'll also be responsible for building relationships and selling radio as a marketing solution to help your client meet their key business challenges.

## **Qualifications:**

- Outside sales experience is required
- Motivated and an enthusiastic self-starter responsible for your success
- Must also possess excellent oral and written communication skills
- Time management skills and be detail oriented
- A valid driver's license and vehicle

## **To Apply:**

Email your resume to: [jobs@bluewaterbroadcasting.com](mailto:jobs@bluewaterbroadcasting.com)

*Bluewater Broadcasting is an equal opportunity employer.*

1/2014

**Description:** LSM for our 7 Radio Stations in Montgomery, Alabama.

The right individual for this position will be responsible for helping our local sales team succeed by delivering customer solutions through an integrated suite of media platforms, including radio, and digital.

The position requires growing core shares on agency and direct business. The LSM will be responsible for recruiting and developing a strong sales team; and will successfully work with all levels of the local and regional agencies and direct client community. Task management and execution are also very important and include information collection, analysis, and communication with internal teams and clients. Strong leadership, presentation, communication and interpersonal skills are all a must. The position reports to General Sales Manager.

**Essential Duties and Responsibilities:** The LSM will:

- Accurately identify, monitor and forecast sales and marketing trends for key business segments.
- Develop short-term, mid-term and long-term business plan for sales department.
- Complete appropriate business activity reports and forecasts as required.
- Coach and lead sales staff by participating in client meetings, building relationships with top clients and being active in the community.
- Responsible for setting the pace for local account executives and constantly providing feedback to better their performance.
- Manage key local and regional accounts with account executives to grow local market share.
- Review and adjust rates and metrics to monitor sales/market share change.
- Maintain customer satisfaction and accountability through consultative selling.
- Work closely with creative coordinator to promote properties.
- Identify market potential through lead generation and qualification.
- Expand sales in existing accounts by introducing new products and services.
- Achieve sales operational objectives by contributing information and recommendations to overall strategic plan by monitoring competitive products and feedback from market and forecast sales and achieve goals.

**Desired Skills and Experience:**

- Must have proven track record as a media Account Executive or sales manager.
- Four years of sales management in television or radio preferred.
- Strong problem solving and analytical skills required. Must have strong time management and organizational skills; candidate must be able to work in a fast paced, high-pressured, evolving environment.
- Demonstrated interpersonal and leadership skills for motivating staff and maximizing revenue performance.
- Proficiency with Excel, Word, PowerPoint, Marketron (Preferred).
- Documented record of exceeding activity and revenue goals.

To apply email resume to [tbarber@bluewaterbroadcasting.com](mailto:tbarber@bluewaterbroadcasting.com).

Bluewater Broadcasting, LLC is an Equal Opportunity Employer