

2013 ANNUAL EEO PUBLIC FILE REPORT

Max Radio of the Carolinas Licenses, LLC

Stations: WCXL(FM), Kill Devil Hills, NC
WCMS-FM, Hatteras, NC
WQDK(FM), Gatesville, NC
WGAI(AM), Elizabeth City, NC

Reporting Period: July 22, 2012 – July 21, 2013

No. of Full-time Employees: More than 10
Small Market Exemption: Yes

During the Reporting Period, no full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

On February 22nd, 2013 – Max Radio of the Carolinas was one of the official sponsors of the Outer Banks Chamber of Commerce. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, WCMS 94.5 Water Country, News Radio 560 WGAI, and 99.3 Q Country WQDK, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound, WFMZ/WZPR – Classic Hits 104.9 & 92.3, and WYND – ESPN Radio 97.1*.

WCXL, Beach 104, did a two hour live remote broadcast, and provided prizes for the event.

VP/GM Michael Smith was on site meeting with the public and providing information on employment.

On March 2nd, 2013 – Max Radio of the Carolinas was one of the official sponsors of the Currituck Business Expo and Job Fair. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, WCMS 94.5 Water Country, News Radio 560 WGAI, and 99.3 Q

Country WQDK, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound, WFMZ/WZPR – Classic Hits 104.9 & 92.3, and WYND – ESPN Radio 97.1*.

WCXL, Beach 104, did a two hour live remote broadcast, and provided prizes for the event.

Also as a sponsor, Max Radio of the Carolinas manned a booth with advertising and employment information and met with the public the entire day. General Sales Manager and Account Executive represented the stations at the event.

On March 25th and 26th, 2013 – Max Radio of the Carolinas was one of the official sponsors of the Elizabeth City Chamber of Commerce Business Expo. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, WCMS 94.5 Water Country, News Radio 560 WGAI, and 99.3 Q Country WQDK, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound, WFMZ/WZPR – Classic Hits 104.9 & 92.3, and WYND – ESPN Radio 97.1*.

WCXL, Beach 104, did a two hour live remote broadcast on Tuesday March 26th, and provided prizes for the event. General Sales Manager and Account Executive represented the stations at the event.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|---------------------------|------------------------------------|
| 11/28/12 | Digital Media Manager | |
| 6/01/13 | Announcer/Production Dir. | |
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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 5

| Recruitment Sources Used in Reporting Period | Number of Persons Interviewed that the Source Referred |
|----------------------------------------------|--------------------------------------------------------|
| The Daily Advance Newspaper, Elizabeth City | 0 |
| NC Employment Security Commission | 1 |
| Monster Dot Com (through the Daily Advance) | 0 |
| All Access Dot Com | 4 |
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RECRUITING SOURCES USED

Job Title of Position: Digital Media Manager

Date of Hire: 12/1/12

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------------------------|---|---------------------------------------------|------------------------------|---------------------------------------|
| Daily Advance/Monster Dot Com | N | PO Box 588, Elizabeth City, NC 27909 | Classified Advertising Dept. | 252-355-8076 |
| NC Employment Security Commission | Y | 2522 South Croatan Hwy, Nags Head, NC 27959 | Liz Gottermeyr, Manager | 252-480-0121 |
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* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: PM Drive/Production Coordinator Date of Hire: 6/1/13

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------------------------------|---|--------------------------------------------------------------|---------------------------------|------------------------------------------|
| Daily Advance/Monster Dot Com | N | PO Box 588, Elizabeth City, NC 27909 | Classified Advertising Dept. | 252-355-8076 |
| NC Employment Security Commission | Y | 2522 South Croatan Hwy, Nags Head, NC 27959 | Liz Gottermeyer, Manager | 252-480-0121 |
| All Access | N | 28955 Pacific Coast Hwy, Suite 210-5, Malibu, CA 90265 | Joel Denver | 310-457-6616 |
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* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

*Max Radio of the Carolinas, LLC operates the Hengooch License, LLC radio stations under a time brokerage agreement.