

2016 ANNUAL EEO PUBLIC FILE REPORT

Max Radio of the Carolinas Licenses, LLC

Stations: WCXL(FM), Kill Devil Hills, NC
WCMS-FM, Hatteras, NC
WZPR(FM), Nags Head, NC
WFMZ(FM), Hertford, NC
WVOD(FM), Manteo, NC¹

Reporting Period: July 22, 2015 – July 21, 2016

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, 2 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 Thursday, April 7th, 2015 – 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, and WCMS 94.5 Water Country' as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound and WFMZ/WZPR – Classic Hits 104.9 & 92.3.

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. The General Sales Manager and an Account Executive represented the stations at the event.

¹ Max Radio of the Carolinas, LLC operates stations WZPR, WFMZ and WVOD, licensed to Hengooch License, LLC, under a time brokerage agreement.

On Saturday March, 2016 – Max Radio of the Carolinas was one of the official sponsors of the Outer Banks Chamber of Commerce OBX Success Job & Career Fair and workshop. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, and WCMS 94.5 Water Country, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound and WFMZ/WZPR – Classic Hits 104.9 & 92.3.

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

*Participated in **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

WCMS air personalities Autumn Kozer and Justin Bateman, and WVOD air personality Doug Denow visited the Dare County high schools for career day. They spoke about their jobs in broadcasting and other types of employment available in radio broadcasting. Their idea was to get high school students excited about working in radio and possibly getting a rising senior to guest host with them during the summer vacation. They visited Manteo High School on April 21st, and First Flight High School on April 14th.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/2/2016	Account Executive	Max Radio of the Carolinas Radio Ad
3/7/2016	Account Executive	Max Radio of the Carolinas Radio Ad

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
The Daily Advance Newspaper, Elizabeth City	3
NC Employment Security Commission	2
Monster Dot Com	0
Broadcast Announcements over Max Radio of the Carolinas and Hengooch Licensee** stations	7

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 1/2/2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Daily Advance Newspaper	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Monster Dot Com	N	2701 Alex Lee Blvd Florence, SC 29506	Customer Service	843-773-8300
NC Employment Security Commission	Y	2522 South Croatan Hwy, Nags Head, NC 27959	Liz Gottermeyr, Manager	252-480-0121
Broadcast announcements over WCXL-FM, WCMS-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074
Hengooch Licensee** broadcast announcements over WVOD-FM, WZPR-FM, WFMZ-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074

Job Title of Position: Account Executive Date of Hire: 3/7/2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Daily Advance Newspaper	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Monster Dot Com	N	2701 Alex Lee Blvd Florence, SC 29506	Customer Service	843-773-8300
NC Employment Security Commission	Y	2522 South Croatan Hwy, Nags Head, NC 27959	Liz Gottermeyr, Manager	252-480-0121
Broadcast announcements over WCXL-FM, WCMS-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074
Hengooch Licensee** broadcast announcements over WVOD-FM, WZPR-FM, WFMZ-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074

* 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.