

WGNI(FM), WWQQ-FM, WMNX(FM), WKXS-FM and WAAV(AM)
EEO PUBLIC FILE REPORT
August 1, 2010-July 31, 2011

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
Promotions Director	1-2, 4-12, 14, 17-19, 21, 23	21
Sales Representative	1-3, 5-12, 14, 16-19, 21-22, 24-25	16
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	3
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	11
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	3
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	24
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	2
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	2
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	3
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	3
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	11
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	24
Sales Representative	1-3, 5-12, 14, 17-19, 21-22, 24-25	3
Receptionist/Sales Assistant	1, 5-10, 12, 14, 17-19, 21, 23	21
Program Director WWQQ-FM	1-2, 4, 5-12, 14, 17-19, 23-24	24
Sales Representative	1-3, 5-12, 14, 16-19, 21-22, 24-25	16
Sales Representative	1-3, 5-12, 14, 16-19, 21-22, 24-25	11

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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	N	0
2	Station On-Air Announcements (<i>all SEU stations</i>)	N	19
3	Job Fairs (<i>see Section III</i>)	N	5
4	All Access Music Group allaccess.com	N	2
5	Employment Security Commission 717 Market Street Wilmington, NC 28401	N	0
6	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
7	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
8	Vocational Rehabilitation Services Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
9	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
10	Southeastern North Carolina Black Chamber of Commerce 509 Cornelius-Harnett Drive Wilmington, NC 28403	N	0
11	Station Website Postings (<i>one or more SEU stations</i>)	N	3
12	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	<i>Intentionally Omitted</i>	N/A	N/A
14	Internal Posting	N	2
15	Monster.com	N	0
16	Walk-In/Self-Referral	N	4
17	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	2
18	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
19	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
20	Wilmington Star News PO Box 840 Wilmington, NC 28402	N	0
21	Craigslist Website www.wilmingtoncraigslist.org	N	7
22	Urbaninsite.com	N	0
23	Ohio Center for Broadcasting – Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com	Y	0
24	Word-of-Mouth Referral	N	7
25	Inside Radio ads@insideradio.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			51

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Job Fair	On April 20, 2011, this SEU participated in a Job Fair held at Cape Fear Community College in Wilmington, North Carolina. SEU representatives spoke with attendees about careers in broadcasting, with an emphasis on radio sales, as well as job opportunities within the SEU. Resumes of interested attendees were collected. SEU participants included the Director of Sales and the Local Sales Manager
2	Participate in Job Fair	On March 24, 2011, this SEU participated in a Job Fair held at Miller Motte Business College in Wilmington, North Carolina. SEU representatives spoke with attendees about careers in broadcasting, with an emphasis on radio sales, as well as job opportunities within the SEU. Resumes of interested attendees were collected. SEU participants included the Local Sales Manager and the Business Manager.
3	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 4, 2011, one of our Program Directors participated in Career Day at Burgaw Middle School in Burgaw, North Carolina. He talked with the students about what a program director does, what it is like to work at a radio station and other job opportunities in broadcasting.
4	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 11, 2011, one of our Program Directors participated in Career Day at Williston Middle School in Wilmington, North Carolina. He talked with the students about what a program director does, what it is like to work at a radio station and other job opportunities in broadcasting.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On June 6, 2011, one of our Program Directors participated in Career Day at DC Virgo Middle School in Wilmington, North Carolina. He talked with the students about what a program director does, what it is like to work at a radio station and other job opportunities in broadcasting.
6	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On June 12, 2011, one of our Program Directors participated in Career Day at Brunswick County Academy in Bolivia, North Carolina. He talked with the students about what a program director does, what it is like to work at a radio station and other job opportunities in broadcasting.
7	Management-level training regarding equal employment opportunity and preventing discrimination	On January 20, 2011, outside communications counsel conducted a telephonic training session about the FCC's EEO rules. The SEU's Market and Business Managers participated and received written materials to assist with EEO compliance.