

**WGNI-FM, WWQQ-FM, WMNX-FM, WKXS-FM and WAAV-AM
EEO PUBLIC FILE REPORT
August 1, 2015-July 31, 2016**

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
Sales Representative	13-15, 24, 26, 28, 30-32	15
Sales Representative	13-15, 24, 26, 28, 30-32	13
Sales Representative	3, 13-15, 24, 26, 28, 30-32	13
Sales Representative	3, 13-15, 24, 26, 28, 30-32	14
Sales Assistant	1, 3, 5-7, 9, 10, 12, 14, 15, 17-19, 23, 26, 28-32	26
Operations Manager/Program Director	1, 5-10, 12, 14, 15, 17-19, 23, 26, 28, 30-32	15
Sales Representative	13-15, 24, 26, 28, 30-32	24

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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	0
3	SEU Job Fairs (<i>see Section III</i>)	N	0
4	All Access Music Group Website allaccess.com	N	0
5	NCWorks (formerly Employment Security Comm) 717 Market Street Wilmington, NC 28401 www.NCWorksOnline.com	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	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
13	Zip Recruiter Website www.ziprecruiter.com <i>(Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)</i>	N	11
14	Internal Posting	N	3
15	HRM Direct Cumulus.com	N	10
16	Walk-In/Self-Referral	N	1
17	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
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 www.starnewsonline.com	N	0
21	Craig's List www.wilmington.craigslist.org	N	0
22	Urban Insite Website www.uUrbaninsite.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 Alvis Moore, Placement Director amoore@beonair.com	N	0
24	Station Employee Referral	N	5

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Inside Radio Website www.insideradio.com	N	0
26	Indeed Website www.indeed.com	N	7
27	Internal Transfer/Promotion	N	0
28	Linked In Website www.linkedin.com	N	16
29	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@scnc.edu	N	0
30	Simply Hired www.simplyhired.com	N	0
31	Glass Door www.glassdoor.com	N	0
32	Link Up www.linkup.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			53

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host Job Fair	On October, 16, 2015, this SEU hosted a Job Fair at the Independence Mall 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 our Market and Local Sales Managers.
2	Participate in Job Fair	On March 22, 2016, this SEU participated in the EVT Career Expo, hosted by Cape Fear Community College, Wilmington, NC. SEU representatives spoke with attendees about careers in broadcasting and job openings within the SEU. SEU participants included our Market, Local Sales and Key Account Managers. This event was promoted on all SEU stations.
3	Participate in Job Fair	On April 18, 2016, this SEU participated in a job fair sponsored by Cape Fear Community College, Wilmington, North Carolina. SEU representatives spoke with attendees about careers in broadcasting, with emphasis on radio sales, as well as job opportunities within the SEU. Resumes of interested attendees were collected. SEU participants included our Market, Local Sales and Key Account Managers.
4	Sponsor event in the community designed to inform and educate the public concerning employment opportunities in broadcasting.	From February 29, 2016-May 5, 2016, one of our Program Directors mentored a student from Hoggard High School, Wilmington, NC. During this time, the PD mentored the student completing their Senior Project, "Media's Effect on Female Image" and worked together on a paper and presentation.
5	Establishment of an internship program designed to assist members of the community to acquire	From February 1, 2016-April 29, 2016, our SEU hosted 3 participants of the Cape Fear Council of

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
	skills needed for broadcast employment.	Governments Workforce Innovations and Opportunities (WIOA). One Participant worked in the Promotions Department, gaining experience with creating promotional proposals including promos, contesting, web and social media; helped with SEU's major event including registration, set-up and breakdown, disseminated information via flyers, posters, web and social media; helped maintain Stations' social media postings. One Participant worked in the Sales Department, gaining experience in Sales & Marketing Process, Communications and Media Basics, Account Management, Sales Presentations, Sales Data Base Management, Cold Calling Process. One Participant worked in the Programming Department gaining experience in research, planning and general administrative support; helping with creative and technical aspects of radio production, editing, imaging, voice over work, archiving recordings, and making sure recording equipment is in full working order.
6	Provide training to management-level personnel as to methods of ensuring equal employment opportunities and preventing discrimination	On June 14, 2016, the SEU's management team participated in an Employment Training seminar on the laws relating to Employment Discrimination. Each manager left the session with a copy of the presentation to review and refer to as needed.
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On April 4, 2016, one of our SEU's Program Directors participated in Career Fair/Spring Fling at James Sprunt Community College, Kenansville, 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.
8	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On April 25, 2016, one of our SEU's Program Directors participated in a Career Fair/Scholarship Fundraiser at Brunswick Community College, Bolivia, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
9	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On May 27, 2016, one of our SEU's Program Directors participated in a Career Day at North Brunswick High School, Leland, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
10	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On March 3, 2016, this SEU's Promotions and Marketing Director spoke with the Senior Communication Class of University of North Carolina Wilmington, Wilmington, NC, during which she spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
11	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities	On March 22, 2016, this SEU's Promotions and Marketing Director and an On-Air Personality spoke to the Cape Fear Presbyterian Church Senior Group, Wilmington, NC, during which they spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
12	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities	On April 4, 2016, one of our SEU's Program Director spoke to Girl Scout Troop 431, Wilmington, NC, during which she discussed Females in the Media and her role as a DJ and Program Director and how media can affect personal image and opinion.