

**WGNI(FM), WWQQ-FM, WMNX(FM), WKXS-FM and WAAV(AM)**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2014-July 31, 2015**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Representative	1-26	24
Sales Representative	1-15, 17-26	24
Promotions & Marketing Director	1, 5, 9-14, 17-19, 21, 23-24, 27	27
Sales Representative	1-15, 17-28	28

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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	<b>University of North Carolina-Wilmington</b> 601 S. College Road Wilmington, NC 28403 910- 962-3755	N	0
2	<b>Station On-Air Announcements</b> ( <i>all SEU stations</i> )	N	1
3	<b>SEU Job Fairs</b> ( <i>see Section III</i> )	N	0
4	<b>All Access Music Group Website</b> allaccess.com	N	1
5	<b>Employment Security Commission</b> 717 Market Street Wilmington, NC 28401	N	0
6	<b>Junior League of Wilmington</b> Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
7	<b>New Hanover County Black Leadership Caucus</b> PO Box 7213 Wilmington, NC 28403	N	0
8	<b>Vocational Rehabilitation Services</b> Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
9	<b>Cape Fear Community College</b> 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
10	<b>Southeastern North Carolina Black Chamber of Commerce</b> 509 Cornelius-Harnett Drive Wilmington, NC 28403	N	0
11	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> )	N	5

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
12	<b>Shaw University</b> Placement Office 118 E. South Street Raleigh, NC 27611	N	0
13	<b>Zip Recruiter Website</b> 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	0
14	<b>Internal Posting</b>	N	0
15	<b>HRM Direct</b>	N	2
16	<b>Walk-In/Self-Referral</b>	N	1
17	<b>Miller Motte Business College</b> Career Services 5000 Market Street Wilmington, NC 28403	N	0
18	<b>Brunswick Community College</b> PO Box 30 Supply, NC 28462 910- 754-6900	N	0
19	<b>Bladen Community College</b> Career Services PO Box 266 Dublin, NC 28332	N	0
20	<b>Wilmington Star News</b> www.starnewsonline.com	N	0
21	<b>Craig's List</b> www.wilmington.craigslist.org	N	0
22	<b>Urban Insite Website</b> www.uUrbaninsite.com	N	0
23	<b>Ohio Center for Broadcasting-Columbus</b> 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	<b>Word-of-Mouth Referral</b>	N	5

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	<b>Inside Radio Website</b> www.insideradio.com	N	0
26	<b>Indeed Website</b> www.indeed.com	N	3
27	<b>Internal Transfer/Promotion</b>	N	1
28	<b>Linked In Website</b> www.linkedin.com	N	5
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			24

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Host Open House	On November 12, 2014, this SEU held an open house at their offices 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.
<b>2</b>	Participate in/Media Sponsor of Job Fair	On March 25, 2015, this SEU participated in and served as the media sponsor for the WilmingtonBiz Conference & Expo 2015. WilmingtonBiz.com is the Wilmington region's home page for business. The WilmingtonBiz Conference & Expo is the region's largest business-to-business conference, where professionals attend to learn, network and grow their businesses. 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.
<b>3</b>	Participate in Job Fair.	On April 22, 2015, 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.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting.	On March 11, 2015, one of our SEU's On-Air Personalities participated in Career Day at STEM Education for a Global Society Academy ("SEGS Academy"), Wilmington, North Carolina. He spoke with the students about the importance of having good communications skills as well as how math and technology apply to various careers in radio broadcasting.
5	Participate in other activity reasonably calculated to disseminate information about careers in broadcasting	From February through May, 2015, one of our Program Directors mentored a student from North Brunswick High School. This student learned about all aspects of radio broadcasting after which the student prepared a research paper describing the experience.
6	Internship Program	<p>Our internship program offers interns a comprehensive look at the radio industry through hands on experience. A member of our management team supervises the interns and gives each intern a list of projects to execute which are designed to expose them to the inner workings of each department. As they interface with key managers and employees they gain a better understanding of our internal operations and how all departments come together to create our product and services.</p> <p>From June through July, 2015, our SEU hosted a student intern from Virginia Polytechnic Institute and State University, commonly referred to as "Virginia Tech." One of our Program Directors worked closely with this intern, introducing the student to all aspects of radio broadcasting.</p>
7	Provide training to management-level personnel as to methods of ensuring equal employment opportunities and preventing discrimination	On June 3, 2015, the SEU's management team came together to participate in a training session conducted by our Market Manager about equal employment opportunity, discrimination, the hiring process, the manager's role and the nature of internships. A question-and-answer session followed the presentation. Each manager left the session with a copy of the presentation to review and refer to as needed.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>8</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting.	On May 29, 2015, one of our SEU's Program Directors participated in Career Day/End of Grade Day at D.C. 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.
<b>9</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting.	On May 8, 2015, one of our SEU's On-Air Personalities participated in a panel discussion at Cape Fear Community College during which he spoke about the radio broadcasting industry and its impact on African-American culture as well as the various career opportunities in broadcasting.