

**KJMS (FM), KWNW (FM), WDIA (AM), WEGR (FM), WHAL-FM, WHRK (FM),  
WREC (AM)**

**EEO PUBLIC FILE REPORT**

**April 1, 2011 - March 31, 2012<sup>1</sup>**

**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 Assistant	1, 3, 5-7, 9-12, 14-20, 23-25, 29-30, 32-45, 48-55, 57, 60-65, 67-71, 73-76, 78-88, 90-91	20
General Sales Manager	1, 3, 5-7, 9-11, 13-20, 22-25, 29-30, 32-38, 40-45, 47-55, 57, 60-65, 67-71, 73-76, 78-85, 87-88, 90-91	20
Operations Manager	1-7, 9-11, 13-20, 23-25, 28-30, 32-42, 44-55, 57, 60-65, 67-71, 73-88, 90-92	20
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	16
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	20
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	95
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	72
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	20
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	86
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	26
Account Executive	1, 3, 5-7, 9-11, 13-20, 22-26, 29-42, 44-57, 59-66, 68-93, 95	31
General Sales Manager	1, 16, 19-20, 23, 27, 30, 32, 34, 36, 38-39, 42, 45-55, 57, 64-66, 70, 73, 77, 85-87, 90-92	27
Account Executive	1, 5-7, 10-11, 13, 15-16, 18-20, 22-23, 26, 30, 32-33, 35-36, 38-42, 44-45, 47-57, 59-61, 63-65, 68-75, 77-78, 80, 85-86, 90-92, 94	20
Account Executive	1, 5-7, 10-11, 13, 15-16, 18-20, 22-23, 26, 30, 32-33, 35-36, 38-42, 44-45, 47-57, 59-61, 63-65, 68-75, 77-78, 80, 85-86, 90-92, 94	72
Sales Assistant	5-7, 10-12, 15-16, 18-19, 22-23, 30, 32-35, 37-40, 42, 44-45, 47-48, 51, 54, 57, 60-61, 63, 68-75, 77-78, 80, 85-87, 91	16
Account Executive	1, 3, 5-7, 9-11, 13-16, 18-25, 29-30, 32-40, 42, 44-48, 50-55, 57, 59-61, 63-65, 68-71, 73-88, 90-91, 93	59

<sup>1</sup> This Report includes hiring and recruitment data from April 1, 2011, through March 21, 2012.

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**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>
Account Executive	1, 3, 5-7, 9-11, 13-16, 18-25, 29-30, 32-40, 42, 44-48, 50-55, 57, 59-61, 63-65, 68-71, 73-88, 90-91, 93	20
Morning Show Host	1, 4, 16, 18-20, 23, 30, 32, 34, 36, 38-40, 42, 45-48, 50-55, 57, 64-65, 70, 73, 77, 85-87, 90-91	20
Receptionist	1, 5-8, 10-13, 15-16, 18-19, 23, 26, 30, 32-40, 42, 44-48, 50-55, 57-61, 63-64, 68-71, 73-75, 77-78, 80, 85-87, 90-92	58

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**EEO PUBLIC FILE REPORT**

**April 1, 2011 - March 31, 2012**

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<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>
1	African American Chamber of Commerce PO Box 5488 Portland, Oregon 97228 Phone : 503-244-5794 Email : blackchamber@usa.net Fax : 1--- Roy Jay	N	0
2	African American Media Incubator Pearl Murphy 2164 Wisconsin Ave., NW Washington, District of Columbia Phone : Url : <a href="http://www.vc4africa.com/group/africanorthamerica">http://www.vc4africa.com/group/africanorthamerica</a> Email : Fax : Manual posting Career Services	N	0
3	Alcorn State University 1000 ASU Drive #269 Lorman, Mississippi 39096 Phone : 601-877-6100 Email : cwilliams@alcorn.edu Fax : Carla Williams	N	0
4	All Access 28955 Pacific Coast Hwy Suite 210-5 Malibu, California 90265 Phone : Url : <a href="http://www.allaccess.com">http://www.allaccess.com</a> Email : Fax : Manual posting Career Services	N	5
5	American Business Women's Assn. 2750 Darlington Cove Memphis, Tennessee 38118 Phone : 901-747-7793 Email : Fax : Manual posting Sue Crawley	N	0

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6	Arkansas Dept of Employment Sec P O Box 1928 West Memphis, Arkansas 72303 Phone : Email : Fax : Manual posting Career Services	N	0
7	Arkansas State University Career Placement Services P O Box 2490 Jonesboro, Arkansas 72467 Phone : 501-972-2100 Email : Fax : Manual posting Rosemary Freer	N	0
8	Association for Women in Communications 780 Ritchie Highway S28 Severna Park, Maryland 21146 Phone : Email : Fax : Manual posting Career Services	N	0
9	Association of Rehabilitation Industry & Business P. O. Box 1618 Hot Springs, Arkansas Phone : 624-4087 Email : arib@hsnp.com Fax : 1--- Rhonda Bowman	N	0
10	Athens State College Career Office 300 North Beaty Street Athens, Alabama 35611 Phone : Email : Fax : Manual posting Career Services	N	0

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11	Belhaven College 5100 Poplar Avenue Memphis, Tennessee 38137 Phone : 901-888-3343 Email : Fax : Manual posting Career Services	N	0
12	Booker T. Washington High School 715 South Lauderdale Memphis, Tennessee 38126 Phone : Email : Fax : Manual posting Placement Director	N	0
13	Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.amfmjobs.com Email : Fax : Manual posting Mark Holloway	N	0
14	Central Baptist College Conway, Arkansas 72032 Phone : 501-329-6872 Email : Fax : 1-501-329-2941 Central Baptist College Central Baptist College	N	0
15	Christian Brothers University Carer Center 650 East Parkway South Memphis, Tennessee 38104 Phone : 901-321-3330 Email : Fax : Manual posting Career Services	N	0

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16	Clear Channel Careers Website 200 E. Basse Road San Antonio, Texas 78209 Phone : Url : <a href="http://www.clearcareers.com">http://www.clearcareers.com</a> Email : Fax : Manual posting Career Services	N	9
17	Coahoma Junior College Route 1 Box 616 Clarksdale, Mississippi 38614 Phone : 662-627-4155 Email : <a href="mailto:m Moore-6@yahoo.com">m Moore-6@yahoo.com</a> Fax : 1-662-627-4361 Monica Moore	N	0
18	Crichton College 255 North Highland Avenue Memphis, Tennessee 38111 Phone : 901-320-9710 Email : Fax : 1-901-320-9709 Student Employment Office	N	0
19	East Arkansas Community College 1700 Newcastle Road Forrest Cty, Arkansas 72335 Phone : 870-633-4480 Email : Fax : 1-870-633-7222 Career Services	N	0
20	Employee Referral	N	32
21	Employment Agency <sup>2</sup>	N	1
22	Fogelman College of Business University of Memphis Memphis, Tennessee 38152 Fax : Manual posting Career Services	N	0

<sup>2</sup> Upon inquiry from the SEU, this interviewee identified "Employment Agency" as his referral source. No employment agency was directly contacted by the SEU and the interviewee did not provide further details regarding this referral source.

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23	Harding University Student Employment Office 1000 Cherry Road Memphis, Tennessee 38117 Phone : 901-761-1352 Email : Fax : 1-901-761-1358 Career Services	N	0
24	Harding University Main Campus PO Box 12243 Searcy, Arkansas 72149 Phone : 501-279-4454 Email : boersma@harding.edu Fax : 1-501-279-4122 Deb Bashaw	N	0
25	Hendrix College 1600 Washington Avenue Conway, Arkansas Phone : 450-1416 Email : careerservices@hendrix.edu Fax : Jill Hankins	N	0
26	Indeed 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : Url : <a href="http://www.Indeed.com">http://www.Indeed.com</a> Email : Fax : Career Services	N	6
27	Inside Radio Texas Phone : 800-640-8852 Email : Fax : Gene McKay	N	6
28	Internal Posting	N	1

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29	Jackson State University 1400 John R. Lynch St. Jackson, Mississippi Phone : 601/976-2477 Url : www.jsums.edu Email : Fax : 601/979-3948 Lavenita Cottrell	N	0
30	Job and Career Bog Memphis Public Library 3030 Poplar Avenue Mephis, Tennessee 38132 Phone : Email : friersons@memphislibrary.org Fax : 1--- Career Services	N	0
31	Job Fair (as described in Section III)	N	3
32	JobLINC 3030 Poplar Avenue Memphis, Tennessee 38132 Phone : 901-323-4206 Email : joblinc@memphislibrary.org Fax : 1--- Career Services	N	0
33	Lane College Placement Office 545 Lane Avenue Jackson, Tennessee 38301 Phone : 901-426-7500 Email : Fax : Manual posting Career Services	N	0
34	LeMoyne-Owen College Job Development Supervisor 807 Walker Avenue Memphis, Tennessee 38126 Phone : 901-435-1675 Email : Fax : 1-901-435-1699 Career Services	N	0



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35	Lowenstein House 821 S Barksdale Memphis, Tennessee 38114 Phone : Email : Fax : Manual posting Kevin Dixon	N	0
36	Media Recruiter Centennial, Colorado 80016 Phone : 303-400-5150 Url : <a href="http://www.media recruiter.com">http://www.media recruiter.com</a> Email : art@mediarecruiter.com Fax : 1--- Art Scott	N	0
37	Memphis Area Vo-Tech 550 Alabama Memphis, Tennessee 38105 Phone : 901-543-6169 Email : Fax : Manual posting Career Services	N	0
38	Memphis Black Media Coalition 701 South Parkway East Memphis, Tennessee 38106 Phone : 901-646-5272 Email : Fax : 1-901-946-5272 Gwen Sneed	N	0
39	Memphis Branch NAACP 588 Vance Ave Memphis, Tennessee 38129 Phone : 901-521-1343 Email : Fax : 1-901-526-2637 Executive Secretary	N	0

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40	Memphis College of Art Student Employment Office 1930 Poplar Avenue Memphis, Tennessee 38104 Phone : 901-272-5103 Email : Fax : 1-901-272-5104 Career Services	N	0
41	Memphis Progressive Hiring Service 1087 Alice Memphis, Tennessee 38106 Phone : 901-774-0142 Email : Fax : Manual posting Volante Matthews	N	0
42	Memphis Urban League, Inc 413 N Cleveland Memphis, Tennessee 38104 Phone : 901-272-2491 Email : Fax : 1-901-272-1673 Job Placement Supervisor	N	0
43	Middle Tennessee State University Placement Center Box 2 Murfreesboro, Tennessee Phone : (615) 494-8790 Email : career@mtsu.edu Fax : 1--- Katie Robinson	N	0
44	Mississippi Dept of Employment Sec P O Box 524 Hernando, Mississippi 38632 Phone : 601-429-9874 Email : Fax : Manual posting Bobbi Oliver	N	0

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45	Mississippi State University Connections The Career Center Tennessee Phone : 662-325-3344 Email : Fax : 1-662-325-7975 Career Services	N	0
46	Monster 5 Clock Tower Place Ste 500 Maynard, Massachusetts 1754 Phone : 402-472-3522 Url : <a href="http://www.monster.com">http://www.monster.com</a> Email : Fax : 1-402-472-8675 Brendan McCauley	N	0
47	My Air Check #1-771 Gibsons Way Gibsons, Texas Phone : 604-740-1374 Email : <a href="mailto:registration@myaircheck.com">registration@myaircheck.com</a> Fax : 1--- Scott Russell	N	0
48	NAB Clearinghouse Tennessee Phone : 202-429-5498 Email : Fax : 1-202-775-3526 Career Services	N	0
49	National Assoc of Hispanic Journalists 1193 National Press Bldg Washington, District of Columbia 20045-2100 Phone : Url : <a href="http://www.nahj.org/">http://www.nahj.org/</a> Email : <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a> Fax : 1--- Career Services	N	0

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50	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Phone : 301-405-0248 Url : www.najb.org Email : Fax : 1-301-314-1714 Ryan Williams	N	0
51	National Black MBA Association, Inc. Memphis, Tennessee Phone : Email : memphis_nbmbaa@yahoo.com Fax : 1--- Career Services	N	0
52	National Hispanic Media Coalition 55 S Grand Avenue Pasadena, California Phone : (626) 792-NHMC Email : info@nhmc.org Fax : 1--- Alex Nogales	N	0
53	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Phone : Email : info@nlgja.org Fax : 1-202-588-1818 Career Services	N	0
54	Native American Indian Association of TN 230 Spencer Lane Nashville, Tennessee 37210 Phone : Email : WIA@NAIA.comcastbiz.net Fax : 1--- Debbie Armstrong	N	0

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55	Native American Public Telecommunications Frank Blythe PO Box 23111 Lincoln, Nebraska Phone : Url : <a href="http://www.nativetelecom.org/">http://www.nativetelecom.org/</a> Email : native@unl.edu Fax : 1--- Frank Blythe	N	0
56	Non Employee Referral	N	6
57	Northwest Community College Career Services Senatobia, Mississippi 38637 Phone : 662-562-3200 Fax : 1-662-280-6161	N	0
58	Office Team Temporary Service Penny Nash 6750 Poplar Ave, Suite 501 Memphis, TN 38138 (901) 756-9966	N	1
59	On-Air Announcements ( <i>all SEU stations</i> )	N	17
60	Park Avenue Propects Club 6750 Poplar Ave., # 800 C/O Merrill Lynch Memphis, Tennessee 38138 Phone : 901-756-2039 Email : Fax : Manual posting Julie Kinney	N	0
61	Partners in Placement 4322 Bloombury St Southaven, Mississippi 38672 Phone : Email : Fax : Manual posting Susan Kime	N	0

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62	Philander Smith College One Trudie Kibbe Reed Drive Little Rock, Arkansas Phone : 975-6050 Email : vbroadnax@philander.edu Fax : 1-501-370-5386 Shameka Savannah	N	0
63	Professional Women's Network 930 University Street Memphis, Tennessee 38107 Phone : 901-345-7153 Email : Fax : Manual posting Sheila Easterling	N	0
64	Radio & Records 2049 Century Park East Los Angeles, California 90067 Phone : 310-553-4330 Url : www.radioandrecords.com Email : elsalopez@clearchannel.com Fax : 1-831-796-4181 Lisa Deary	N	0
65	Radio 1 Broadcast School 700 3rd Street N. LL7 La Crosse, Wisconsin 54601 Phone : 800-889-2221 Email : director@radio1school.com Fax : 1--- Joe Deschler	N	0
66	Radio Online 3500 Tripp Avenue Amarillo, Texas 79121 Phone : Url : www.radio-online.com Email : Fax : Manual posting Career Services	N	0

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67	Risk University 100 Seventeenth Ave North Nashville, Tennessee 37206 Phone : 615.329.8894 Url : www.fisk.edu Email : eeady@fisk.edu Fax : 1--- Echelle Eady	N	0
68	Rust College Mass Communications Center 150 E Rust Avenue Holly Springs, Mississippi 38635 Phone : Email : Fax : Manual posting Sylvester Oliver	N	0
69	S.A.V.E.S. 2150 Whitney Avenue Memphis, Tennessee 38127 Phone : 901-353-5440 Email : Fax : Manual posting Alex Vaporean	N	0
70	Southwest TN Community College 5983 Macon Cove Memphis, Tennessee 38134 Phone : 901-333-5000 Email : Fax : 1-901-333-4505 Career Services	N	0
71	State Technical Institute Career Counseling/Student Employment 5983 Macon Cove Memphis, Tennessee 38134 Phone : 901-382-4180 Email : Fax : Manual posting Bill Cavanaugh	N	0
72	Station Website ( <i>all SEU stations</i> )	N	4

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73	Strayer University 2650 Thousand Oaks Blvd Suite 1100 Memphis, Tennessee 38118 Phone : 901-369-1835 Email : Fax : 1-901-565-9400 Career Services	N	0
74	Student Media Center Director of Student Media 233 Farley University, Mississippi 38677 Phone : 662-915-5502 Email : Fax : Manual posting Dr. Ralph Braseth	N	0
75	Tennessee Dept of Labor & WFD 5368 Mendenhall Mall Memphis, Tennessee 38115 Phone : Email : Fax : Manual posting Career Services	N	0
76	Tennessee State University Career Center 3500 John Merritt Blvd. EPCC, #304 Nashville, Tennessee 37209 Phone : 615-963-5981 Email : wfain@tnstate.edu Fax : 1--- William Fain	N	0
77	The Freeform Radio Initiative, Inc. Post Office Box 530369 Miami, Florida 33153-0369 Phone : 305 982 7233 Email : announcements@thefreeformradioinitiative.org Fax : 1--- Scott McWilliams	N	0



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78	TN Dept of Employment Security 1295 Poplar Avenue Memphis, Tennessee 38104 Phone : 901-543-7535 Email : Fax : Manual posting Joyce Reed	N	0
79	U.S. Dept. of Veterans Affairs Vocational Rehabilitation and Employment 110 9th Ave. South Nashville, Tennessee Phone : (615) 695-6372 Email : dale.warf@vba.va.gov Fax : 1--- Dale Warf	N	0
80	UCP/Memphis Works 4189 Leroy Memphis, Tennessee 38108 Phone : Email : Fax : Manual posting David Chamberlain	N	0
81	Union University Career Services @ Union University Jackson, Tennessee 38305 Phone : 731-661-5421 Url : www.uu.edu Email : rjones@uu.edu Fax : 1-731-661-5187 Renee Jones	N	1
82	University Of Arkansas 116 Kimpel Hall Fayetteville, Arkansas 72701 Phone : 479-757-6307 Email : lfoley@uark.edu Fax : Larry Foley	N	0

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83	University of Arkansas at Little Rock 2801 S. University Little Rock, Arkansas Phone : 569-3164 Email : jmbyrne@ualr.edu Fax : 1--- Dr. Jamie Byrne	N	0
84	University of Arkansas at Pine Bluff P.O. Box 4975 - 1200 N. University Drive Pine Bluff , Arkansas Phone : (870) 575-8461 Email : jonesm@uapb.edu Fax : 1-870-575-4606 Mary Jones	N	0
85	University of Memphis Tennessee Phone : Email : jwebb2@memphis.edu Fax : 1--- Career Services	N	0
86	University of Memphis Placement Services Placement Counselor Scates Hall, Room 315 Memphis, Tennessee 38152 Phone : 901-678-2239 Email : Fax : 1-901-678-4836 Jean Moore	N	4
87	University of Mississippi Career Center 234 Martindale Hall University, Mississippi 38677 Phone : 662-915-7174 Url : www.hireolemissrebs.com Email : Fax : 1-662-915-7759 Amanda Walker	N	0

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<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>
88	University of Tennessee, College of Communications – Broadcasting Dept 100 Dunford Hall Knoxville, Tennessee Phone : (865) 974-2149 Url : <a href="http://www.utk.edu/contact/">http://www.utk.edu/contact/</a> Email : <a href="mailto:avenable@utk.edu">avenable@utk.edu</a> Fax : 1-865-974-6497 Allison Beck	N	0
89	Unknown Referral Source <sup>3</sup>	N	1
90	UT Health Science Center Student Employment Office 62 S Dunlap Memphis, Tennessee 38163 Phone : 901-448-4796 Email : Fax : 1-901-448-7750 Career Services	N	0
91	Victory University Student Employment Office 255 North Highland Ave Memphis, Tennessee 38111 Phone : 901-320-9710 Email : <a href="mailto:whoward@victory.edu">whoward@victory.edu</a> Fax : 1-901-320-9709 Career Services	N	0
92	Walk In/Self Referral	N	10
93	Website Advertisement <sup>4</sup>	N	2
94	<a href="http://www.Careerbuilder.com">www.Careerbuilder.com</a> 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : Email : Fax : Career Services	N	1

<sup>3</sup> Upon inquiry from the SEU, this interviewee were unable to identify the source from which he had been referred.

<sup>4</sup> Upon inquiry from the SEU, these interviewees identified "Website Advertisement" as their referral source. The interviewees did not provide further details regarding the website from which they had been referred.

**KJMS (FM), KWNW (FM), WDIA (AM), WEGR (FM), WHAL-FM, WHRK (FM),  
WREC (AM)**

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**April 1, 2011 - March 31, 2012**

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<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>
95	www.Linkedin.com ( <i>station advertisement</i> ) 2029 Stierlin Ct Mountain View, California 94043 Phone : 0000000000 Url : http://linkedin.com Email : Fax : Internet Internet	N	1
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>111</b>

**KJMS (FM), KWNW (FM), WDIA (AM), WEGR (FM), WHAL-FM, WHRK (FM),  
WREC (AM)**

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**April 1, 2011 - March 31, 2012**

**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	5/4/2011	Participation in events or programs sponsored by educational institutions	Our SEU participated in a Career Day at Shadowlawn Middle School. At the event, we discussed careers in broadcasting with students and answered students' questions regarding the broadcast industry.	1	Producer-KWNW(FM)
2	5/10/2011	Participation in events or programs sponsored by educational organizations	On May 10, 2011, our Director of Sales attended the NAB/NABOB Media Sales Institute at Florida A&M University and presented a seminar entitled "How a Broadcast Sales Department Works." The program is for graduating college or university seniors from around the country to provide an entree into media sales for talented students of diverse backgrounds. Students had the opportunity to ask questions about careers in broadcasting.	1	Director of Sales
3	6/8/2011	Participate in Job Fair	Our SEU participated in the Job News Job Fair at Memphis Hilton Hotel. At the fair we sponsored and manned a booth and answered participants questions. We also advertised the event on-air and allowed our logos to be used in promotional literature.	1	General Sales Manager
4	1/31/2012	Provision of training to management	Our General Sales Managers participated in a Clear Channel-sponsored online training course facilitated by the company's HR department focusing on the hiring process and avoiding discriminatory practices.	2	General Sales Managers
5	Throughout reporting period	Establishment of an internship program	Our SEU hosts an on-going internship program for college and high school students. During this reporting period, one student from the University of Memphis interned at station WDIA. The intern had the opportunity to experience how a radio station operations "behind the scenes."	1	Director of Promotions and Marketing