

**WQSM(FM), WRCQ(FM), WFNC(AM), WFVL(FM), WMGU(FM)  
EEO PUBLIC FILE REPORT  
August 1, 2010 – July 31, 2011<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>
Traffic Manager	2, 4-9, 28, 31, 33-34, 39, 42	33
WRCQ Program Director	1-2, 4-9, 28, 31, 39	28
Production Director	1-2, 4-29, 31, 33, 39-41	28
WRCQ Program Director	1, 4-29, 31, 33, 39, 41	31
Sales Manager	2, 4-9, 28, 32-34, 36, 39	36
Sales Representative	2, 4-9, 28, 32-34, 39	32
Sales Representative	2, 4-9, 28, 32-34, 39, 43	43
Sales Representative	2, 4-9, 28, 32-34, 39	34
Sales Representative	2, 4-29, 32-34, 37, 39-41	37

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<sup>1</sup> This Report provides recruitment activity collected from July 22, 2010 through July 21, 2010

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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>All Access Music Group</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	N	2
2	<b>Employment Security Commission</b> 414 Ray Avenue Fayetteville, NC 28301	N	6
3	<b>Fayetteville Observer</b> 458 Whitfield Street Fayetteville, NC 28306	N	0
4	<b>Fayetteville State University</b> 2520 Murchison Road Fayetteville, NC 28301	N	0
5	<b>Fayetteville Technical Community College</b> 2201 Hull Road Fayetteville, NC 28303	N	0
6	<b>Methodist University</b> 5400 Ramsey Street Fayetteville, NC 28311	N	0
7	<b>Troy State University</b> 811 Stamper Road Fayetteville, NC 287303	N	0
8	<b>University of NC Pembroke</b> PO Box 1510 Pembroke, NC 28372	N	0
9	<b>Ohio Center for Broadcasting</b> 5330 East Main Street Suite 200 Columbus, OH 43213	Y	1
10	<b>North Carolina State University</b> 2100 Pullen Hall PO Box 7303 Raleigh, NC 27695	N	0
11	<b>Campbell University Fort Bragg</b> PO Box 567 Buies Creek, NC 27506	N	0
12	<b>Employment Security Commission</b> 118 West Fifth Street Lumberton, NC 28358	N	0
13	<b>Central Carolina Community College</b> 1105 Kelly Drive Sanford, NC 27330	N	0
14	<b>UNC Chapel Hill</b> CB 3365 Chapel Hill, NC 27599	N	0
15	<b>Winston Salem State University</b> 601 Martin Luther King Drive Winston Salem, NC 27110	N	0
16	<b>Duke University</b> PO Box 90950 Durham, NC 27708	N	0

<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>
17	<b>Campbell University</b> PO Box 70659 Fort Bragg, NC 28307	N	0
18	<b>Lumbee Regional Development Association</b> PO Box 68 Pembroke, NC 28372	N	0
19	<b>Robeson Community College</b> Hwy 301N Lumberton, NC 28359	N	0
20	<b>Campbell University</b> Dean for Student Relations PO Box 218 Buies Creek, NC 27506	N	0
21	<b>North Carolina Central University</b> PO Box 19585 Curham, NC 27707	N	0
22	<b>Wake Forest University</b> PO Box 7427 Reynolds Hall Room 8 Winston Salem, NC 27109	N	0
23	<b>Fayetteville NAACP</b> PO Box 364 Fayetteville, NC 28302	N	1
24	<b>Shaw University</b> Placement Office 118 E. South Street Raleigh, NC 27611	N	0
25	<b>St. Augustine's College</b> 1315 Oakwood Avenue Raleigh, NC 27610	N	0
26	<b>North Carolina Association of Broadcasters</b> PO Box 627 Raleigh, NC 27602	N	0
27	<b>UNC School of Journalism &amp; Mass Communications</b> CB 3365 Carroll Hall Chapel Hill, NC 27599	N	0
28	<b>Cumulus Business Managers</b> <i>(company-wide email distribution list)</i>	N	4
29	<b>Campbell University Career Advisor</b> PO Box 218 Buies Creek, NC 27509	N	0
30	<b>Job Fairs</b> <i>(see Section III)</i>	N	0
31	<b>Word-of-Mouth Referral</b>	N	6
32	<b>Walk In/Self-Referral</b>	N	5
33	<b>Station Website Posting</b> <i>(one or more SEU stations)</i>	N	11
34	<b>Station On Air Announcements</b> <i>(one or more SEU stations)</i>	N	33
35	<b>Cumulusjobs.com</b>	N	0
36	<b>Inside Radio</b>	N	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
37	<b>Station Open House</b> ( <i>see Section III</i> )	N	1
38	<b>Monster.com</b>	N	0
39	<b>Station Internal Job Posting</b> ( <i>main lobby</i> )	N	5
40	<b>Pipeline NC</b> www.pipelinenc.com	N	0
41	<b>Fayettevillehelpwanted.com</b>	N	1
42	<b>Craigslist</b> www.fayetteville.craigslist.org	N	1
43	<b>Internal Transfer/Promotion</b>	N	1
<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>
1	Host In-House Job Fair	On June 6, 2011, our station employment unit held an “Open House” job fair, soliciting anyone interested in learning more about radio sales as a career. Attendees were given a tour of the stations and an opportunity to discuss radio sales with station personnel. Our stations also publicized this event on air. Station participants include our Director of Sales, Business Manager, Promotions Director and two Sales Representatives.
2	Participate in job/career fair	On March 16, 2011, our SEU participated in the Fayetteville Technical Community College Career Fair. Station participants included our Promotions Department and Director of Sales, who had an opportunity to meet with graduating students and talk to them on an individual basis. Our station representatives were able to demonstrate our presentation about a career in radio to interested attendees.
3	Management-level training regarding equal employment opportunity and preventing discrimination	On January 20, 2011, our Market Manager and Business Manager participated in a comprehensive telephonic training session regarding the FCC’s EEO rules presented by our outside communications counsel.
4	Internship program	During this reporting period, this SEU hosted three (3) interns, one (1) from Fayetteville State University for a Fall internship and two (2) from the University of North Carolina at Pembroke for a Summer internship. Our program gives a comprehensive look at our industry through hands on experience. Our project handbook gives each intern a chance to interface with key managers and employees to gain an understanding of our internal operations and how all departments come together to create our product and services.