

**WRCQ(FM)/WQSM(FM)/WFVL(FM)/WFNC(AM)/WFNC-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2007 – July 31, 2008<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>
Telemarketing Specialist / Web Based	1, 3, 4, 5, 6, 7, 8, 9, 11, 14	11
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 11, 14	1
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 11, 14	1
Account Executive – Cluster	1, 3, 5, 6, 7, 8, 9, 11, 14	1
Account Executive – Cluster	1, 3, 5, 6, 7, 8, 9, 11, 14	1
Account Executive – Cluster	1, 3, 5, 6, 7, 8, 9, 11, 14, 16	16
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14	13
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14	1
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 16	16
Account Executive – Cluster	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14	10

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<sup>1</sup> This report provides recruitment data collected from July 22, 2007 through July 21, 2008.

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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>Word-of-Mouth Referral</b>	N	7
2	<b>All Access Music Group</b> Via web: <a href="http://www.allaccess.com">www.allaccess.com</a>	N	0
3	<b>Employment Security Commission</b> 414 Ray Avenue Fayetteville, NC 28301 PH: (910) 486-1010 Via Fax: Attn: Job Banks (910) 484-5155	N	2
4	<b>Fayetteville Observer</b> 458 Whitfield Street Fayetteville, NC 28301 PH: (910) 678-9000 Via Fax: Attn: Sandy, Classifieds (910) 323-1451	N	0
5	<b>Fayetteville State University</b> 2520 Murchison Road Fayetteville, NC 28301 PH: (910) 672-1205 Via E-Mail: <a href="mailto:careerservices@uncfsu.edu">careerservices@uncfsu.edu</a>	N	0
6	<b>Fayetteville Tech. Community College</b> 2201 Hull Road Fayetteville, NC 28303 PH: (910) 678-8418 Attn: Karen Atkinson	N	0
7	<b>Methodist University</b> 5400 Ramsey Street Fayetteville, NC 28311 PH: (910) 630-7279 Via E-mail to Guy Stewart, Career Services <a href="mailto:gstewart@methodist.edu">gstewart@methodist.edu</a>	N	0
8	<b>Troy State University</b> 811 Stamper Road Fayetteville, NC 28303 PH: (910) 484-6839 Attn: Marketing & Enrollment	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>
9	<b>UNC Pembroke</b> 1 University Dr. PO Box 1510 Pembroke, NC 28372 PH: (910) 521-6270 Via E-mail to Brenda Bullard brenda.bullard@uncp.edu	N	0
10	<b>Cumulusjobs.com</b>		2
11	<b>Station On-Air Announcements</b> (one or more SEU stations)	N	10
12	<b>Station Websites</b> (one or more SEU stations)	N	0
13	<b>Job Fair</b>	N	1
14	<b>Internal Job Posting</b> (station bulletin board(s))	N	2
15	<b>Radio Sales Today</b> Via web: <a href="http://www.rab.com">www.rab.com</a>	N	0
16	<b>Previous Employee / Re-hire</b>	N	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			26

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Internship Program	<p>May – Aug 2008 (3 interns)</p> <ol style="list-style-type: none"> <li>1) Northeastern University</li> <li>2) St. Bonaventure University</li> <li>3) UNC Pembroke</li> </ol> <p>Our goal is to give a comprehensive look at our industry through hand on experience. Whether our interns choose a career in radio or not, understanding how this medium works will greatly enhance their effectiveness in communications related career. A Cumulus handbook is provided for each participating intern. Within the handbook is a list of projects in each department for each intern to execute. These projects give them a chance to interface with our key managers and employees. Interns will learn first hand what drives &amp; inspires each department &amp; learn how it all comes together.</p>
<b>2</b>	Participated in Job Fair	<p>On March 13, 2008 participated in the Methodist University 2008 Career Connection Business and Government Job Fair. The career fair is coordinated with Campbell University &amp; students from neighboring colleges.</p>
<b>3</b>	Participated in Job Fair	<p>On March 14, 2008 participated in Fayetteville Technical Community College Career Day 2008. This event was an opportunity to meet graduating students &amp; talk with them on an individual basis. It was conducted in tandem with the career day held at Methodist University.</p>
<b>4</b>	Host Job Fair	<p>On April 1, 2008 hosted the Career Advancement Fair, presented by Fayetteville State University. This event was an opportunity to meet with area business owners and area colleges.</p>
<b>5</b>	Management level training regarding equal employment opportunity & preventing discrimination.	<p>On April 4, 2008 Market Manager &amp; Business Manager participated in EEO compliance.</p>

