

## **EEO PUBLIC FILE REPORT**

This EEO Public File Report is filed in Station WERO-FM / WRNS-FM / WRNS-AM / WXQR-FM / WQSL-FM / WQZL-FM / WSSM-FM / WANG - AM public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 31, 2008, the station filled the following full-time vacancies:

- 1. Account Executive**
- 2. Account Executive**
- 3. Account Executive**
- 4. Account Executive**
- 5. Account Executive**
- 6. Local Sales Manager**
- 7. Director of Sales**
- 8. Chief Engineer**
- 9. WRNS On-Air, Mid Day**
- 10. WRNS On-Air, Mid Day**
- 11. WXQR Program Director**

The station interviewed a total of **60** people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

Source	Interviewees
Station Websites	0
Corporate Website	1
Coastal Carolina Community College	1
On-Air Ads	0
Hiring Seminar	0
Open House	6
Carteret County Job Fair	0
East Carolina Help Wanted.com	3
NCAB	0
NAB	1
Radio Sales Today	20
ECU Job Fair	0
ECU Career Connection	0
Onslow County Job Fair	7
Self Referral	2
Unknown	0
Industry Referral	15
Internal Candidates	0
Society of Broadcast Engineers	4
All Access	0

Attachment A contains the following information for each full-time vacancy:

- Ø The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- Ø The recruitment source that referred the hiree for each full-time vacancy;
- Ø The total number of persons interviewed for each full-time vacancy; and
- Ø The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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**ATTACHMENT A**  
**EEO INFORMATION FOR FULL-TIME**  
**VACANCIES**

**EEO INTERNAL JOB VACANCY SUMMARY FORM**

**A. Full-Time Vacancy Filled**

- 1. Radio Sales Today
- 2. EastCarolinaHelpWanted.com
- 3. Industry Referral
- 4. East Carolina Help Wanted
- 5. Industry Referral

**Vacancy Number:**

**#1, #2, #3, #4, #5**

**Source**

- 1. September 10, 2007
- 2. March 18, 2008
- 3. May 1, 2008
- 4. June 9, 2008
- 5. July 14, 2008

**Job Title:**

**Account Executive**

**Date Filled:**

**B. Recruitment Referral Sources**

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
Station Websites	Kerri Nicholson		252-639-7946	12	0	0
NextMedia Corporate Website	Diana Kimmons	<a href="mailto:dkimmons@nextmediagroup.net">dkimmons@nextmediagroup.net</a>		5	1	0
Coastal Carolina Community College	Jeff Nardo	<a href="http://www.ecampusrecruiter3.com">www.ecampusrecruiter3.com</a>	910-938-6373	4	1	0
On Air	Kerri Nicholson	1361 Colony Drive New Bern, NC 28562	252-639-7946	14	0	0
Hiring Seminar	Tony Denton	1361 Colony Drive New Bern, NC 28562	252-639-7922	0	0	0
Open House	Tony Denton	1361 Colony Drive New Bern, NC 28562	252-639-7922	8	6	0
Carteret County Job Fair	Tony Denton	Lynn Alred Carteret news Times		10	0	0
East Carolina Help Wanted.com	Kerri Nicholson	<a href="http://www.eastcarolinahelpwanted.com">www.eastcarolinahelpwanted.com</a>		53	3	2
NCAB	Kerri Nicholson	<a href="mailto:associationinfo@bellsouth.net">associationinfo@bellsouth.net</a>		0	0	0
Radio Sales today	Kerri Nicholson			20	13	1
ECU Job Fair	Catrina Davis	701 E 5th Street Greenville, NC	252-328-6050	5	0	0
ECU Career Connection	Catrina Davis	701 E5th Street Greenville, NC	252-328-6050	8	0	0
Onslow County Job Fair	Kevin Forsythe		910-938-6341	16	7	0
Self Referral				12	2	0
Unknown				17	0	0
Industry Referral				22	11	2

**EEO INTERNAL JOB VACANCY SUMMARY FORM**

**A. Full-Time Vacancy Filled**

**Vacancy Number:** #6 **Source** **Radio Sales Today**

**Job Title:** Local Sales Manager **Date Filled:** September 10,2008

**B. Recruitment Referral Sources**

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
RAB Radio Sales Today	Mark Levy	-		22	4	1
NAB		1771 N. Street Washington, DC 20036 <a href="http://nab.org">nab.org</a>		1	0	0
NCAB		-		0	0	0
East Carolina Help Wanted		<a href="http://eastcarolinahelpwanted.com">eastcarolinahelpwanted.com</a>		5	0	0
NextMedia Croporate Website	Dianna Kimmons	<a href="mailto:dkimmons@nextmediagroup.net">dkimmons@nextmediagroup.net</a>		1	0	0
Industry Referral		-		0	0	0

**A. Full-Time Vacancy Filled**

**Vacancy Number:** #7 **Source** **Internal Candidate**

**Job Title:** Director of Sales **Date Filled:** November 7, 2007

**B. Recruitment Referral Sources**

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
RAB Radio Sales Today	Mark Levy			14	3	0
NAB	Karen Hunter	1771 N. Street Washington, DC 20036 <a href="http://nab.org">nab.org</a>	202-429-5300	1	1	0
NCAB		<a href="mailto:jobbank@ncbroadcast.com">jobbank@ncbroadcast.com</a>	919-821-7300	0	0	0
NextMedia Group Website	Diana Kimmons	<a href="mailto:dkimmons@nextmediagroup.net">dkimmons@nextmediagroup.net</a>		0	0	0
Internal Candidates				1	1	1

**EEO INTERNAL JOB VACANCY SUMMARY FORM**

**A. Full-Time Vacancy Filled**

<b>Vacancy Number:</b>	<b>#8</b>	<b>Source:</b>	<b>Society of Broadcast Engineers</b>
<b>Job Title:</b>	<b>Chief Engineer</b>	<b>Date Filled:</b>	<b>1/8/2007</b>

**B. Recruitment Referral Sources**

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	Number of Referrals	Number of Interviews	Referral Hired?
Society of Broadcast Engineers		<a href="http://www.sbe.org">www.sbe.org</a>		4	4	1

**EEO INTERNAL JOB VACANCY SUMMARY FORM**

**A. Full-Time Vacancy Filled**

<b>Vacancy Number:</b>	<b>#9</b>	<b>Source</b>	<b>Internal Candidate</b>
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<b>Job Title:</b>	<b>Mid Day On Air</b>	<b>Date Filled:</b>	<b>1/29/2008</b>
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**B. Recruitment Referral Sources**

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
ncab job bank				0	0	0
nab job bank		1771 N. Street Washington, DC 20036 <a href="http://nab.org">nab.org</a>		1	0	0
NextMedia Corporate Website	Dianna Kimmons	<a href="mailto:dkimmons@nextmediagroup.net">dkimmons@nextmediagroup.net</a>		0	0	0
Internal Posting WARNS bulletin board	Kerri Nicholson			2	2	1
All Access		<a href="http://Allaccess.com">Allaccess.com</a>		6	0	0



**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Station WRNS AM/FM, WERO-FM, WSSM-FM, WANG-AM WXQR-FM, WQSL/WQZL –FM, has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
[*]1.	Job Fair Participation	Had Booth with Hiring Sales Manager, handed out job descriptions and collected applications on 8/29/08 at the Onslow County Job Fair, on 2/13/08 for the ECU Spring Job Fair and 10/4/07 for the Fall ECU Job Fair and on 3/6/08 at the Carteret County Job Fair.
5	Internship Program	1 Intern per quarter who works apprx. 10 hours per week in all different departments
16	Hiring Seminar	Held an open interview session that was advertised on all stations on the air where people were invited to show up on 3/31/08 between 4pm-7pm at the Sheraton in New Bern, NC to learn more about broadcast and the opportunities the industry and NextMedia offers
16	Open House	Held an open house at the Greenville Sales office on where the GM and SM were on site. The open house was advertised on all stations. Listeners were invited to call and set up appointments to come in learn about positions available for NextMedia

\* For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.