

**WGNI-FM, WWQQ-FM, WMNX-FM, WKXS-FM and WAAV-AM
EEO PUBLIC FILE REPORT
August 1, 2017-July 31, 2018**

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Representative	1, 5-10, 12-15, 17-20, 24, 27, 29-33, 35	27
Sales Representative	1, 5-10, 12-15, 17-20, 24, 27, 29-33, 35	13
Sales Representative	2-4, 13-15, 24, 27-29, 31-33, 35	27
Sales Representative	1, 5-10, 12-15, 17-20, 24, 27, 29-33, 35	15
Digital Account Executive	4, 13-15, 24-27, 29, 31-33, 35	27
Sales Assistant	1, 5-10, 12-15, 17-20, 24, 27, 29-33, 35	15
Chief Engineer	13, 15, 25, 27, 31-35	15

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
13	Zip Recruiter Website 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	5
14	Internal Posting	N	0
15	HRM Direct Cumulus.com	N	25
16	Walk-In/Self-Referral	N	0
17	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
18	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0
19	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
20	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
21	Wilmington Star News www.starnewsonline.com	N	0
22	Craig's List www.wilmington.craigslist.org	N	0
23	Urban Insite Website www.uUrbaninsite.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Ohio Center for Broadcasting-Columbus 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
25	Employee Referral	N	5
26	Inside Radio Website www.insideradio.com	N	0
27	Indeed Website www.indeed.com	N	8
28	Internal Transfer/Promotion	N	0
29	Linked In Website www.linkedin.com	N	1
30	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@scnc.edu	N	0
31	Simply Hired www.simplyhired.com	N	0
32	Glass Door www.glassdoor.com	N	0
33	Link Up www.linkup.com	N	2
34	Society of Broadcast Engineers www.sbe.org	N	1
35	Monster www.monster.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			47

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On February 21, 2018, this SEU participated in University of North Carolina at Wilmington CareerFest, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager, Business Manager, Sales Manager and Promotions Director.
2	Host Job Fair	On July 26, 2018, this SEU hosted Careers in Radio Job Fair, 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.
3	Establishment of a mentoring program for station personnel	During the month of June, 2018, SEU employees were given the opportunity to participate in a cluster-wide mentoring program. Each employee received an email inviting them to participate and choose the position they would like to receive mentoring. Positions/Departments included: Board Operator, Sales, Production, Business, Market Manager, On-Air personality, Promotions, Traffic, Engineering, and Programming. Ten employees attended 10 60-minute, hands-on sessions.
4	Provide training to management-level personnel as to methods of ensuring equal employment opportunities and preventing discrimination.	On July 10, 2018 the SEU’s management team participated in an Employment Training seminar on Recruitment, EEO & Non-Discrimination, and laws relating to best hiring practices. Each manager left the session with a copy of the presentation to review and refer to as needed.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On November 16, 2017, one of our SEU's Program Directors participated in Career Day at Rachel Freeman Elementary School in Wilmington, NC. 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.
6	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 16, 2017, one of our SEU's Program Directors participated in Black History Month/Career Day at Forest Hills Elementary School, Wilmington, NC. 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.
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 28, 2018 one of our SEU's Program Directors participated in a Black History Month/Career Day at Castle Hayne Elementary School, Wilmington, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
8	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On March 2, 2018, one of our SEU's Program Directors participated in a Career Day at College Park Elementary, Wilmington, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
9	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On May 8, 2018, one of our SEU's Program Directors participated in a Career Day/Poetry Reading at Murray Middle School, Wilmington, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
10	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On May 21, 2018, one of our SEU's Program Directors participated in an End of Grade Testing Rally at Tabor city Middle School, Tabor City, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
11	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On May 21, 2018, one of our SEU's Program Directors participated in an End of Grade Testing Rally at Chadbourn Middle School, Chadbourn, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
12	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On May 29, 2018, one of our SEU's Program Directors gave an End of Grade Speech/Career Speech at Rachel Freeman Elementary, Wilmington, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
13	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On June 6, 2018, one of our SEU's Program Directors participated in a Career Day Finale at Williston Middle School, Wilmington, NC, during which he spoke about the radio broadcasting industry and the various career opportunities in broadcasting.
14	Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	July 14-July 31, 2018, SEU broadcast Where Every Voice Matters Radio Advertising Campaign, educating our local community about the employment opportunities in radio broadcasting. Six different radio recruitment commercials were produced featuring actual SEU employees talking about the job opportunity and what it is like to work in radio. All spots were aired equally.
15	Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	August 1, 2017-February 28, 2018, SEU was the exclusive sponsor of The University of North Carolina at Wilmington's Soaring Partners Program. Through this partnership the SEU sponsors the UNCW Career Center to connect and assist students in obtaining employment in the radio broadcast industry. The SEU's Market Manager and Promotions Director are members on the Career Center Advisory Board.