

**WWDM(FM), WHXT(FM), WMFX(FM), WARQ(FM), WOIC(AM),  
WSCZ(FM)**

**EEO PUBLIC FILE REPORT**

**August 1, 2015-July 31, 2016**

**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	1-10, 13, 16-17, 19-20	20
Marketing Coordinator/NTR Manager	1-10, 13, 16-17, 19-20	20
Chief Engineer	1-10, 17-20	17
Account Executive	1-10, 14, 16-17, 19-20	20
Business Manager	1-10, 13, 16-17, 19-20	20
WMFX Program Director	1-10, 13, 16-17, 19-20	17

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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>Columbia Urban League</b> 1400 Barnwell Street, Columbia, SC 20201 803-799-8150 Contact: Regina LaBrew info@columbiaurbanleague.org	No	0
2	<b>Morris College</b> 100 W. College Street, Sumter, SC 29150 803-934-3191 Contact: Deloris Woodward dwoodward@morris.edu	No	0
3	<b>South Carolina State University</b> Human Resources P. O. Box 7155, Orangeburg SC 29117 803-536-7000 humanresources@scsu.edu	No	0
4	<b>Allen University</b> 1530 Harden Street, Columbia, SC 29204 803-254-4165 Contact: Cynthia Eubank/VP of Student Affairs humanresources@allenuniversity.edu	No	0
5	<b>Benedict College</b> Harden & Blanding Street, Columbia, SC 29204 803-705-2220 Contact: Dr. Herman Howard howardh@benedict.edu	No	0
6	<b>Greater Columbia Community Relations</b> P.O. Box 1360, Columbia, SC 29202 803-733-1130 Contact: Darlene Preston info@comrelations.com	No	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>
7	<b>Midlands Technical College</b> P.O. Box 2408, Columbia, SC 29202 803-822-3321 Contact: Sarah Trice trices@midlandstech.edu	No	0
8	<b>South Carolina Broadcasters Association</b> One Harbison Drive, Columbia, SC 29210 803-732-1186 Contact: Joy Henderson joy@scba.net	No	0
9	<b>University of South Carolina</b> 900 Assembly Street, Columbia, SC 29208 803-777-3821 Contact: Michael Cantelmi ruffad@mailbox.sc.edu	No	0
10	<b>Black News</b> 1310 Harden St. Columbia, SC 29204 803-799-5252 Contact: Jim Edwards scbnews@aol.com	No	0
11	<b>Urban Insite</b> www.Urbaninsite.com	No	0
12	<b>All Access</b> www.allaccess.com	No	0
13	<b>Indeed</b> www.Indeed.com	No	3
14	<b>Linked-In</b> www.linkedin.com	No	1
15	<b>Job Fairs</b> ( <i>see Section III</i> )	No	
16	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> )	No	6
17	<b>Alpha Media Careers Website</b> www.alphamediausa.com/careers	No	6
18	<b>Society of Broadcast Engineers</b> www.sbe.org	No	7
19	<b>Internal Posting</b>	No	0
20	<b>Word-of-Mouth Referral</b>	No	11
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>34</b>

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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	Our internship program is designed to help members of the community acquire the skills necessary for broadcast employment. During this reporting period our SEU hosted one student intern attending Benedict College. This intern was supervised by our Promotions Director, who made arrangements for the student to “shadow” members of our Programming, Promotions and Sales departments. Additionally, the intern participated in community events with SEU staff.
<b>2</b>	Participate in Job Fair	On March 20, 2016, our SEU participated in a job fair sponsored by University of South Carolina School of Journalism in Columbia, South Carolina. SEU participants included our Director of Sales and Promotions Director, who spoke with attendees about career opportunities in radio as well as job openings and internships within the SEU.
<b>3</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 25, 2016, our SEU participated in a career fair at Carver Lyon Elementary School. SEU representatives spoke with students/attendees about how a radio station operates and what their jobs entail. SEU participants included our Promotions Director, On-Air Personalities and Program Director.
<b>4</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On March 25, 2016, our SEU participated in a career fair at Sandel Elementary School. SEU representatives spoke with students/attendees about how a radio station operates and what their jobs entail. SEU participants included a number of our DJs and On-Air Personalities as well as the Promotions Director.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>5</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting Participate in Job Fair	On April 7, 2016, our SEU participated in a career fair at Conder Elementary School. SEU representatives spoke with students/attendees about how a radio station operates and what their jobs entail. SEU participants included a number of our On-Air Personalities and members of our Promotions Department.
<b>6</b>	Participate in Job Fair	On April 7, 2016, our SEU participated in a career fair sponsored by the Columbia, South Carolina Urban League. SEU representatives spoke with attendees about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included a number of our On-Air Personalities as well as our Promotions Coordinator and Program Director.
<b>7</b>	Participate in Job Fair	On April 8, 2016, our SEU participated in a job fair sponsored by the South Carolina Broadcasters Association held at The National Guard Armory. SEU representatives spoke with attendees about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included our Program and Promotions Director and a number of our Account Executives.
<b>8</b>	Participate in Job Fair	On May 6, 2016, our SEU participated in a job fair sponsored by Centura College in Columbia, South Carolina. SEU representatives spoke with attendees about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included our Promotions Director and a number of our Account Executives
<b>9</b>	Management-level training regarding equal employment opportunity and preventing discrimination	On April 18, 2016, our SEU's Business Manager and Chief Engineer took part in an interactive training webinar presented by Alpha's FCC counsel, Wiley Rein LLP, regarding compliance with the FCC's EEO rules entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts & Bolts for Alpha Media."