

EEO PUBLIC FILE REPORT

To be placed in the Public File annually on the anniversary of the deadline for filing station's license renewal application

Stations Covered by This Report:	_____	WBT(AM) - Charlotte, NC; WBT-FM - Chester, SC; WLNK(FM) - Charlotte, NC
Reporting Period:	_____	July 23, 2010 - July 22, 2011
EEO Contact Person:	_____	K. Suddreth, Human Resource Manager, 704-374-3802

A. Full-Time Vacancies Filled During the Reporting Period

	<u>Job Title</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
1.	Account Executive - WBT	8/16/2010	Employee Referral
2.	Program Director - WLNK	10/22/2010	Industry Referral
3.	National Sales Manager	10/25/2010	Employee Referral
4.	Account Executive - WLNK	4/1/2011	Internal Posting
5.	On-Air Talent - WBT	6/27/2011	Employee Referral

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1.	<u>Job Title:</u>	<u>Account Executive - WBT</u>			<u>Interviewees</u>
	<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Phone No.</u>	<u>Referred</u>
	Greater Providence Baptist Church *	Brenda Meadows	2000 Milton Rd, Charlotte, NC 28215	704-532-6228	0
	Crisis Assistance Ministry *	Louise Walker	19831 Henderson Road, Cornelius, NC 28031	704-896-2037	0
	Mecklenburg County Women's Commission *	Dorothy Alexander	700 N. Tryon Street, Charlotte, NC 28292	704-336-4309	0
	Wingate University *	Website Posting	http://wingate-csm.symplicity.com/employers	704-233-8024	0
	NC Employment Security Commission *	Jack Stollery	5601 Executive Ctr Dr, Charlotte, NC 28212	704-531-5037	0
	Mecklenburg County Work First *	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	0
	Queens University *	Andrea Alford	1900 Selwyn Avenue, Charlotte, NC 28274	704-337-2447	0
	Johnson C. Smith University *	Barbara D. Wilks	100 Beatties Ford Road, Charlotte, NC 28216	704-378-1042	0
	Winston-Salem State University *	Carmen Berrier	601 MLK Jr. Drive, Winston-Salem, NC	336-750-3240	0
	Belmont Abbey College *	Matt Caporale	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873	0
	Latin American Coalition *	Laura Dahlberg	1020 E. 35th Street, Charlotte, NC 28205	704-531-3848	0
	BRIDGE Jobs Program *	Frances Stitt	800 Briar Creek Road, Charlotte, NC	704-377-5371	0
	Freedom Drive Goodwill Industries *	Angela Mercer	2122 Freedom Drive, Charlotte, NC 28206	704-372-3434	0
	Greater Media Website	Webmaster	http://www.greatermedia.com	781-348-8600	0
	NC Association of Broadcasters	Website Posting	http://ncbroadcast.com		0
	Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	3
	Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	4
	All Access	Website Posting	http://www.allaccess.com		0
	Radio Online	Website Posting	http://jobs.radio-online.com		0
	AWRT	Website Posting	http://awrt.org/careers/jobs		0
	Greater Media Philadelphia	HR Coordinator	1 Bala Plaza, Bala Cynwyd, PA 19004	610-667-8500	0
	Greater Media Boston	HR Coordinator	55 Morrissey Blvd, Boston, MA 02125	617-822-9600	0
	Greater Media Detroit	HR Coordinator	One Radio Plaza, Ferndale, MI 48220	248-591-6800	0
	Greater Media New Jersey	HR Coordinator	78 Veronica Avenue, Somerset NJ 08873	732-249-2600	0

2.	<u>Job Title:</u>	<u>Program Director - WLNK</u>			<u>Interviewees</u>
	<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Phone No.</u>	<u>Referred</u>
	Greater Providence Baptist Church *	Brenda Meadows	2000 Milton Rd, Charlotte, NC 28215	704-532-6228	0
	Crisis Assistance Ministry *	Louise Walker	19831 Henderson Road, Cornelius, NC 28031	704-896-2037	0
	Mecklenburg County Women's Commission *	Dorothy Alexander	700 N. Tryon Street, Charlotte, NC 28292	704-336-4309	0
	Wingate University *	Website Posting	http://wingate-csm.symplicity.com/employers	704-233-8024	0
	NC Employment Security Commission *	Jack Stollery	5601 Executive Ctr Dr, Charlotte, NC 28212	704-531-5037	0
	Mecklenburg County Work First *	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	0
	Queens University *	Andrea Alford	1900 Selwyn Avenue, Charlotte, NC 28274	704-337-2447	0
	Johnson C. Smith University *	Barbara D. Wilks	100 Beatties Ford Road, Charlotte, NC 28216	704-378-1042	0
	Winston-Salem State University *	Carmen Berrier	601 MLK Jr. Drive, Winston-Salem, NC	336-750-3240	0
	Belmont Abbey College *	Matt Caporale	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873	0
	Latin American Coalition *	Laura Dahlberg	1020 E. 35th Street, Charlotte, NC 28205	704-531-3848	0
	BRIDGE Jobs Program *	Frances Stitt	800 Briar Creek Road, Charlotte, NC	704-377-5371	0

* Sources marked with an asterisk have requested notice of vacancies at the Employment Unit. Note that, although Fayetteville State University (FSU) requested notice of vacancies at the Employment Unit, during the reporting period FSU stopped taking email submissions and requested that all notices be submitted through a website. Due to technical problems, the Employment Unit has been unable to submit notices through FSU's designated website. The notice sent to FSU that resulted in hiring a National Sales Manager (vacancy 3) was actually submitted to FSU before FSU stopped accepting email submissions.

Freedom Drive Goodwill Industries *	Angela Mercer	2122 Freedom Drive, Charlotte, NC 28206	704-372-3434	0
Greater Media Website	Webmaster	http://www.greatermedia.com	781-348-8600	0
NC Association of Broadcasters	Website Posting	http://ncbroadcast.com		0
Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	2
Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	1
All Access	Website Posting	http://www.allaccess.com		3
Radio Online	Website Posting	http://jobs.radio-online.com		0
TVandRadioJobs.com	Website Posting	www.tvandradiojobs.com		0
Greater Media Philadelphia	HR Coordinator	1 Bala Plaza, Bala Cynwyd, PA 19004	610-667-8500	0
Greater Media Boston	HR Coordinator	55 Morrissey Blvd, Boston, MA 02125	617-822-9600	0
Greater Media Detroit	HR Coordinator	One Radio Plaza, Ferndale, MI 48220	248-591-6800	0
Greater Media New Jersey	HR Coordinator	78 Veronica Avenue, Somerset NJ 08873	732-249-2600	0

3. Job Title:

National Sales Manager

Source	Contact Person	Address	Phone No.	Interviewees Referred
Greater Providence Baptist Church *	Brenda Meadows	2000 Milton Rd, Charlotte, NC 28215	704-532-6228	0
Crisis Assistance Ministry *	Louise Walker	19831 Henderson Road, Cornelius, NC 28031	704-896-2037	0
Mecklenburg County Women's Commission *	Dorothy Alexander	700 N. Tryon Street, Charlotte, NC 28292	704-336-4309	0
Wingate University *	Website Posting	http://wingate-csm.symplicity.com/employers	704-233-8024	0
NC Employment Security Commission *	Jack Stollery	5601 Executive Ctr Dr, Charlotte, NC 28212	704-531-5037	0
Mecklenburg County Work First *	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	0
Queens University *	Andrea Alford	1900 Selwyn Avenue, Charlotte, NC 28274	704-337-2447	0
Johnson C. Smith University *	Barbara D. Wilks	100 Beatties Ford Road, Charlotte, NC 28216	704-378-1042	0
Winston-Salem State University *	Carmen Berrier	601 MLK Jr. Drive, Winston-Salem, NC	336-750-3240	0
Belmont Abbey College *	Matt Caporale	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873	0
Latin American Coalition *	Laura Dahlberg	1020 E. 35th Street, Charlotte, NC 28205	704-531-3848	0
BRIDGE Jobs Program *	Frances Stitt	800 Briar Creek Road, Charlotte, NC	704-377-5371	0
Fayetteville State University *	Helene Cameron	1200 Murchison Road, Fayetteville, NC 28301	910-672-1095	0
Freedom Drive Goodwill Industries *	Angela Mercer	2122 Freedom Drive, Charlotte, NC 28206	704-372-3434	0
Greater Media Website	Webmaster	http://www.greatermedia.com	781-348-8600	2
NC Association of Broadcasters	Website Posting	http://ncbroadcast.com		0
Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	1
Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	3
Internal Posting	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	3
All Access	Website Posting	http://www.allaccess.com		0
Radio Online	Website Posting	http://jobs.radio-online.com		0
Medialine	Website Posting	http://www.medialine.com/jobsubmit		0
Greater Media Philadelphia	HR Coordinator	1 Bala Plaza, Bala Cynwyd, PA 19004	610-667-8500	0
Greater Media Boston	HR Coordinator	55 Morrissey Blvd, Boston, MA 02125	617-822-9600	0
Greater Media Detroit	HR Coordinator	One Radio Plaza, Ferndale, MI 48220	248-591-6800	0
Greater Media New Jersey	HR Coordinator	78 Veronica Avenue, Somerset NJ 08873	732-249-2600	0

4. Job Title:

Account Executive - WLNK

Source	Contact Person	Address	Phone No.	Interviewees Referred
Greater Providence Baptist Church *	Brenda Meadows	2000 Milton Rd, Charlotte, NC 28215	704-532-6228	0
Crisis Assistance Ministry *	Louise Walker	19831 Henderson Road, Cornelius, NC 28031	704-896-2037	0
Carolina School of Broadcasting **	Alyson Young	3435 Performance Road, Charlotte, NC 28214	704-395-9272	0
Connecticut School of Broadcasting **	Sean Kelly	9144 Arrowpoint Blvd, Suite 100, Charlotte, NC 28217	704-529-8146	0
Mecklenburg County Women's Commission *	Dorothy Alexander	700 N. Tryon Street, Charlotte, NC 28292	704-336-4309	0
Wingate University *	Website Posting	http://wingate-csm.symplicity.com/employers	704-233-8024	0
NC Employment Security Commission *	Jack Stollery	5601 Executive Ctr Dr, Charlotte, NC 28212	704-531-5037	0
Mecklenburg County Work First *	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	0
Queens University *	Andrea Alford	1900 Selwyn Avenue, Charlotte, NC 28274	704-337-2447	0
Johnson C. Smith University *	Barbara D. Wilks	100 Beatties Ford Road, Charlotte, NC 28216	704-378-1042	0
Winston-Salem State University *	Carmen Berrier	601 MLK Jr. Drive, Winston-Salem, NC	336-750-3240	0
Belmont Abbey College *	Matt Caporale	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873	0
Latin American Coalition *	Laura Dahlberg	1020 E. 35th Street, Charlotte, NC 28205	704-531-3848	0
BRIDGE Jobs Program *	Frances Stitt	800 Briar Creek Road, Charlotte, NC	704-377-5371	0
Freedom Drive Goodwill Industries *	Angela Mercer	2122 Freedom Drive, Charlotte, NC 28206	704-372-3434	0
Greater Media Website	Webmaster	http://www.greatermedia.com	781-348-8600	0
NC Association of Broadcasters	Website Posting	http://ncbroadcast.com		0

** The Carolina School of Broadcasting and the Connecticut School of Broadcasting both requested notice of all vacancies at the Employment Unit during the course of the reporting period (on 10/07/11 and 10/20/11, respectively). The Employment Unit notified these two additional sources of all vacancies arising after those dates.

Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	3
Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	1
Internal Posting	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	1
All Access	Website Posting	http://www.allaccess.com		0
Radio Online	Website Posting	http://jobs.radio-online.com		0
TV and Radio Jobs.com	Website Posting	http://www.tvandradijobs.com		0
Greater Media Philadelphia	HR Coordinator	1 Bala Plaza, Bala Cynwyd, PA 19004	610-667-8500	0
Greater Media Boston	HR Coordinator	55 Morrissey Blvd, Boston, MA 02125	617-822-9600	0
Greater Media Detroit	HR Coordinator	One Radio Plaza, Ferndale, MI 48220	248-591-6800	0
Greater Media New Jersey	HR Coordinator	78 Veronica Avenue, Somerset NJ 08873	732-249-2600	0

5. Job Title:

On-Air Talent WBT

Source	Contact Person	Address	Phone No.	Interviewees Referred
Greater Providence Baptist Church *	Brenda Meadows	2000 Milton Rd, Charlotte, NC 28215	704-532-6228	0
Crisis Assistance Ministry *	Louise Walker	19831 Henderson Road, Cornelius, NC 28031	704-896-2037	0
Carolina School of Broadcasting **	Alyson Young	3435 Performance Road, Charlotte, NC 28214	704-395-9272	0
Connecticut School of Broadcasting **	Sean Kelly	9144 Arrowpoint Blvd, Suite 100, Charlotte, NC 28217	704-529-8146	0
Mecklenburg County Women's Commission *	Dorothy Alexander	700 N. Tryon Street, Charlotte, NC 28292	704-336-4309	0
Wingate University *	Website Posting	http://wingate-csm.symplicity.com/employers	704-233-8024	0
NC Employment Security Commission *	Ralph Durham	5601 Executive Ctr Dr, Charlotte, NC 28212	704-531-5037	0
Mecklenburg County Work First *	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	0
Queens University *	Andrea Alford	1900 Selwyn Avenue, Charlotte, NC 28274	704-337-2447	0
Johnson C. Smith University *	Barbara D. Wilks	100 Beatties Ford Road, Charlotte, NC 28216	704-378-1042	0
Winston-Salem State University *	Carmen Berrier	601 MLK Jr. Drive, Winston-Salem, NC	336-750-3240	0
Belmont Abbey College *	Matt Caporale	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873	0
Latin American Coalition *	Laura Dahlberg	1020 E. 35th Street, Charlotte, NC 28205	704-531-3848	0
BRIDGE Jobs Program *	Frances Stitt	800 Briar Creek Road, Charlotte, NC	704-377-5371	0
Freedom Drive Goodwill Industries *	Angela Mercer	2122 Freedom Drive, Charlotte, NC 28206	704-372-3434	0
Greater Media Website	Webmaster	http://www.greatermedia.com	781-348-8600	0
NC Association of Broadcasters	Website Posting	http://ncbroadcast.com		0
Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	2
Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	0
All Access	Website Posting	http://www.allaccess.com		3
Radio Online	Website Posting	http://jobs.radio-online.com		0
EntertainmentCareers.net	Website Posting	http://www.entertainmentcareers.com		0
TV and Radio Jobs.com	Website Posting	http://www.tvandradijobs.com		0
Greater Media Philadelphia	HR Coordinator	1 Bala Plaza, Bala Cynwyd, PA 19004	610-667-8500	0
Greater Media Boston	HR Coordinator	55 Morrissey Blvd, Boston, MA 02125	617-822-9600	0
Greater Media Detroit	HR Coordinator	One Radio Plaza, Ferndale, MI 48220	248-591-6800	0
Greater Media New Jersey	HR Coordinator	78 Veronica Avenue, Somerset NJ 08873	732-249-2600	0
Word of Mouth (Newspaper article) ***	N/A	Charlotte Observer, May 27, 2011		2

C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled in Reporting Period: 34

D. Total Number of Interviewees for All Full-Time Vacancies Filled During Recruiting Period Per Recruitment Source:

Source	Contact Person	Address	Phone No.	Number of Persons Referred
Employee Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	11
Industry Referral	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	9
All Access	Website Posting	http://www.allaccess.com		6
Greater Media Website	Webmaster	35 Braintree Hill Office Park, Braintree, MA 02184	781-348-8619	2
Internal Posting	HR Mgr	One Julian Price Place, Charlotte, NC 28208	704-374-3802	4
Word of Mouth (Newspaper Article)		Charlotte Observer, May 27, 2011		2

*** The Charlotte Observer reported on the departure of WBT's former afternoon drive host. Two individuals who read this article then applied for the position.

E. Outreach Activities

A. Internship Program

The Employment Unit has an ongoing internship program in the programming, promotions, engineering, news and sales departments of each station. Interns work 20 hours a week for a period of not less than eight weeks. This program allows college students to experience radio station operation firsthand. During the report period, the Employment Unit hosted 18 interns during the Fall, Winter and Summer Semesters.

The Employment Unit solicits internship candidates from a variety of local educational institutions through internship and job fairs, placement offices, department contacts and student initiative. Participating institutions during the reporting period include: University of North Carolina at Charlotte, University of North Carolina at Chapel Hill, Winthrop University, Carolina School of Broadcasting, Johnson C. Smith University, Pembroke University, Temple University, Western Carolina University, Connecticut School of Broadcasting, Queens University and Gaston College.

B. Participation in events sponsored by educational institutions.

- 8/11/2010: Seven Broadcast Production Students from Carolina School of Broadcasting, Charlotte, North Carolina, toured the WBT and WLNK Studios with the HR Manager as part of their radio curriculum and to learn about career options in radio broadcasting.
- 9/27/2010 WBT Program Director spoke about various careers in radio broadcasting to the Broadcast Programming, Sales and Promotion class in the Dept. of Mass Communications at Winthrop University, Rock Hill, South Carolina.
- 9/27/2010 Human Resource Manager escorted 18 students from Gaston Community College's Radio Production Class. The HR Manager discussed various careers in radio broadcasting and engaged the students in a question/answer dialogue regarding the various departments, people, and technology that make up a successful radio station.
- 10/5/2010 WBT's Nighttime host visited Gaston Community college in Dallas, NC and spoke to a broadcast speech class on the broadcast industry, how to gain entry, what to expect and the skills necessary to succeed in radio broadcasting.
- 11/15/2010 WBT Program Director serves on the Gaston College Broadcasting Technology Program Advisory Board and attended the Board's first Annual meeting at Gaston College in Dallas, North Carolina. The task of the Advisory Board is to review the school's curriculum for the broadcast program and provide insight from an industry perspective.
- 12/9/2010 Greater Media Charlotte Human Resource Manager taught a class on interviewing and getting the job you want in broadcasting at the Carolina School of Broadcasting, Charlotte, North Carolina.
- 3/31/2011 WBT Program Director conducted a station tour for college students from Johnson C. Smith University, Charlotte, North Carolina. The students were enrolled in a TV/Radio Production class. Program Director discussed various careers in radio broadcasting and engaged the students in a question/answer dialogue regarding the various departments, people, and technology that make up a successful radio station.
- 7/11/2011 Director of Interactive Media gave a lecture on Interactive Media at the Kellar Radio Talent Institute, held at Appalachian State University in Boone, North Carolina. The Kellar Radio Farm System is designed to attract, teach and provide opportunities for talented students who have a passion for the broadcast industry.

C. Participation in job fairs by station personnel with substantial responsibility in the making of hiring decisions.

- 9/23/2010 Career Fair at Queens University, Charlotte, North Carolina. Human Resource Manager and Promotions Coordinator attended the job fair, discussing internship and part-time job opportunities in radio broadcasting in support of various departments in the station employment unit.
- 10/21/2010 Career Fair at Winthrop University, Rock Hill, South Carolina. Human Resource Manager and Promotions Coordinator attended the job fair, discussing internship and part-time job opportunities in radio broadcasting in support of various departments in the station employment unit.

D. Provision of training to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

- 9/9/2010 Human Resource Manager attended the regional EEOC Training Institute Seminar in Charlotte, North Carolina. The Seminar highlighted those areas of concern for the EEOC related to preventing discrimination, harassment and retaliation.
- 7/20/2011 Human Resource Manager attended an NABEF sponsored webinar on EEO Updates: What You Need to Know. The 90 minute webcast focused on the basics of EEO compliance, with tips on EEO recruitment and record keeping and how to administer an effective EEO plan.

E. Other activities designed by the station employment unit to further the goal of disseminating employment opportunities in broadcasting.

- 5/27/2011 The Interactive Department hosted a college student from Appalachian State University in Boone, North Carolina for a day of job shadowing. The purpose was to inform the student about interactive media and how in the broadcast world that relates to programming, marketing and sales.