

**WBRW(FM), WFNR(AM), WNMX(FM), WPSK(FM), WRAD(AM),  
WWBU(FM)  
EEO PUBLIC FILE REPORT  
June 1, 2010 – May 31, 2011<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>
Account Executive	3, 5-7	7

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<sup>1</sup>This Report provides recruitment data collected from May 29, 2010 through May 31, 2011.

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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>Station Website Posting</b> ( <i>one or more SEU stations</i> )	No	0
2	<b>Cumulusjobs.com</b>	No	0
3	<b>Word-of-Mouth Referral</b>	No	1
4	<b>The Roanoke Times</b> 201 W. Campbell Avenue Roanoke, VA 24010 Contact: Classified Manager (540) 981-3340	No	0
5	<b>Job Fair</b> ( <i>see Section III</i> )	No	0
6	<b>Internship Program</b> ( <i>see Section III</i> )	No	1
7	<b>Walk-In / Self-Referral</b>	No	1
8	<b>Station On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			3

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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/Production	Each semester our SEU hosts student interns from local colleges to work in our Production Department. During the Spring of 2010, one (1) intern from Radford University assisted our Production Department with dubbing, commercials, board operation and remote set-ups as well as administrative tasks.
<b>2</b>	Internship Program/Sales	Each year our SEU hosts student interns from local colleges to work in our Sales Department. During the Spring and Summer of 2011, three (3) interns from Radford University assisted our Sales Department with filing, market research, the preparation of presentations and the organizing and completion of special projects.
<b>3</b>	Host Job Fair	On January 25, 2011, our SEU hosted a Career Fair at the New River Valley Mall in Christiansburg, Virginia. Our SEU secured the space, solicited local employers, organized all logistical aspects of the event and promoted the event over-the-air on one or more SEU stations. Our SEU also participated as a local employer. Our Market and Key Account Managers attended the event and spoke with attendees about career opportunities in broadcasting and job openings within the SEU.
<b>4</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On November 18, 2010, our SEU's Operations Manager participated in the Pulaski County Chamber of Commerce/ Pulaski County High School's Youth Excel Program. One student "shadowed" our Operations Manager all day to get an "up close and personal" look at his programming responsibilities at the radio stations and also learn a little something about other careers opportunities in radio.

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	<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	On May 12, 2011, our SEU's Operations Manager participated in the Pulaski County Chamber of Commerce/ Pulaski County High School's Youth Excel Program. One student "shadowed" our Operations Manager all day to get an "up close and personal" look at his responsibilities at the radio stations and also learn a little something about other careers opportunities in radio.
<b>6</b>	Management-level training regarding equal employment opportunity and preventing discrimination	On January 20, 2011, outside communications counsel conducted a telephonic training session about the FCC's EEO rules. Our SEU's Market and Business Managers participated and received written materials to assist with EEO compliance.
<b>7</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting (2)	On November 8, 2010 and April 29, 2011, our SEU's Operations Manager spoke to classes at Pulaski County High School about what it is like to be an Operations Manager at a radio station and then shared information with the students about other career opportunities in radio.
<b>8</b>	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On November 3, 2010, our SEU's Market Manager conducted a seminar for a chapter of the American Marketing Association at Radford University about careers in radio advertising sales, marketing and promotions.