

**WKCY-FM, WKCY(AM), WACL(FM), WAZR(FM), WKCI(AM)**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2007 through May 31, 2008<sup>1</sup>**

**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
Promotions/Air Talent	1-17, 19	4
Director Of Sales	1-14, 19, 22	22
Account Executive (AE1)	1-14, 18, 19	4
Administrative Assistant	1-14, 18, 19	18
Account Executive (AE2)	1-14, 19	5
Account Executive (AE3)	1-14, 19, 21	5
Account Executive (AE4)	1-14, 19	3
Business Manager	1-14, 18-19, 21-22	22
Account Executive (AE5)	1-14, 18-19	19
Account Executive (AE6)	1-14, 18-19	4
Traffic Manager	1-19, 21	18
Account Executive (AE7)	1-14, 19	5

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<sup>1</sup> This report provides recruitment data collected from May 22, 2007 through May 21, 2008.

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<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 12-month period</b>
1	www.HarrisonburgHelpWanted.com	No	5
2	www.clearcareers.com	No	0
3	www.Shenandoahradio.com  (Clear Channel's Harrisonburg, VA website, which also links to the following individual station websites: 98RockMe.com, CountryKCY.com, WKCYAM.com, 937KISSFM.com, wkdwam.com, mixradioonline.com)  Contact: David Parks	No	3
4	Self-Referral/Walk-In/Other	No	5
5	Employee and/or Client Referral	No	7
6	Bridgewater College 402 East College Street Bridgewater, VA 22812 Contact: Sherry Talbott Phone: 540 828-5369 Email: stalbott@bridgewater.edu / awilliam@bridgewater.edu	Yes	0
7	National Business College 51B Burgess Road Harrisonburg, VA 22801 Contact: Summer Sprinkle / Barbara Carson-Campbell Phone: 540 432 0943 Email: bcarson-campbell@ncbt.edu	Yes	0
8	Eastern Mennonite University 1200 Park Road Harrisonburg, VA 22802 Career Center Contact: Helen Nafziger Phone: 540 432 4131 Email: nafzigh@emu.edu	Yes	0
9	Blue Ridge Community College Weyers Cave, VA 24486 Contact: Elizabeth Hall Phone: 540 234 9261 Email: halle@brcc.edu	Yes	0

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<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 12-month period</b>
10	Mary Baldwin College Rose Marie Sena Center Staunton, VA 24402 Contact: Diane Kent / Erica Whitfield Phone: 540 887 7221 Email: sena@mbc.edu	Yes	0
11	Virginia Western Community College Career & Placement Services 3095 Colonial Avenue P.O. Box 14007 Roanoke, VA 24038 Contact: Gary Adkins Phone: 540 857 7298 e-mail: careercenter@vw.vccs.edu	Yes	0
12	Norfolk State University Career Service 700 Park Avenue Norfolk, VA 23504 Contact: Patricia Copeland / Valencia Huggins Phone: 757 823 8462 e-mail pcopeland@nsu.edu	Yes	0
13	Virginia Association of Broadcasters 630 Country Green Lane Charlottesville, VA 22902 Phone (434) 977-3716 FAX: (434) 979-2439 Contact: Amanda Jacobson Snyder / Amy Payne Whitehead Email Amanda.Snyder@easterassociates.com	Yes	1
14	The National Association of Hispanic Journalists 1000 National Press Bldg. 529 14 <sup>th</sup> Street, NW Washington, DC 20045-2001 Phone: 202 662 7145 FAX: 202 662 7144 Email jobbank@nahj.org Website <a href="http://www.nahj.org/jobbank/jobbank.shtml">http://www.nahj.org/jobbank/jobbank.shtml</a>	Yes	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
15	www.VARTV.com	No	1
16	www.ALLACCESS.com	No	0
17	Goods Entertainment Adam@Goodsentertainment.com Goods Entertainment/Voice Hunter.com Phone: (203) 341-0111 FAX: (801) 460-3100	Yes <i>(programming jobs only)</i>	0
18	On-Air Announcements	No	2
19	Virginia Employment Commission P.O. Box 351 Harrisonburg, VA 22803 Phone: (540) 434-2513 FAX: (540) 434-0803 Contact: Taylor Howell, Manager Email Harrisonburg@vec.virginia.gov	Yes	4
20	Daily News Record PO Box 193 Harrisonburg, VA 22803 (540) 574-6208	No	4
21	HarrisonburgHelpWanted On-Line Job Fair 10/8/07 – 10/14/07	No	0
22	Internal/Promotion	No	2
23	HarrisonburgHelpWanted On-Line Job Fair 4/21/08 – 4/27/08	No	0
24	National College Job Fair 4/23/08	No	0
<b>TOTAL INTERVIEWEES OVER 12-MONTH 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	June, 2007 – A JMU student completed an internship under the supervision of our Sales Director. This intern served as the Special Events Coordinator for the Iron Chef event. The Iron Chef is the main fundraiser to support Toys For Kids.
<b>2</b>	Host Virtual Career Fair	From October 8-14, 2007, our employment unit hosted an on-line career fair, recruiting local businesses interested in hiring for various positions. This unit also hosted a “booth” for the purpose of recruiting for a current vacancy at the stations. We advertised the event via broadcast and on-line commercials, website notices, flyers, and newsletters. The event was coordinated by our Recruitment/Retention Specialist and resumes/responses were monitored by the General Manager, Sales Director, and our EEO Compliance Administrator.
<b>3</b>	Participate in a Job Fair	On April 23, 2008, our employment unit participated in a job fair hosted by National College of Business and Technology. Staff manned a booth, talked with interested job seekers and accepted applications and resumes. Staff members in attendance included the General Manager, Local Sales Director, and Recruitment Retention Specialist.
<b>4</b>	Host Virtual Career Fair	From April 21 – 27, 2008, our employment unit hosted an on-line career fair. This employment unit also hosted a “booth” to recruit for a current vacancy. This event was advertised via broadcast and on-line commercials, website notices and flyers. This event was schedule and coordinated by our Recruitment/Retention Specialist. Resumes and responses were monitored by the General Manager, Sales Director and our EEO Compliance Administrator.
<b>5</b>	Participate in Scholarship Programs	Student Athlete Scholarship – Our employment unit co-sponsored this annual scholarship program. Throughout the year, the community was invited to submit nominations for outstanding high school athletes. Each week, a “Student Athlete Of The Week” was selected, and their school’s athletic

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		<p>department was awarded \$100. At the end of the year, all nominations were reviewed by a panel of judges and two \$1000 scholarship winners were selected. A banquet was held on May 8, 2008 at the Holiday Inn in Harrisonburg, in honor of the weekly student athlete winners and the scholarship awards were presented to the scholarship winners.</p>
<b>6</b>	Participate in Scholarship Programs	<p>A Honor Roll Scholarship – Our employment unit co-sponsored this annual scholarship program. Area students are invited to submit their report card with at least 5 A's (once per grading period). Students who submit entries are rewarded with a certificate and are invited to an annual picnic. All entries are entered in a drawing for a \$1000 scholarship. One winner will be selected and that winner will be presented with a savings bond at the annual picnic.</p>