

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Stations WKZQ-FM, WYAV-FM, WMYB- FM, WRNN- FM, WRNN-AM public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 30, 2011, the station filled the following full-time vacancies:

1. SALES EXECUTIVE (7)

The station interviewed a total of 24 people for all full-time vacancies during the period covered in this report, 16 interviews for August 12th, 2010 vacancies and 8 interviews for December 15th, 2010 vacancies.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
1. MYRTLEBEACHHELPWANTED.COM	4
2. NEXTMEDIAGROUP.NET	2
3. WORD-OF-MOUTH/IN-HOUSE POSTINGS	2
4. STATION WEBSITES	0
5. COASTAL WORK FORCE CENTER/ESC	0
6. ON-AIR ADS	4
7. EMPLOYEE REFERRAL	8
8. WHYWESELL.COM	2
9. CRAIGSLIST	2
10. ALLACCESS.COM	0

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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ATTACHMENT A
EEO INFORMATION FOR FULL-TIME
VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: 8/12/10

Total Number of Persons Interviewed for the Vacancy: 16

Date Vacancy Filled: 8/30/10

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	3	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448-1041	2	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB BANK	ONLINE	ONLINE	ONLINE	0	No
COASTAL WORKFORCE JOB CENTER	200 Victory Lane. Conway, SC 29526	Job Order writer	843-234-0352 (fax)	0	No
ON-AIR ADS	STATION	Barry Brown	STATION	3	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	5	No
WHYWESELL.COM	STATION	Brian Foster	STATION	2	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

Recruitment Source That Referred the Hiree: Employee referral

Date Vacancy Opened: 8/12/10

Total Number of Persons Interviewed for the Vacancy: 16

Date Vacancy Filled: 9/12/10

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	3	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448-1041	2	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB BANK	ONLINE	ONLINE	ONLINE	0	No
COASTAL WORKFORCE JOB CENTER	200 Victory Lane. Conway, SC 29526	Job Order writer	843-234-0352 (fax)	0	No
ON-AIR ADS	STATION	Barry Brown	STATION	3	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	5	No
WHYWESELL.COM	STATION	Brian Foster	STATION	2	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

Recruitment Source That Referred the Hiree: On-air ads

Date Vacancy Opened: 8/12/10

Total Number of Persons Interviewed for the Vacancy: 16

Date Vacancy Filled: 9/20/10

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	3	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448-1041	2	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB_BANK	ONLINE	ONLINE	ONLINE	0	No
COASTAL WORKFORCE JOB CENTER	200 Victory Lane. Conway, SC 29526	Job Order writer	843-234-0352 (fax)	0	No
ON-AIR ADS	STATION	Barry Brown	STATION	3	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	5	No
WHYWESELL.COM	STATION	Brian Foster	STATION	2	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

Recruitment Source That Referred the Hiree: WhyWeSell.com

Date Vacancy Opened: 8/12/10

Total Number of Persons Interviewed for the Vacancy: 16

Date Vacancy Filled: 9/27/10

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	3	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448-1041	2	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB_BANK	ONLINE	ONLINE	ONLINE	0	No
COASTAL WORKFORCE JOB CENTER	200 Victory Lane. Conway, SC 29526	Job Order writer	843-234-0352 (fax)	0	No
ON-AIR ADS	STATION	Barry Brown	STATION	3	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	5	No
WHYWESELL.COM	STATION	Brian Foster	STATION	2	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

**Recruitment Source That
Referred the Hiree: Employee
Referral**

Date Vacancy Opened: 8/12/10

**Total Number of Persons
Interviewed for the
Vacancy: 16**

Date Vacancy Filled: 11/18 /10

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	3	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448- 1041	2	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB BANK	ONLINE	ONLINE	ONLINE	0	No
COASTAL WORKFORCE JOB CENTER	200 Victory Lane. Conway, SC 29526	Job Order writer	843-234- 0352 (fax)	0	No
ON-AIR ADS	STATION	Barry Brown	STATION	3	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	5	No
WHYWESELL.COM	STATION	Brian Foster	STATION	2	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

**Recruitment Source That
Referred the Hiree:** Employee
Referral

Date Vacancy Opened: 12/15/2010

**Total Number of Persons
Interviewed for the
Vacancy:** 8

Date Vacancy Filled: 3/24/11

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	1	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448- 1041	0	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB_BANK	ONLINE	ONLINE	ONLINE	0	No
CRAIGSLIST.COM	ONLINE	ONLINE	ONLINE	2	No
ON-AIR ADS	STATION	Barry Brown	STATION	2	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	2	No
WHYWESELL.COM	STATION	Brian Foster	STATION	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: SALES EXECUTIVE

Recruitment Source That Referred the Hiree: Internal Posting

Date Vacancy Opened: 12/15/2010

Total Number of Persons Interviewed for the Vacancy: 8

Date Vacancy Filled: 3/25/11

Recruitment Sources Used to Fill the Vacancy

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
MYRTLEBEACHHELPWANTED.COM	New York	ONLINE	ONLINE	1	No
NEXTMEDIAGROUP.NET	6312 S. Fiddlers Green Cir. #205E Greenwood Village, CO 80111	Brian Foster	Tel: (303) 694-9118	1	No
WORD-OF-MOUTH/INTERNAL POSTING	1016 Ocala Street, MB SC 29577	Jennifer Brummett	843-448-1041	0	No
STATION WEBSITES	STATION	Jonathan Higgins	STATION	0	No
TVANDRADIOJOBS.COM	ONLINE	ONLINE	ONLINE	0	No
SCBA.NET/JOB_BANK	ONLINE	ONLINE	ONLINE	0	No
CRAIGSLIST.COM	ONLINE	ONLINE	ONLINE	2	No
ON-AIR ADS	STATION	Barry Brown	STATION	2	No
EMPLOYEE REFERRAL	STATION	Barry Brown	STATION	2	No
WHYWESELL.COM	STATION	Brian Foster	STATION	0	No

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ATTACHMENT B
MENU OPTION ACTIVITIES

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Stations WKZQ-FM, WYAV-FM, WMYB- FM, WRNN- FM, WRNN-AM have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
5	Internship Program	internship program designed to assist students in acquiring the skills needed for broadcast employment
6	Participation in job banks	We promote and participate with myrtlebeachhelpwanted.com and list openings with the service. The service also includes listings in its RegionalHelpWanted.com service. Employment listings also listed on local college job banks and ESC job bank
9	Establishment of a mentoring program	1 st step: Spring 2011, provided key note speaker to all personnel (Valerie Geller). Key note subject: How to better reach, relate to and understand listener demographic.
12	Job listing with job bank w/ substantial participation minorities & women	Each job opening was listed with myrtlebeachhelpwanted.com
16	Job Fair participation	Participation in Job Fairs @ 2 local colleges. 2+ job fairs planned for Fall 2011

* For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);

7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.