

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WAZO-FM, WILT-FM, WKXB-FM, WMFD-AM, WRQR-FM, WSFM-FM's 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 07/31/07 the station filled the following full-time vacancies:

- 1) Account Executive
- 2) General Manager
- 3) Account Executive
- 4) Director of Sales
- 5) Promotion Director
- 6) Receptionist
- 7) Account Executive
- 8) Account Executive
- 9) Account Executive
- 10) Director of Sales

The station interviewed a total of 67 people for all full-time vacancies during the period covered in this report.

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>
Wilmington Star News	49
starnewsonline.com	8
Wilmington Journal	
NCAB Job Posting	
Radio Advertising Bureau	7
WAZO-FM	
WILT-FM	
WKXB-FM	
WMFD-AM	
WRQR-FM	
WSFM-FM	
wilmingtonhelpwanted.com	
Word of mouth.	3

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.

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME
VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment source that referred the hiree:
Word of mouth

Date Vacancy Opened: Continually

Total number of persons interviewed for the vacancy: 8

Date Vacancy Filled: 9/16/06

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Wilmington Star News	1003 South 17 th Street Wilm., NC 28406	Veronica	910-343-2000	6	N
Wilmington Journal	412 South 17 th Street Wilm., NC 28402		910-762-5502		N
NCAB Job Posting	PO Box 627 Raleigh, NC 27602	Gayle	910-821-7300		N
WAZO-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WILT-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WKXB-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WRQR-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WSFM-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
wilmingtonhelpwanted.com	One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601		800-365-8630		N
Word of mouth.				2	

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment source that referred the hiree:
Wilmington Star News

Date Vacancy Opened: Continually

Total number of persons interviewed for the vacancy: 7

Date Vacancy Filled: 09/19/06

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Wilmington Star News	1003 South 17 th Street Wilm., NC 28406	Veronica	910-343-2000	7	N
Wilmington Journal	412 South 17 th Street Wilm., NC 28402		910-762-5502	0	N
NCAB Job Posting	PO Box 627 Raleigh, NC 27602	Gayle	910-821-7300	0	N
WAZO-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WILT-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WKXB-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WRQR-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
WSFM-FM	25 North Kerr Ave. Wilm., NC 28405	Art Greene	910-791-3088		N
wilmingtonhelpwanted.com	One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601		800-365-8630		N

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment source that referred the hiree:
Wilmington Star News

Date Vacancy Opened: Continually

Total number of persons interviewed for the vacancy: 12

Date Vacancy Filled: 6/01/07

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Wilmington Star News	1003 South 17 th Street Wilm., NC 28406	Veronica	910-343-2000	12	N
Wilmington Journal	412 South 17 th Street Wilm., NC 28402		910-762-5502	0	N
NCAB Job Posting	PO Box 627 Raleigh, NC 27602	Gayle	910-821-7300	0	N
WAZO-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WILT-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WKXB-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WRQR-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WSFM-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
nextmediagroup.net				0	N

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment source that referred the hiree:
Wilmington Star News

Date Vacancy Opened: Continually

Total number of persons interviewed for the vacancy: 6

Date Vacancy Filled: 06/01/07

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Wilmington Star News	1003 South 17 th Street Wilm., NC 28406	Veronica	910-343-2000	6	N
Wilmington Journal	412 South 17 th Street Wilm., NC 28402		910-762-5502	0	N
NCAB Job Posting	PO Box 627 Raleigh, NC 27602	Gayle	910-821-7300	0	N
WAZO-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WILT-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WKXB-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WRQR-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WSFM-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
wilmingtonhelpwanted.com					
nextmediagroup.net					

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment source that referred the hiree:

From Receptionist applications

Date Vacancy Opened: Continually

Total number of persons interviewed for the vacancy: 6

Date Vacancy Filled: 06/01/07

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Wilmington Star News	1003 South 17 th Street Wilm., NC 28406	Veronica	910-343-2000	6	N
Wilmington Journal	412 South 17 th Street Wilm., NC 28402		910-762-5502	0	N
NCAB Job Posting	PO Box 627 Raleigh, NC 27602	Gayle	910-821-7300	0	N
WAZO-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WILT-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WKXB-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WRQR-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
WSFM-FM	25 North Kerr Ave. Wilm., NC 28405	Beth Cerrow	910-791-3088		N
nextmedaigroup.net					

ATTACHMENT B

MENU OPTION ACTIVITIES

Station WAZO-FM, WILT-FM, WKXB-FM, WMFD-AM, WRQR-FM, WSFM-FM has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Cape Fear Community College	Campus job fair.
10	Union Elementary School	Station personnel participated in a career day event at the school.
6	Sponsor wilmingtonhelpwanted.com	wilmingtonhelpwanted.com is a national website established to promote job openings within various companies.
1	University of North Carolina Wilmington Fall Job Fair	Campus job fair.
1	University of North Carolina Wilmington Spring Job Fair	Campus job fair.
5	Internship program.	NextMedia Operating, Inc. maintains one full time employee who "manages" the internship program in cooperation with the University of North Carolina Wilmington. Selected interns are paired with current employees to gain hands on experience through a schedule of activities. A description of the program can be found on both station and college websites.

* 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.