

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WERO-FM / WRNS-FM / WRNS-AM / WXQR-FM / WQSL-FM / WQZL-FM / WANG - 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 31, 2010, the station filled the following full-time vacancies:

1. **Account Executive**
2. **Interactive Brand Manager**
3. **Account Executive**

The station interviewed a total of **36** 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:

Source	Interviewees
Station Websites and On air	4
Corporate Website	0
Coastal Carolina Community College	0
Hiring Seminar	0
Open House	0
North Carolina Job Links	0
East Carolina Help Wanted.com	11
NCAB	0
NAACP Greenville NC	0
NAACP Kinston NC	0
ECU Job Fair	10
ECU Career Connection	0
Onslow County Job Fair	1
Self Referral	7
Unknown	0
Staff/Industry Referral	3
NAACP Jacksonville NC	0
Pitt Community College	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

EEO INTERNAL JOB VACANCY SUMMARY FORM

A. Full-Time Vacancy Filled

**Source: 1. Self Referral
Source: 3. Industry Referral**

Vacancy Number: 1,3

Job Title: Account Executive

**Date Filled:
1. 11/9/09
3. 7/12/10**

B. Recruitment Referral Sources

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
Station Websites & On-Air	Larry Weiss	lweiss@nextmediagroup.net	252-639-7900	6	4	1
NextMedia Corporate Website	Diana Kimmons	dkimmons@nextmediagroup.net		0		
Coastal Carolina Community College	Maureen Rupert	Rupertm@coastalcarolina.edu	910-938-6373	0		
Pitt Community College	Betty Foreman	bforeman@email.pittcc.edu	252-493-7320	0		
North Carolina Job Link	Ralph Leeds	ralph.leeds@ncmail.net		0		
NAACP Kinston NC		P.O. Box 805 Kinston NC		0		
East Carolina Help Wanted.com	Larry Weiss	www.eastcarolinahelpwanted.com		14	7	
NCAB	Gail Summerville	associationinfo@bellsouth.net		0		
NAACP Greenville NC		P.O. Box 826 Greenville, NC		0		
ECU Job Fair	Jim McAtee	701 E 5th Street Greenville, NC	252-328-6050	10	10	
ECU Career Connection	Jim McAtee	701 E5th Street Greenville, NC	252-328-6050	0		
Onslow Co. Job Fair	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	4	1	
Self Referral	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	7	7	
Staff/Industry Referral	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	3	3	1

EEO INTERNAL JOB VACANCY SUMMARY FORM

A. Full-Time Vacancy Filled

Vacancy Number: 2

Source: East Carolina help Wanted.com

Job Title: Interactive Brand Manger

Date Filled: 11/30/09

B. Recruitment Referral Sources

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred the person hired for the position, and which source(s) referred persons interviewed for the position.

Source	Contact Person	Address	Telephone #	# of Referrals	Number of Referrals Interviewed	# Hired
Station Websites	Larry Weiss	lweiss@nextmediagroup.net	252-639-7900	0	0	0
NextMedia Corporate Website	Diana Kimmons	dkimmons@nextmediagroup.net		0	0	0
Coastal Carolina Community College	Maureen Rupert	Rupertm@coastalcarolina.edu	910-938-6373	0	0	0
On Air	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7946	1	0	0
Pitt Community College	Betty Foreman	bforeman@email.pittcc.edu	252-493-7320	0	0	0
North Carolina Job Link	Ralph Leeds	ralph.leeds@ncmail.net		0	0	0
NAACP Kinston NC		P.O. Box 805 Kinston NC		0	0	0
East Carolina Help Wanted.com	Larry Weiss	www.eastcarolinahelpwanted.com		13	4	1
NCAB	Gail Summerville	associationinfo@bellsouth.net		1	0	0
NAACP Greenville NC		P.O. Box 826 Greenville, NC		0	0	0
ECU Job Fair	Jim McAtee	701 E 5th Street Greenville, NC	252-328-6050	0	0	0
ECU Career Connection	Jim McAtee	701 E5th Street Greenville, NC	252-328-6050	0	0	0
Self Referral	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	0	0	0
Unknown	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	0	0	0
Staff/Industry Referral	Larry Weiss	1361 Colony Drive New Bern, NC 28562	252-639-7900	0	0	0

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WRNS AM/FM, WERO-FM, WSSM-FM, WANG-AM WXQR-FM, WQSL/WQZL –FM, has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
[*]1.	Job Fair Participation	Had Booth with General and Sales Manager handing out job descriptions and collecting applications on 8/26/09 at the Onslow County Job Fair, on 10/1/09 for the ECU Fall Job Fair and 2/23/10 for the Spring ECU Job Fair.
5	Internship Program	1 Intern per quarter from East Carolina University who works about 10 hours per week in all different departments. Total of 3 interns in 09/10 period.
6	Job Banks	NextMedia participates in the North Carolina Job Links program.
12	Job Banks	Open positions are listed with the North Carolina Association of Broadcasters Job Bank program.
16	Dissemination	All stations ran commercials to solicit organizations wishing to refer candidates and receive notice of job openings
14	Training	Supervisors received training from General Manager on recruiting potential minority candidates.
8.	Training	<p>Station department heads review progress of employees and provide needed training through weekly meetings and air check sessions.</p> <p>Station department heads received training in effective supervision during 3 “Supervisor School” sessions in November and December 2009.</p>

* 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.