

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2009 through July 22, 2010.

- 1) **Employment Unit:** Greater Media Charlotte, Inc.
 2) **Unit Members** (Stations and Communities of License): WBT(AM), Charlotte, NC
 WBT-FM, Chester, SC
 WLNK(FM), Charlotte, NC

3) **EEO Contact Information for Employment Unit:**

<i>Mailing Address:</i> One Julian Price Place Charlotte, NC 28208	Telephone Number: 704-374-3802
	Contact Person/Title: Karen Suddreth, HR Director
	E-mail Address: ksuddreth@gmclt.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. <u>Market Manager</u>	Internal Posting
2. <u>Director of Sales</u>	Industry Referral
3. <u>Promotions Coordinator</u>	Employee Referral
4. <u>National Sales Manager</u>	Internal Posting

5) **Recruitment Sources for Each Hire**

1. **Job Title:** Market Manager

Referral Source(s) of Hiree: Internal Posting

<i>Name of Organization Notified of Job Vacancy:</i>	<i>Contact Person</i>	<i>Address:</i>	<i>Telephone & Fax Numbers; e-mail or website address</i>	<i># of Interviewees Referred</i>	<i>Recruitment Source Requested Notification?</i>
Greater Providence Baptist Church	Brenda Meadows	2000 Milton Road Charlotte, NC 28215	704-532-6228; 704-532-7568 (f) jobfair@greaterprovidence.org	0	Yes
Crisis Assistance Ministry	Louise Walker	19831 Henderson Rd Cornelius, NC 28031	704-896-2037 (p) Lwalker@455@aol.com	0	Yes
Mecklenburg County Women's Commission	Dorothy Alexander	700 N. Tryon Street Charlotte, NC 28292	704-336-4309; 704-432-1197 (f) dorothy.l.alexander@mecklenburgcounty.nc.gov	0	Yes
Wingate University	Office of Internships & Career Dev.	Campus Box 3073 Wingate, NC 28174	704-233-8024; 704-233-8017 (f) http://wingate-csm.symplicity.com/employerscareerhelp@wingate.edu	0	Yes
North Carolina Employment Security Commission	Jack Stollery	5601 Executive Ctr. Drive, Suite 124 Charlotte, NC 28212	704-531-5037; 704-342-5991 (f) Jack.stollery@ncmail.net	0	Yes
Mecklenburg County Work First	Pauline Cross	301 Billingsley Rd Charlotte, NC 28211	704-353-1670; 704-353-1898 (f) pauline.cross@mecklenburgcountync.gov	0	Yes
Queens University	Andrea Alford	1900 Selwyn Avenue Charlotte, NC 28274	704-337-2447; 704-337-2241 (f) alforda@queens.edu	0	Yes
Johnson C. Smith University	Barbara D. Wilks Director, Career Services	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1042; 704-378-1294 (f) bwilks@jcsu.edu ; Career_services@jcsu.edu	0	Yes
Winston-Salem State University	Carmen Berrier	601 MLK Jr. Drive Winston-Salem, NC 27110	336-750-3240; 336-750-3260 (f) careersvcs@wssu.edu	0	Yes
Belmont Abbey	Matt Caporale	100 Belmont-Mt. Holly Rd, Belmont, NC	704-825-6873; 704-825-6216 (f) matthewcaporale@bac.edu	0	Yes

Stations WBT(AM), WBT-FM and WLNK(FM) are Equal Opportunity Employers.

<i>Name of Organization Notified of Job Vacancy:</i>	<i>Contact Person</i>	<i>Address:</i>	<i>Telephone & Fax Numbers; e-mail or website address</i>	<i># of Interviewees Referred</i>	<i>Recruitment Source Requested Notification?</i>
Latin American Coalition	Laura Ciudad Dahlberg	1020 E. 35 th Street Charlotte, NC 28205	704-531-3848; 704-531-3850 (f) jobs@latinamericancoalition.org	0	Yes
BRIDGE Jobs Program	Frances Stitt	800 Briar Creek Road Suite FF-405 Charlotte, NC	704-377-5371; 704-343-0441 (f) info@bridgecharlotte.org	0	Yes
Fayetteville State University	Helene Cameron, Director; Office of Career Services	SBE Suite 230, 1200 Murchison Road Fayetteville, NC 28301	910-672-1095 Hcamero4@uncfsu.edu	0	Yes
Freedom Drive Connection Goodwill Industries of the Southern Piedmont	Angela Mercer Jeffrey Shisler	2122 Freedom Drive Charlotte, NC 28206	704-372-3434 ;704-332-0272 Angela.mercer@goodwillsp.org ; Jeffrey.shisler@goodwillsp.org	0	Yes
Greater Media Website	Ed McCormack	35 Braintree Hill Park Braintree, MA 02184	781-348-8600 www.greatermedia.com	6	No
North Carolina Association of Broadcasters	JoAnn Davis	P.O. Box 627 Raleigh, NC 27602	http://ncbroadcast.com	0	No
TV and Radio Jobs.Com	n/a	P.O. Box 129 Kanab, Utah 84741	www.tvandradijobs.com	0	No
Radio On Line	Ron Chase	3500 Tripp Avenue Amarillo, TX 79121	www.radioonline.com	0	No
All Access Job Board	Joel Denver, President	28955 PCH, Ste 210-5 Malibu, CA 92065	www.allaccess.com	0	No
Internal Posting	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	4	No

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2. Job Title: Director of Sales

Referral Source(s) of Hiree: Industry Referral

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Greater Providence Baptist Church	Brenda Meadows	2000 Milton Road Charlotte, NC 28215	704-532-6228; 704-532-7568 (f) jobfair@greaterprovidence.org	0	Yes
Crisis Assistance Ministry	Louise Walker	19831 Henderson Rd Cornelius, NC 28031	704-896-2037 (p) Lwalker@455@aol.com	0	Yes
Mecklenburg County Women's Commission	Dorothy Alexander	700 N. Tryon Street Charlotte, NC 28292	704-336-4309; 704-432-1197 (f) dorothyalexander@mecklenburgcountync.gov	0	Yes
Wingate University	Office of Internships & Career Dev.	Campus Box 3073 Wingate, NC 28174	704-233-8024; 704-233-8017 (f) http://wingate-csm.symplicity.com/employerscareerhelp@wingate.edu	0	Yes
North Carolina Employment Security Commission	Jack Stollery	5601 Executive Ctr. Drive, Suite 124 Charlotte, NC 28212	704-531-5037; 704-342-5991 (f) Jack.stollery@ncmail.net	0	Yes
Mecklenburg County Work First	Pauline Cross	301 Billingsley Rd Charlotte, NC 28211	704-353-1670; 704-353-1898 (f) pauline.cross@mecklenburgcountync.gov	0	Yes
Queens University	Andrea Alford	1900 Selwyn Avenue Charlotte, NC 28274	704-337-2447; 704-337-2241 (f) alforda@queens.edu	0	Yes
Johnson C. Smith University	Barbara D. Wilks Director, Career Services	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1042; 704-378-1294 (f) bwilks@jcsu.edu ; Career_services@jcsu.edu	0	Yes
Winston-Salem State University	Carmen Berrier	601 MLK Jr. Drive Winston-Salem, NC 27110	336-750-3240; 336-750-3260 (f) careersvcs@wssu.edu	0	Yes
Belmont Abbey	Matt Caporale Director, Career Services	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873; 704-825-6216 (f) matthewcaporale@bac.edu	0	Yes
Latin American Coalition	Laura Ciudad Dahlberg	1020 E. 35 th Street Charlotte, NC 28205	704-531-3848; 704-531-3850 (f) jobs@latinamericancoalition.org	0	Yes
BRIDGE Jobs Program	Frances Stitt	800 Briar Creek Road Suite FF-405	704-377-5371; 704-343-0441 (f) info@bridgecharlotte.org	0	Yes
Fayetteville State University	Helene Cameron, Director; Office of Career Services	SBE Suite 230, 1200 Murchison Road Fayetteville, NC 28301	910-672-1095 Hcamero4@uncfsu.edu	0	Yes
Freedom Drive Connection Goodwill Industries of the Southern Piedmont	Angela Mercer Jeffrey Shisler	2122 Freedom Drive Charlotte, NC 28206	704-372-3434 ;704-332-0272 Angela.mercer@goodwillsp.org ; Jeffrey.shisler@goodwillsp.org	0	Yes
Greater Media Website	Ed McCormack	35 Braintree Hill Park Braintree, MA 02184	781-348-8600 www.greatermedia.com	0	No
North Carolina Association of Broadcasters	JoAnn Davis	P.O. Box 627 Raleigh, NC 27602	http://ncbroadcast.com	0	No
National Association of Broadcasters	Broadcast Career Link	Washington, DC	http://broadcastcareerlink.nabef.org	0	No
Inside Radio Classified Ads	Kelli Grisez	P.O. Box 442 Littleton, NH 03561	http://insideradio.com	0	No

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Radio Business Report	n/a	PO Box 6633 Woodbridge, VA 22195	http://www.rbr.com	1	No
NTS Media Online	Al Peterson President/Editor	858-486-7559 al@ntsmediaonline.com	http://www.ntsmediaonline.com	0	No
Radio Daily News	Larry Shannon	n/a	larryshannon@radiodailynews.com	0	No
Internal Posting	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	7	No
Employee Referral	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	0	No
Industry Referral	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	2	No

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3. Job Title: Promotion Coordinator

Referral Source(s) of Hire: Employee Referral

<i>Name of Organization Notified of Job Vacancy:</i>	<i>Contact Person</i>	<i>Address:</i>	<i>Telephone & Fax Numbers; e-mail or website address</i>	<i># of Interviewees Referred</i>	<i>Recruitment Source Requested Notification?</i>
Greater Providence Baptist Church	Brenda Meadows	2000 Milton Road Charlotte, NC 28215	704-532-6228; 704-532-7568 (f) jobfair@greaterprovidence.org	0	Yes
Crisis Assistance Ministry	Louise Walker	19831 Henderson Rd Cornelius, NC 28031	704-896-2037 (p) Lwalker@455@aol.com	0	Yes
Mecklenburg County Women's Commission	Dorothy Alexander	700 N. Tryon Street Charlotte, NC 28292	704-336-4309; 704-432-1197 (f) dorothyalexander@mecklenburgcountync.gov	0	Yes
Wingate University	Office of Internships & Career Dev.	Campus Box 3073 Wingate, NC 28174	704-233-8024; 704-233-8017 (f) http://wingate-csm.symplicity.com/employerscareerhelp@wingate.edu	0	Yes
North Carolina Employment Security Commission	Jack Stollery	5601 Executive Ctr. Drive, Suite 124 Charlotte, NC 28212	704-531-5037; 704-342-5991 (f) Jack.stollery@ncmail.net	0	Yes
Mecklenburg County Work First	Pauline Cross	301 Billingsley Rd Charlotte, NC 28211	704-353-1670; 704-353-1898 (f) pauline.cross@mecklenburgcountync.gov	0	Yes
Queens University	Andrea Alford	1900 Selwyn Avenue Charlotte, NC 28274	704-337-2447; 704-337-2241 (f) alforda@queens.edu	0	Yes
Johnson C. Smith University	Barbara D. Wilks Director, Career Services	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1042; 704-378-1294 (f) bwilks@jcsu.edu ; Career_services@jcsu.edu	0	Yes
Winston-Salem State University	Carmen Berrier	601 MLK Jr. Drive Winston-Salem, NC 27110	336-750-3240; 336-750-3260 (f) careersvcs@wssu.edu	0	Yes
Belmont Abbey	Matt Caporale Director, Career Services	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873; 704-825-6216 (f) matthewcaporale@bac.edu	0	Yes
Latin American Coalition	Laura Ciudad Dahlberg	1020 E. 35 th Street Charlotte, NC 28205	704-531-3848; 704-531-3850 (f) jobs@latinamericancoalition.org	0	Yes
BRIDGE Jobs Program	Frances Stitt	800 Briar Creek Road Suite FF-405	704-377-5371; 704-343-0441 (f) info@bridgecharlotte.org	0	Yes
Fayetteville State University	Helene Cameron, Director; Office of Career Services	SBE Suite 230, 1200 Murchison Road Fayetteville, NC 28301	910-672-1095 Hcamero4@uncfsu.edu	0	Yes
Freedom Drive Connection Goodwill Industries of the Southern Piedmont	Angela Mercer Jeffrey Shisler	2122 Freedom Drive Charlotte, NC 28206	704-372-3434 ;704-332-0272 Angela.mercer@goodwillsp.org ; Jeffrey.shisler@goodwillsp.org	0	Yes
CharlotteHelpWanted.com	Karen Morales	One Civic Center Plaza, Suite 506, Poughkeepsie, NY 12601	www.charlottehelpwanted.com	3	No
Greater Media Website	Ed McCormack	35 Braintree Hill Park Braintree, MA 02184	781-348-8600 www.greatermedia.com	2	No
North Carolina Association of Broadcasters	JoAnn Davis	P.O. Box 627 Raleigh, NC 27602	http://ncbroadcast.com	0	No

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Internal Posting	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	11	No
Employee Referral	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	5	No

4. Job Title: National Sales Manager

Referral Source(s) of Hire: Internal Posting

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Wingate University	Office of Internships & Career Dev.	Campus Box 3073 Wingate, NC 28174	704-233-8024; 704-233-8017 (f) http://wingate-csm.symplicity.com/employerscareerhelp@wingate.edu	0	Yes
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Mecklenburg County Work First	Pauline Cross	301 Billingsley Rd Charlotte, NC 28211	704-353-1670; 704-353-1898 (f) pauline.cross@mecklenburgcountync.gov	0	Yes
Queens University	Andrea Alford	1900 Selwyn Avenue Charlotte, NC 28274	704-337-2447; 704-337-2241 (f) alforda@queens.edu	0	Yes
Johnson C. Smith University	Barbara D. Wilks Director, Career Services	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1042; 704-378-1294 (f) bwilks@jcsu.edu ; Career_services@jcsu.edu	0	Yes
Winston-Salem State University	Carmen Berrier	601 MLK Jr. Drive Winston-Salem, NC 27110	336-750-3240; 336-750-3260 (f) careersvcs@wssu.edu	0	Yes
Belmont Abbey	Matt Caporale Director, Career Services	100 Belmont-Mt. Holly Road, Belmont, NC 28012	704-825-6873; 704-825-6216 (f) matthewcaporale@bac.edu	0	Yes
Latin American Coalition	Laura Ciudad Dahlberg	1020 E. 35 th Street Charlotte, NC 28205	704-531-3848; 704-531-3850 (f) jobs@latinamericancoalition.org	0	Yes
BRIDGE Jobs Program	Frances Stitt	800 Briar Creek Road Suite FF-405	704-377-5371; 704-343-0441 (f) info@bridgecharlotte.org	0	Yes
Fayetteville State University	Helene Cameron, Director; Office of Career Services	SBE Suite 230, 1200 Murchison Road Fayetteville, NC 28301	910-672-1095 Hcamero4@uncfsu.edu	0	Yes
Freedom Drive Connection Goodwill Industries of the Southern Piedmont	Angela Mercer Jeffrey Shisler	2122 Freedom Drive Charlotte, NC 28206	704-372-3434 ;704-332-0272 Angela.mercer@goodwillsp.org ; Jeffrey.shisler@goodwillsp.org	0	Yes
Radio Online	Ron Chase	3500 Tripp Avenue Amarillo, TX 79121-1637	www.radioonline.com	0	No
TV and Radio Jobs.Com	n/a	P.O. Box 129 Kanab, Utah 84741	www.tvandradiojobs.com	0	No
All Access Job Board	Joel Denver, President	28955 PCH, Ste 210-5 Malibu, CA 92065	www.allaccess.com	0	No

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Medialine	n/a	P.O. Box 51909 Pacific Grove, CA 93950	http://www.medialine.com/jobsubmit.htm	0	No
Greater Media Website	Ed McCormack	35 Braintree Hill Park Braintree, MA 02184	781-348-8600 www.greatermedia.com	3	No
North Carolina Association of Broadcasters	JoAnn Davis	P.O. Box 627 Raleigh, NC 27602	http://ncbroadcast.com	0	No
Internal Posting	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	3	No
Industry Referral	Karen Suddreth	One Julian Price Place, Charlotte, NC 28208	704-374-3802	2	No

6) **Total # of Interviewees Referred:** For the period from July 23, 2009 through July 22, 2010, this Employment Unit interviewed 49 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

Initiative: Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

- a. 8/21/2009: 22 Broadcast Production Students from Gaston College, Dallas, North Carolina, toured the WBT and WLNK Studios with the Assistant Program Director as part of their radio curriculum and to learn about career options in radio broadcasting.
- b. 9/14/2009: WLNK/WBT General Manager spoke about various careers in radio broadcasting to the Broadcast Programming, Sales and Promotion class in the Department of Mass Communications at Winthrop University, Rock Hill, South Carolina.
- c. 10/13/2009: WBT *Charlotte's Morning News* Producer spoke to a class on the elements of producing a live radio show, and the skill set necessary for developing a successful career in broadcasting at the Carolina School of Broadcasting, Charlotte, North Carolina.
- d. 11/10/2009 and 11/12/2009: WBT Assistant Program Director escorted college students from Johnson C. Smith University, Charlotte, North Carolina, on a station tour. The students were enrolled in a TV/Radio Production class. Asst. PD discussed various careers in radio broadcasting and engaged the students in a question/answer dialogue regarding the various departments, people, and technology that make up a successful radio station.
- e. 1/27/2010: *Charlotte's Morning News* Producer spoke to a class on the elements of producing a live radio show, and the skill set necessary for developing a successful career in broadcasting at the Carolina School of Broadcasting, Charlotte, North Carolina.
- f. 3/25/2010: WBT Program Director escorted college students from Johnson C. Smith University, Charlotte, North Carolina, on a station tour. The students are enrolled in a TV/Radio Production class. Asst. PD discussed various careers in radio broadcasting and engaged the students in a question/answer dialogue regarding the various departments, people, and technology that make up a successful radio station.

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- g. 4/30/2010: WLNK Program Director, Promotions Director and Human Resource Manager were interviewed by three students studying media management at Gardner Webb University, Boiling Springs, North Carolina. The station personnel's participation helped the students fulfill a class project to visit a station, meet with management and learn what it takes to successfully manage a radio station.
- h. 6/17/2010: WBT *Charlotte's Morning News* Producer spoke to a class on the elements of producing a live radio show, and the skill set necessary for developing a successful career in broadcasting at the Carolina School of Broadcasting, Charlotte, North Carolina.
- i. 7/12/2010: Director of Interactive Media gave a lecture on Interactive Media at the Kellar Radio Talent Institute, held at Appalachian State University, Boone, North Carolina. The Kellar Radio Farm System is designed to attract, teach and provide opportunities for talented students who have a passion for the broadcast industry.
- j. 7/19/2010: WBT Program Director and WBT News Director delivered a session entitled "Today's News Radio: Put It Together and Deliver It" at the Kellar Radio Talent Institute, held at Appalachian State University, Boone, North Carolina. The Kellar Radio Farm System is designed to attract, teach and provide opportunities for talented students who have a passion for the broadcast industry.

Initiative: Participate in job fairs with station personnel who have substantial responsibility for hiring.

- a. 10/6/2009: Internship and Part-Time Job Fair at Wingate University in Wingate, North Carolina. The WBT/WLNK Human Resource Director attended the internship and part-time job fair, discussing internship and part-time job opportunities in radio broadcasting in support of various departments in the station employment unit.

Initiative: Internship Program designed to assist members of the community to acquire skills needed for broadcast employment.

The Employment Unit has an ongoing internship program in the programming, promotions, engineering and sales departments of each station. Interns work 20 hours a week for a period of not less than eight weeks. This program allows college students to experience radio station operation firsthand. During the reporting period, the Employment Unit hosted 28 interns during the fall, winter and summer semesters.

The Employment Unit solicits internship candidates from a variety of local educational institutions through internship and job fairs, placement offices, department contacts and student initiative. Participating institutions during the reporting period include: Davidson University, Appalachian State University, Wake Forest University, University of North Carolina at Charlotte, University of North Carolina – Chapel Hill, Winthrop University, Carolina School of Broadcasting, York Technical College, Central Piedmont Community College, and Johnson C. Smith University.

Initiative: Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

2/18/2010: Department Heads and supervisors attended training on preventing discrimination and harassment and enforcing the company's policies to further equal employment opportunities, presented by the law firm of Ogletree Deakins, Charlotte, North Carolina, and in-house counsel.

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Initiative: Participation in events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

- a. 6/17/10: Twelve (12) girls, ages 15-18 from the Catawba County Department of Social Services, Teen Up Program toured the station and visited with WBT Program Director, HR Director, WLNK Account Executive and On-Air Talent to learn about radio broadcasting and the career options available.

Initiative: Participation in other activities designed by the station employment unit 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.

- a. Greater Media Charlotte Radio Explorers Program:

10/26/09-5/3/10: WBT and WLNK conducted the Radio Explorers Program for two high school students. High school students who expressed an interest in radio spent an hour each month learning about radio and the various occupations and positions that are available within the radio industry. Curriculum included radio production, board operations, studio recording and in-studio viewing of live radio broadcasts. The Program was held at the station, and leaders/participants included WLNK & WBT staff and on-air personalities.

- b. Job Shadowing Programs:

- i. 5/24/10- 5/26/10: One (1) High school student from Charlotte Latin High School participated in their job shadowing programming at both WBT and WLNK. The total time was 16 hours over three days. The student shadowed individuals from programming, promotions, engineering and news. In addition, the student spent time in studio with our local talk shows, attended a promotions meeting, learned about news reporting and writing, and toured master control with our engineering department. The job shadow was designed by station staff to ensure the maximum exposure to the operations of a radio station, and to highlight the career opportunities available in radio broadcasting.
- ii. 6/9/10-7/9/10: One (1) High school student participated in the Charlotte Mecklenburg Schools Academic Internship Program. Over a period of four weeks, and a total of 36 hours, the student shadowed individuals from programming, promotions, production, sales, engineering and news. The job shadow was designed by station staff to ensure the maximum exposure to the operations of a radio station and to highlight the career opportunities available in radio broadcasting.