

EEO PUBLIC FILE
AUGUST 1, 2010 THROUGH JULY 22, 2011

WCHL
RALEIGH-DURHAM-CHAPEL HILL, NORTH CAROLINA

WCHL 1360, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Christy Dixon at WCHL 1360 by calling 919.933.4165.

This EEO Public File Report is filed in the WCHL public inspection file pursuant to Section 73.2080 of the Federal Communication Commission's rules.

During the period of August 1, 2010 through July 22, 2011, the station filled the following full-time vacancies:

Duchess of Digital Media	(1)
Digital Dynamo	(2)
Marketing Coordinator	(1)
WCHL News Reporter	(1)

The station interviewed a total of 15 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>Did Source Request Info?</u>	<u>Total Number of Interviewees</u>
UNC Career Services List serve	No	2
NC State Career Services List serve	No	1
Craigslist	No	5
Referrals	No	1
Hire from within company	No	2
Viral Networking (Word of Mouth)	No	1
Client Referral	No	2
WCHL Website	No	1

All WCHL Job Postings were sent to the following:

Craigslist
<http://www.craigslist.org>

WCHL Website

<http://www.1360wchl.com>

UNC Career Services List Serve

NC State Career Services List Serve

Elon Career Services List Serve

Wide Dissemination List

ALAMANCE COMMUNITY COLLEGE Director of Placement 1247 JimmieKerr Rd. Graham, NC 27253	B	No	0
GREENSBORO COLLEGE Director of Placement 815 West Market Street Greensboro, NC 27401	B	No	0
PIEDMONT TECHNICAL COLLEGE Placement Coordinator P.O. Box 1197 Roxboro, NC 27573	B	No	0
WINSTON-SALEM STATE UNIVERSITY Director of Placement 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110	B	No	0
EMPLOYMENT SECURITY COMMISSION Job Placement Office 309 N. William St. Goldsboro, NC 27530	G	No	0
JOHNSTON COMMUNITY COLLEGE Placement Office P.O. Box 2350 Smithfield, NC 27577	G	No	0
PITT COMMUNITY COLLEGE Job Link Center P.O. Drawer 7007 Greenville, NC 37835-7007	G	No	0
“ON-AIR” JOB TIP SHEET 937 Wild Ginger Trail West Chicago, IL 60185	M	No	0

FOUNDATION FOR MINORITY INTERESTS IN AMERICA 825 Seventh Ave. New York , NY 10019	M	No	0
HOWARD UNIVERSITY Director of Placement P.O. Box 667 Washington, DC 20059	M	No	0
METHODIST COLLEGE Director of Placement 5400 Ramsey Street Fayetteville, NC 28311	M	No	0
ST. ANDREW'S PRESB. COLLEGE Placement Office 1700 Dogwood Mile Laurinburg, NC 28352	M	No	0
UNC – ASHVILLE Director of Placement One University Heights Asheville, NC 28804	M	No	0
RED BUDD HOLY CHURCH Rev. F.C. Barnes, Pastor 1108 Luper Street Rocky Mount, NC 27801	T	No	0
BENNETT COLLEGE Director of Placement 900 E. Washington Street Greensboro, NC 27401-3298	B	No	0
EMPLOYMENT SECURITY COMMISSION Job Placement Office 2720 S. Mebane Street Burlington, NC 27215	B	No	0
HIGH POINT COLLEGE Director of Placement 833 Montlieu Ave. High Point, NC 27262	B	No	0
SALEM COLLEGE Director of Placement Winston-Salem, NC 27108	B	No	0

CAMPBELL UNIVERSITY Director of Placement P.O. Box 488 Buies Creek, NC 27506	G	No	0
GOLDSBORO HIGH SCHOOL School Counselor P.O. Box 1757 Goldsboro, NC 27801	G	No	0
LENOIR COMMUNITY COLLEGE Director of Placement P.O. Box 188 231 Hwy 58 South Kinston, NC 28502	G	No	0
WAYNE COMMUNITY COLLEGE Job Placement Coordinator 300 Wayne Memorial Drive Goldsboro, NC 27534	G	No	0
AMA JOB BANK Director of Job Placement c/o Ericsson GE Mobile Comm PO Box 13969 RTP, NC 27709	M	No	0
GASTON COLLEGE Director of Placement 201 Highway 321 South Dallas, NC 28034	M	No	0
JOHNSON C. SMITH UNIVERSITY Director of Placement 100 Beatties Ford Rd. Charlotte, NC 28216	M	No	0
NAB EMPLOYMENT CLEARINGHOUSE 1771 N. Street, NW Washington, DC 20036	M	No	0
ORGANIZATION OF CHINESE AMERICANS 1001 Conn. Ave. NW Ste 707 Washington, DC 20036	M	No	0
THE HOT SHEET P.O. Box 1476 Palm Havor, FL 34682	M	No	0
UNIVERSITY OF SOUTH CAROLINA Director of Placement Columbia, SC 29208	M	No	0

DUKE UNIVERSITY Director of Placement 2024 W. Main St. Bay A Durham, NC 27708 R	No	0
DURHAM TECHNICAL COLLEGE Director of Placement P.O. Drawer 11307 1637 Lawson St Durham, NC 27703 R	No	0
NCAB JOB BANK Kelly Chamberlain P.O. Box 627 Raleigh, NC 27602	No	0
SEYMOUR JOHNSON FAMILY SUPPORT Ms. Ollie Foster, Job Placement Manager 1255 Andrews St., Bldg 3616 Seymour Johnson AFB, NC 27531 R	No	0
UNC – CHAPEL HILL Journalism and Mass Communication Howell Hall, CB 3365 Chapel Hill, NC 27599 R	No	0
WOMEN’S CENTER OF RALEIGH 128 E. Hargett St., Ste 10 Raleigh, NC 27601 R	No	0
FIRST CALVARY BAPTIST CHURCH Rev. W.R. Burston Halifax Road Rocky Mount, NC 27801 T	No	0
MORNING STAR CHURCH OF CHRIST Rev. T.R. McCarter 907 Holly Street Rocky Mount, NC 27801 T	No	0
BROADCASTING INSTITUTE OF MD Director of Placement 7200 Harford Road Baltimore, MD 21234-7702 M	No	0
UNIVERSITY ELON COLLEGE Director of Placement 2700 Campus Box Elon, NC 27244-2010 B	No	0

FORSYTH TECHNICAL COLLEGE Director of Placement 2100 Silas Creek Parkway Winston, Salem, NC 27103	B	No	0
ISOTHERMAL COMMUNITY COLLEGE Director of Placement P.O. Box 804 Spindale, NC 28160	B	No	0
UNC – GREENSBORO Director of Placement P.O. Box 26170 Greensboro, NC 27402-6170	B	No	0
EAST CAROLINA UNIVERSITY Director of Placement East Fifth St. Greenville, NC 27858	G	No	0
GOLDSBORO-WAYNE NAACP P.O. Drawer 1205 Goldsboro, NC 27530	G	No	0
LENOIR-RHYNE COLLEGE Director of Placement 7 th Ave. & 8 th st. NE Hickory, NC 28601	G	No	0
WILSON COUNTY TECHNICAL COLLEGE Placement Office P.O. Box 4305 – Woodard Station Wilson, NC 27893	G	No	0
APPALACHIAN STATE UNIVERSITY Office of Career Development 301 Administration Annex Boone, NC 28608	M	No	0
HISPANIC LINK NEWS SVC, INC. 1420 N St., NW Washington, DC 20036	M	No	0
MARSHALL UNIVERSITY 1 John Marshall Drive Huntington, WV 25755	M	No	0

NATIVE AMERICAN PBC P.O. Box 83111 Lincoln, NE 68501	M	No	0
PEMBROKE STATE UNIVERSITY Director of Placement P.O. Box 1510 Pembroke, NC 28372	M	No	0
THE LINKS, INC. 1200 Massachusetts Ave., NW Washington, DC 20005	M	No	0
WESTERN CAROLINA UNIVERSITY 460 HFR Admin. Bldg. Cullowhee, NC 28723	M	No	0
EMPLOYMENT SECURITY COMMISSION Job Placement Office 700 Wade Ave Raleigh, NC 27605	R	No	0
NC CENTRAL UNIVERSITY Director of Placement Fayetteville and Lawson St. Durham, NC 27707	R	No	0
OFFICE OF THE GOVERNOR 20301 Mail Service Center Raleigh , NC 27699-0301	R	No	0
SHAW UNIVERSITY Director of Placement 118 East South Street Raleigh, NC 27601	R	No	0
UNIVERSITY OF NORTH CAROLINA Director of Placement Campus Box 5140 Chapel Hill, NC 27599	R	No	0
NASH COUNTY COMMUNITY COLLEGE Placement Office P.O. Box 7488 Rocky Mount, NC 27804	T	No	0

GRTER MT. HERMON BAPTIST CHURCH Rev. J.O. Thorne, Pastor 807 Broach Street Rocky Mount, NC 27801	T	No	0
NAACP Rev. Elbert Lee, President 1121 Sandon Circle Rocky Mount, NC 27801	T	No	0
Chapel Hill Herald 2828 Pickett Road Durham, NC 27705		No	0
Independent Weekly 302 E. Pettigrew Street Suite 3A Durham, NC 27715		No	0
BROOKS, PIERCE, McLENDON, HUMPHREY & LEONARD 1600 First Union Capitol Center 150 Fayetteville St. Mall Raleigh, NC 27601		No	0

Some job openings were posted on

Linked In

<http://www.linkedin.com>

Exhibit A contains the following information for each full time vacancy; recruitment source, total number of persons interviewed for each full-time vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

EXHIBIT A
WCHL
Raleigh-Durham-Chapel Hill, North Carolina

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: News Reporter
Recruitment Source: WCHL*
Date Vacancy Opened: December 1, 2011
Total Number of Persons Interviewed: 1
Date Vacancy Filled: December 17, 2011
Recruitment Source Utilized: WCHL Part Time Employee

Job Title of Vacancy: Duchess of Digital Media
Recruitment Source That Referred Hiree: WCHL*
Date Vacancy Opened: December 15, 2010
Total Number of Persons Interviewed: 1
Date Vacancy Filled: January 1, 2011
Recruitment Source Utilized: Hired from within company

Job Title of Vacancy: Digital Media Dynamo
Recruitment Source That Referred Hiree: Craigslist
Date Vacancy Opened: February 15, 2011
Total Number of Persons Interviewed: 8
Date Vacancy Filled: March 14, 2011
Recruitment Source Utilized: Entire Wide Dissemination List plus list on page 1

Job Title of Vacancy: Digital Media Dynamo
Recruitment Source: WCHL*
Date Vacancy Opened: April 15, 2011
Total Number of Persons Interviewed: 1**
Date Vacancy Filled: May 15, 2011
Recruitment Source Utilized: WCHL Part Time Employee

Job Title of Vacancy: Marketing Coordinator
Recruitment Source: Craigslist
Date Vacancy Opened: June 17, 2011
Total Number of Persons Interviewed: 5
Date Vacancy Filled: July 13, 2011
Recruitment Source Utilized: Entire Wide Dissemination List plus list on page 1

*These positions were newly created Full Time positions filled by Part Time WCHL employees.

** The interviewee for this position was recruited for at the same time as the Digital Dynamo position filled March 14, 2011. The interviewee was hired part-time following that recruitment and was elevated to full-time when the Digital Dynamo position again became vacant. Because this interviewee was one of the 8 people interviewed for the position filled March 14, 2011, he has only been counted one time in the tally on page 1 of this report.

**EXHIBIT B
OUTREACH INITIATIVES**

WCHL has engaged in the following outreach initiatives from August 2010 through July 2011:

Activity Classification	Type of Activity	Brief Description
10	Production Internship for High School Student	Production Manager has High School Student shadow him twice a week in the mornings during summer break
5	Internship for Seniors at North Carolina Central University	Production Manager has interns in their senior year to fulfill community service project hours to graduate
1	Part Time Job fair at UNC Chapel Hill	News Director and Marketing Coordinator presented part time job opportunities at day long part time job fair
1	Internship fair at UNC Chapel Hill	News Director, Production Manager and Marketing Coordinator presented internship opportunities to students during day long fair
4	Internship Seminar at UNC Chapel Hill	News Director and Marketing Director held a two-hour seminar at UNC Journalism School for students to learn about internship opportunities
10	Intern Studio Tour for UNC Journalism Students'	UNC Students were invited to visit the WCHL Studio and offices to learn about internship opportunities
10	Carolina Connection – 30 Minute program produced by UNC-CH Journalism Students during fall and spring semesters	During UNC Semesters UNC Journalism Students do a live half-hour program every Saturday at 8:30 am
5	WCHL Internship Program and Tracking Programming	WCHL offers an Internship program for College, University and High School students.
10	Career Explorers - Job Placement of High School Students through EmPOWERment, INC.	EmPOWERment places a student at WCHL for an 8-week internship to teach them about Radio Broadcasting funded by Workforce Development division of the Federal Government

10	Job Shadowing Program through Communities in Schools of Orange County	CIS places a student at WCHL for one week to teach them about radio broadcasting
10	High School Sports Mentorship Program - Volunteer Opportunities through local high schools	WCHL Sports Reporter and News Director recruit local High School students to participate in covering High School Sports
10	Community Service Projects through Carolina Friends School	Carolina Friends School Seniors do a two week internship to learn about Radio Broadcastings and complete their Community Service requirements
8	VAST Training for Account Executives	WCHL General Manager and Owner(s) conduct VAST Training for new and continuing Account Executives
8	Board Op/Off Air Training for WCHL employees	WCHL Station Manager conducts Board Operator training for interested staffers and Off Air training for all WCHL employees
12	Posted upper level job opening positions with Orange County Job Bank	Posted Job Openings with the OC Job Bank to notify them of WCHL Opening. All upper level positions posted online. Also, ran PSAs for the organization for Job Fairs and openings
4	Orange County Business Expo	WCHL holds a booth at the Business Expo and is manned by rotating staff members
16	Job Openings/ Internship Openings posted on WCHL's website	All job openings and internship positions are posted on the WCHL website
8	Personal Development Plan for WCHL employees	All WCHL employees were asked to create a personal development plan outlining their job duties, where they would like additional training and where they would like to see their job increase in responsibility