

Annual EEO Public File Report
-August 1, 2016 through July 31, 2017-
WKVS-FM | WJRI-AM/FM | WKGX-AM/FM
Lenoir, NC

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit, Foothills Radio Group, LLC, that is comprised of the following stations: WKVS-FM | WJRI-AM/FM | WKGX-AM/FM and is required to be placed in the public inspection files of these stations, and posted on their website.

Foothills Radio Group, LLC is committed to providing equal employment opportunities to all individuals without regard to race, color, religion, gender, national origin, age or disability. Our intent is to provide a work environment that is free of discrimination, harassment or intimidation. Discrimination, harassment or intimidation of an employee or an applicant is considered improper conduct. Under no circumstances will Foothills Radio Group, LLC condone or tolerate any form of discrimination, harassment or intimidation of anyone within the company.

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer.

Annual EEO Public File Report-Appendix 1
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Section 1: Vacancy Information

<u>Full-time Positions Filled</u>	<u>Recruitment Source of Hiree</u>
1- Account Executive	L- Indeed
2- Mornings on WKVS/Promotions	V-Networking Referral
3- General Manager	V-Networking Referral

Total Number of Persons Interviewed During Applicable Period: 27

Annual EEO Public File Report-Appendix 2
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Section 2: Recruitment Source Information

	Recruitment Source	(Name, Address, Telephone Number & Contact Person)	Total Number of Interviewees Provided During This Period (if any)
A	All Access-Radio Industry Community	www.allaccess.com	5
B	Appalachian State University	Simplicity online Career Center Posting Career Development 301 Administration Annex PO Box 32032 Boone, NC 28607 Career Gear	
C	Caldwell Community College	The Career Planning and Placement Center Student Services, Caldwell Campus Hickory Blvd; Hudson, NC careerplacement@ccc&ti.edu	
D	Carolina School of Broadcasting	Alyson Young, Exec VP 3435 Performance Road Charlotte, NC 27214-8085 704-395-9272 csbnc@bellsouth.net	
E	Central Carolina Community College	Mary Parker mpark201@cccc.edu Career Center Coordinator 1105 Kelly Drive Sanford, NC 27330 (919) 718-7396	
F	Current Employees Internal Postings	Various 827 Fairview Drive, SW; Lenoir, NC 28645	4
G	DAVIDSON COLLEGE	Handshake Online Posting	
H	Durham Technical College	Director of Placement PO Drawer 11307 Durham NC 27703 jobboard@durhamtech.edu Liz Filipowski filipowskil@durhamtech.edu	
I	FAYETTEVILLE STATE UNIVERSITY	Handshake Online Posting	
J	FOOTHILLS RADIO GROUP, LLC WEBSITE	www.GoFoothills.com	

K	Howard University	Career Services Office, Room 206, C.B. Powell Building, 525 Bryant Street, NW, Washington, DC 20059 Phone: 202-806-7513 careersrhu@howard.edu	
L	Indeed	http://www.indeed.com/	9
M	ISOTHERMAL COMMUNITY COLLEGE	Director of Placement PO Box 804; Spindale, NC 28160 828-286-3636 jsmith@isothermal.edu	
N	Johnston Community College	245 College Road PO Box 2350 Smithfield, NC 27577 (919) 934-3051 edwardsd@johnstoncc.edu	
O	LENOIR COMMUNITY COLLEGE	Director of Placement P.O. Box 188, 231 HWY 58 South Kinston, NC 28502 252-527-6223 fgaskins@lenoircc.edu	
P	LENOIR RHYNE UNIVERSITY	Students Job Page College Central Network	
Q	MARSHALL UNIVERSITY	1 John Marshall Drive Huntington, West Virginia 25755 304-696-2370; Patricia Gallagher, Recruiting Coordinator career-services@marshall.edu	
R	NC CENTRAL UNIVERSITY	Director of Placement 1801 Fayetteville and Lawson Street Durham, NC 27707 919-530-6100 nccucareerservices@ncsu.edu	
S	NC Division of Workforce Solutions	504 Wilkesboro Blvd, SE Lenoir, NC 28645 (828) 757-5622 Richard Sena richard.sena@nccommerce.com www.ncworks.gov	
T	NC STATE UNIVERSITY	354 Witherspoon CB8607 Raleigh, NC 27695 919-515-2401 jamie_gilbert@ncsu.edu	
U	NC WESLEYAN COLLEGE	3400 N Wesleyan Blvd Rocky Mount, NC 27804 (252) 985-5100 career@ncwc.edu	
V	NETWORKING REFERRALS	Clients, Business Leaders and Past Employees	7
W	OCA – Asian Pacific American Advocates	OCA National Center 1322 18th St. NW (202) 223-5500 Washington, DC 20036 oca@ocanatl.org	
X	ON-AIR ADVERTISEMENT	WKVS-FM, WKGX-AM/FM, WJRI-AM/FM	
Y	PIEDMONT TECHNICAL COLLEGE	May 29, 2017 - June 18, 2017 189 Total Advertisements Aired	
Z	SALEM COLLEGE	P.O. Box 10548 Winston-Salem, NC 27108-0548 336-721-2625 careers@saalem.edu	

AA	Salem State University	352 Lafayette Street Salem, MA 01970 (978) 542-6000 career@salemstate.edu	
BB	SHAW UNIVERSITY	Career Development 118 E. South Street Raleigh, NC 27601 919-546-8280 jholley@shawu.edu; nrollack@shawu.edu	
CC	UNC – CHAPEL HILL: JOURNALISM AND MASS COMMUNICATION	Howell Hall, CB 3365 Chapel Hill, NC 27599 919-962-1204 jeubank@email.unc.edu	
DD	UNC – CHARLOTTE	Career Center 9201 University City Blvd. Charlotte, NC 28223-0001 704-687-2231 Hire-A-Niner	
EE	UNC – WILMINGTON	Career Services 601 College Road Wilmington, NC 28403 910-962-3000 careercenter@uncw.edu	
FF	UNC- Greensboro Spartan Career	Career Services Center PO Box 26170 Greensboro, NC 27402-6170 Telephone: 336-334-5454 mlpegg2@uncg.edu	
GG	UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Career Services Campus Box 5140 Chapel Hill, NC 27599 919-962-6507 ucs@unc.edu	
HH	UNIVERSITY OF TENNESSEE AT MARTIN	Handshake Online Posting	
II	UNIVERSITY OF VIRGINIA	Handshake Online Posting	
JJ	UNSOLICITED	Walk In, Self Referral	2
KK	WAKE FOREST UNIVERSITY	Handshake Online Posting	
LL	Wayne Community College	3000 Wayne Memorial Drive Goldsboro, NC 27534 Lorie Waller (919) 739-6757 loriew@waynecc.edu	
MM	Wayne County JobLink Career Center	Bill Pate 309 N. William Street Goldsboro, NC 27530 Phone: (919) 731-7950 Eastern Carolina Workforce Development Board william.pate@ncmail.net	

Annual EEO Public File Report-Appendix 3
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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Stations WKVS-FM | WJRI-AM/FM | WKGX-AM/FM have engaged in the following outreach initiatives during the year covered by this report:

Initiative Classification	Type of Initiative	Brief Description of Activity
9	Mentoring Program	General Manager Jon Blair meets one on one with sales staff once per week to address any concerns, mentors on some calls, and offers advice and ideas pertaining to clients. This helps each Account Executive to build confidence and growth within the company.
14	Management Training	Jon Blair, General Manager; Pam Helton, Business Manager; and Steve Zushin, Operations Manager took completed EEO Training for Managers held on February 6, 2017 during weekly Managers Meeting. Training went into detail regarding recruitment for Full Time openings, notifications for vacancies and outreach/long term recruitment initiatives. Managers EEO Training went into detail regarding recruitment for Full Time openings, notifications for vacancies and outreach/long term recruitment initiatives.
16	Other Outreach Activities	Bob Clark, host of Caldwell this Morning hosts an interview with a variety of Caldwell County students, once per month during the school year . The interviews range in a variety of topics, from musicians, entrepreneurs, athletes and many other talents. Interviews are played on-air on WJRI-AM/FM and are available on-demand at www.GoFoothills.com
		Station tours are given upon request to local groups including scouting groups, home school and families. Participants learn common radio terms including different broadcast components (news, weather, music, PSA, etc.) as well as jobs available in radio.
		Steve Zushin, Operations Manager took part in Help the Rooster Beat Hunger- a community food drive headed up by a local car dealership and participated in by 4 local Middle Schools. Staff attended Collection Push Days at each school and discussed with students careers in radio.