

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2007 to July 22, 2008.

1) **Employment Unit Location/Name:** Charlotte, NC/CBS Radio Holdings, Inc.

2) **Unit Members (List all station call signs and communities of license):** WSOC-FM, CHARLOTTE, NC; WKQC, CHARLOTTE, NC; WFNZ, CHARLOTTE, NC; WNKS, CHARLOTTE, NC; WPEG, CONCORD, NC; WBAV-FM, GASTONIA, NC and WFNA, CHARLOTTE, NC.

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

Mailing Address:  1520 SOUTH BLVD SUITE 300 CHARLOTTE NC 28203	Telephone Number: 704-227-8126
	Contact Person: BARBARA M. MCINTYRE
	E-mail Address: <a href="mailto:bmcintyre@cbs.com">bmcintyre@cbs.com</a>

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

Job Title	Recruitment Source Referring Hiree
1. Account Executive	Charlotte Observer
2. Sales Assistant	CBSRadio.com
3. Account Executive	CBSRadio.com
4. Account Executive	CBSRadio.com
5. Account Executive	Employee Referral
6. Account Executive	Charlotte Observer
7. Account Executive	Employee Referral
8. Traffic Assistant	CBSRadio.com
9. Account Executive	CBSRadio.com
10. Continuity Director	Employee Referral
11. Account Executive	CBSRadio.com
12. Account Executive	Employee Referral
13. Account Executive	Employee Referral
14. Traffic Manager	Employee Referral
15. Account Executive	CBSRadio.com
16. Staff Accountant	Employee Referral

Stations WSOC/WKQC/WFNA/WFNZ/WNKS/WPEG/WBAV are Equal Opportunity Employers

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|------------------------------|--------------------------|
| <b>17. Account Executive</b> | <b>Employee Referral</b> |
| <b>18. On Air Talent</b>     | <b>CBSRadio.com</b>      |
| <b>19. Account Executive</b> | <b>CBSRadio.com</b>      |
| <b>20. Account Executive</b> | <b>CBSRadio.com</b>      |
| <b>21. Account Executive</b> | <b>Employee Referral</b> |
| <b>22. Staff Accountant</b>  | <b>CBSRadio.com</b>      |

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**5) The following Organizations were notified of every job vacancy identified in Section 4 of this EEO Public File Report.**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes or No)
Internal Postings at WSOC, WKQC, WFNZ, WNKS, WPEG, WBAV locations	Barry Tomlinson	1520 South Blvd, Suite 300, Charlotte, NC and 4015 Stuart Andrew Blvd., Charlotte, NC	704-227-8662	NO
CBS Radio Jobline	Barry Tomlinson	n/a	704-561-4972	NO
Charlotte Observer	Kathy Snipes	600 South Tryon St., Charlotte, NC 28202	704-358-5325	NO
The Charlotte Post	Jerri Thompson	1531 Camden Road, Charlotte, NC 28203	704-376-0496	NO
<a href="http://www.cbsradio.com">www.cbsradio.com</a>	Elaine Mull	n/a	866-378-6224	NO
<a href="http://www.monster.com">www.monster.com</a>	Elaine Mull	n/a	866-378-6224	NO
National Sales Network - Atlanta Chapter		PO Box 724454, Atlanta, GA 31139	404-395-6337	NO
Employment Security Commission	JOB Bank	500 West Trade Street, Charlotte, NC 28025	704-342-6131	NO
Employment Security Commission	Placement Office	2275 Kannapolis Hwy., Concord, NC 28205		NO
Afro American Cultural Center	Placement Office	401 N. Myers St., Charlotte, NC 28202	704-374-1565	NO
Urban League of the Central Carolinas	Placement Office	740 West 5th Street, Charlotte, NC 28202	704-373-2256	NO
Mecklenburg County Work First	Pauline Cross	301 Billingsley Road, Charlotte, NC 28211	704-353-1670	NO
Mecklenburg County Women's Commission	Placement Office	700 N. Tryon Street, Charlotte, NC 28202	704-432-1197	NO
NAACP	Placement Office	P.O. Box 25774, Charlotte, NC 28229		NO
Central Piedmont Community College	Student Career Center	P.O. Box 35009, Charlotte, NC 28235	704-342-6633	NO
Rowan County Community College	Placement Office	P.O. Box 1595, Salisbury, NC 28145	704-788-3197	NO
Kings College	Career Center	322 Lamar Ave., Charlotte, NC 28204	704-372-2383	NO
Queens College	Career Center	1900 Selwyn Ave., Charlotte, NC 28274	704-337-2337	NO
University of North Carolina - Charlotte	Career Center	9201 University Blvd., Charlotte, NC 28223	704-5472231	NO
Johnson C. Smith University	Placement Office	100 Beatties Ford Road, Charlotte, NC 28216		MO

Carolina School of Broadcasting		3435 Performance Road, Charlotte, NC 28214	704-395-9272	NO
Belmont Abbey College	Career Center	100 Belmont-Mt. Holly Rd., Belmont, NC 28012	704-825-6700	NO
Barber Scotia College	Career Center	145 Cabarrus Ave., Concord, NC 28025	704-789-2900	NO

**6) Total # of Interviewees Referred by Each Source:** For the period from July 23, 2007 to July 22, 2008, this Employment Unit interviewed 206 Interviewees for full time job vacancies. These Interviewees were referred by the following sources:

<b><u>Recruitment Source</u></b>	<b><u>Total Number of Interviewees Referred</u></b>
1. CHARLOTTE OBSERVER	27
2. EMPLOYEE REFERRAL	27
3. CBSRADIO.COM	50
4. JOB FAIRS	92
5. MONSTER.COM	7
6. CHALROTTE POST	1
7. KINGS COLLEGE	2

## **7) Supplemental Recruitment Initiatives.**

### **1. Host Job Fair**

CBS Radio Job Fair.

June 25, 2008

Personnel Involved: General Manager, Department Heads and Human Resources Director.

The Employment Agreement hosted a job fair at the stations' offices. Participating personnel discussed broadcast employment opportunities with attendees, took applications, reviewed resumes and conducted interviews.

### **2. Participation in Educational or Community Events Related to Career Opportunities in Broadcasting**

Charlotte AD Club AAF 4<sup>th</sup> Annual Student Conference

April 25, 2008

Personnel Involved: General Sales Managers.

Students from the advertising colleges and universities in the AAF districts participated in the event. The General Sales Managers gave presentations and conducted one-on-one meetings covering procedures for applying for employment, drafting resumes, interviewing, creating portfolios and other techniques necessary to obtain jobs in the broadcast industry.

Appalachian State University

July 17, 2007

Personnel Involved: Marketing Director

The Marketing Director participated in a program at the University which included small-group discussions with students on "How To" pursue a career in broadcasting. The Marketing Director discussed the organizational structure of radio stations, how to get an interview, how to interview, internship programs, and other areas of special interest to the students.

### **3. Internship Program**

Personnel Involved: All Department Heads

Ongoing

The Employment Unit's operates an internship program designed to promote and foster the professional development of participating students. Interns are assigned to work in all departments at the stations, including promotions, marketing, programming, and sales. The program includes approximately 20 students each semester. Interns come from various colleges and universities in the greater Charlotte area.

### **4. Mentoring Program-**

Personnel Involved: Director of Sales; Sales Department

Ongoing

The Employment Unit has implemented a sales mentoring program to assist with the growth, development and support of junior account executives and other entry level personnel who have interest in careers in sales. One senior account executive at each station is a designated mentor, who works on a one on one basis with designated mentees on a daily basis. At the same time, the senior account executive mentors develop supervisory and instructional skills necessary for careers in sales management.

**5. Participation in General Outreach Efforts Using Job Banks or Internet Programs**

Ongoing.

The Employment Unit has made significant contributions to the CBS Radio career website ([www.cbsradio.com](http://www.cbsradio.com)) which contains information designed to inform the general public of the numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them.