



**WGKX(FM), WXMV(FM), WRBO(FM), WKIM(FM)  
CITADEL MEMPHIS RADIO GROUP  
EEO PUBLIC FILE REPORT**

March 23, 2009 – March 22, 2010

**EEO PUBLIC FILE REPORT**

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

1) Employment Unit: Citadel Memphis Radio Group

2) Unit Members (Stations and Communities of License):

WGKX(FM), Memphis, TN

WXMV(FM), Millington, TN

WRBO(FM), Como, MS

WKIM(FM), Munford, TN

3) EEO Contact Information for Unit Member:

Mailing Address: <b>Citadel Broadcasting Company</b> <b>Memphis</b> <b>5629 Murray Road</b> <b>Memphis, Tennessee 38119</b>	Telephone Number: <b>(901) 682-1106</b>
	Contact Person/Title: <b>Sherri Sawyer, Market Manager</b>
	E-mail Address: <b>sherri.sawyer@citcomm.com</b>

4) Full-Time Job Vacancies Filled by Each Station:

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
WRBO Account Executive	Industry Referral
WGKX Account Executive	Internal Referral

WGKX(FM), WRBO(FM), WXMV(FM) and WKIM(FM) are Equal Opportunity Employers

**5) Job Title: WRBO Account Executive Referral Source(s) of Hiree: Industry Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyné-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 <a href="mailto:ajones@southwest.tn.edu">ajones@southwest.tn.edu</a>	(901) 333-6048	0	Yes
Mississippi Boulevard Christian Church	Sylvia Cooper	70 N. Bellevue, Memphis TN 38104	(901) 729-6222	0	No
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXMX-FM Website	<a href="http://www.981themax.com">www.981themax.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXMX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	<a href="http://www.kix106.com">www.kix106.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	<a href="http://www.SoulClassics.com">www.SoulClassics.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	3	No
WRBO Radio On-Air Recruitment	Amy Goodman	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	<a href="http://www.989kimfm.com">www.989kimfm.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM Radio On-Air Recruitment	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth / Media Industry Referrals / Internal Referrals	N./A	N./A	N./A	5	No
Walk-in	N./A	N./A	N./A	1	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	<a href="mailto:careerservices@mail.belmont.edu">careerservices@mail.belmont.edu</a>	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No

**5) Job Title: WGKX Account Executive Referral Source(s) of Hire: Internal Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 <a href="mailto:ajones@southwest.tn.edu">ajones@southwest.tn.edu</a>	(901) 333-6048	0	Yes
Mississippi Boulevard Christian Church	Sylvia Cooper	70 N. Bellevue, Memphis TN 38104	(901) 729-6222	0	No
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXXM-FM Website	<a href="http://www.981themax.com">www.981themax.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXXM Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	<a href="http://www.kix106.com">www.kix106.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	1	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	<a href="http://www.SoulClassics.com">www.SoulClassics.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Amy Goodman	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	<a href="http://www.989kimfm.com">www.989kimfm.com</a>	5629 Murray Road, Memphis, TN 38119	901-682-1106	1	No
WKIM Radio On-Air Recruitment	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth / Media Industry Referrals / Internal Referrals	N./A	N./A	N./A	7	No
Walk-in	N./A	N./A	N./A	1	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	<a href="mailto:careerservices@mail.belmont.edu">careerservices@mail.belmont.edu</a>	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Sherri Sawyer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No

6) **Total # of Interviewees Referred:** For the period from March 23, 2009 to March 22, 2010, this Employment Unit interviewed 19 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
<i>Local EEO Training for Management Level Employees</i>	The Citadel Memphis General Manager conducted a training session during our Weekly Dept Head Meeting of June 22, 2009 for all management-level personnel with emphasis on updated hiring practices, FCC/EEO rules and forms, prevention of discrimination and harassment, and promoting equal opportunity employment.
<i>EEO Seminar</i>	On January 20, 2010, Memphis Market Manager attended the TAB-Sponsored Career Fair and EEO Seminar conducted by Dr. Jennifer Woodard and TAB General Counsel Doug Pierce in Nashville.
<i>Spring 2009 Job Fair, April 23, 2009</i> <i>Fall 2009 Job Fair, October 22, 2009</i>	The Employment Unit sponsored two job fairs at the Macon Cove Campus of Southwest Tennessee Community College; both were free to the public. Station personnel on-site included Sales Managers, Account Executives and Promotions Directors; some of whom have substantial responsibility in making hiring decisions. The April job fair was featured on the Citadel Public Affairs program and advertised in the Commercial Appeal Newspaper; both were advertised on all four Citadel Memphis Radio Group stations' websites, as well as on-air. As the group's job fair offering has become a Memphis job market staple, attendance was high among students and the general public; and there was an increase in the number of companies on-site.
<i>Radio Station Tours</i>	The group radio stations are active in the community as additional education resources where groups may tour and discuss broadcast career opportunities and overall station operations. During this reporting period Citadel Memphis Group hosted a tour for a local high school group on November 13, 2009. The tour was conducted by the Assistant Promotion Director.
<i>Mentoring Programs</i>	<p>The group co-sponsored "<i>Becoming the Man of The House</i>", a local Father's Day incentive for sons being raised by single mothers. This day-long event was produced by the Group's Community Affairs Director in cooperation with the 110 Institute, and featured lectures, one-on-one counseling by community leaders and volunteer mentors. Lunch was provided for the entire group of approximately 118 boys and 120 mentors.</p> <p>The Memphis group is also actively involved in the promotion of <i>Big Brothers Big Sisters</i>, and served as a media partner for their 12<sup>th</sup> Annual SportsBall in August 2009.</p> <p>Group participated in the Memphis Catholic High School "Education That Works" Student Job Share Program, whereby a high school student was given hands-on experience and mentoring at the radio station for school credit and scholarship prep.</p>
<i>Scholarship Program</i>	Each Spring, the Employment Unit sponsors a Broadcast Scholarship at the University of Memphis. The University of Memphis Broadcast Department Chairman and Memphis Radio Group General Manager annually select scholarship recipients from a pool of applicants majoring in broadcasting at the university. Our unit received written acknowledgements from this year's scholarship recipient and the University of Memphis Foundation Executive Director.