

## EEO PUBLIC FILE REPORT

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

1) **Employment Unit: Citadel Broadcasting—Columbia, South Carolina**

2) **Unit Members (Stations and Communities of License):** WTCB-FM, Orangeburg, South Carolina  
WOMG-FM, Lexington, South Carolina  
WISW-AM, Columbia, South Carolina  
WLXC-FM, Columbia, South Carolina  
WNKT-FM, Eastover, South Carolina

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

Mailing Address:  Citadel Broadcasting Company 1801-J Charleston Highway Cayce, South Carolina 29033	Telephone Number: 803-796-7600 ext 217
	Contact Person/Title: Felicia Cokley, Business Manager
	E-mail Address: felicia.cokley@citcomm.com

4) / 5) **No Full-Time Job Vacancies Were Filled by Employment Unit Members during this period.**

**Stations WTCB-FM/WOMG-FM/WISW-AM/WLXC-FM/WNKT-FM are Affirmative Action & Equal Opportunity Employer[s].**

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**6) Total # of Interviewees Referred:** For the period from July 23, 2009 to July 22, 2010, this Employment Unit interviewed 0 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Establishment of a Student Internship Program**

The Employment Unit has a long-standing and extensive internship program and accepts college students as interns on a regular basis in various departments. The stations strive to hire interns from diverse backgrounds primarily from educational institutions serving the stations' communities of license and the surrounding area. Although some interns attend schools outside of the Employment Unit's communities of license, most call the area "home." Internship opportunities are posted in the "jobs" section of each station in the Employment Unit's website. Students may also initiate contact with the stations on their own. Interns were responsible for a variety of station-related tasks pertaining to promotions, production, sales, and marketing. In addition, interns received a varied, hands-on broadcast education that included assisting with live broadcasts, organizing promotional giveaways, writing and producing commercials to air on radio stations, and generating press releases, pitch letters and other printed materials.

During the period July 23, 2009 through July 22, 2010, three (3) interns (one from Johnson C. Smith University, one from Louisiana State University and the other from White Knoll High School) participated in the internship program.

**(b) Initiative: Participation in Job Fairs**

1. WTCB-FM/WOMG-FM/WISW-AM/WLXC-FM/WNKT-FM participated in a job fair held and sponsored by the South Carolina Broadcasters Association on April 13, 2010. The event provided students a unique and valuable opportunity to learn first hand about career options in the broadcasting industry in SC. We also were able to hand out employment applications and answer questions about job opportunities at Citadel Broadcasting. The Business Manager, WISW Sales Manager and WOMG Program Director were present for this event.

2. WTCB-FM/WOMG-FM/WISW-AM/WLXC-FM/WNKT-FM participated in a career fair held and sponsored by the University of South Carolina's School of Journalism and Mass Communications on February 26, 2010. The event provided students to about career options in the broadcasting industry in SC. We also were able to hand out employment applications, answer questions about job opportunities and interview potential candidates. The Business Manager was present for this event.

**(c) Initiative: Job Banks**

WTCB-FM/WOMG-FM/WISW-AM/WLXC-FM/WNKT-FM regularly post employment opportunities on the South Carolina Broadcasters Association (SCBA) Job Bank. We post on Lander University Employer's Page at Lander University. We are also registered with The HireVeteran Team in which we can post our job openings and if we are interested in hiring any military we can get information from them about a potential candidate. We also receive a Hire Veterans Monthly Employer newsletter.

**(d) Initiative: Management and Employee Training**

- The stations analyze their EEO practices and policies in conjunction with their annual employee reviews to help ensure that the stations' EEO practices and policies do not have a discriminatory effect. During the annual budget process the General Manager and Business Manager examine employee pay rates and positions within the employment unit. Quarterly department managers' meetings are held to discuss EEO practices and policies. All management level employees annually receive a written overview of the FCC's EEO rules. Managers also receive written materials outlining fines for violations of EEO policies.

- Citadel's Corporate Director of Human Resources annually circulates a copy of and reminds employees about Citadel's Code of Business Conduct and Ethics, which in section 7 reaffirms Citadel's commitment to providing equal opportunity in all aspects of employment and references the company's policies prohibiting illegal discrimination and harassment. Attached at Attachment C is a copy of the company's Code of Business Conduct and Ethics and the employee e-mail notifications sent out on December 14, 2009.
- In May, 2009, the company's Corporate Director of Human Resources circulated a copy of and reminded employees about the company's EEO –ADA policy. The ADA policy was re-distributed in May, 2010, along with a pamphlet encouraging employees to report unlawful activity in the workplace via a special "hot line" and a memo about the hotline from the company's Chief Executive Officer. These notifications were intended specifically to make a separate and distinct statement to reinforce the company's commitment against any type of illegal discrimination.
- On May 11, 2010 the Business Manager participated in a free EEO Webcast on Navigating the FCC's EEO Rules presented by Brendan Holland, David Wright Tremaine LLP sponsored by South Carolina Broadcaster's Association.

**(e) Initiative: Participation in Events or Programs Sponsored by Educational Institutions**

1. WTCB-FM Senior Account Executive Janice Shull on December 9, 2009 spoke at the Columbia International University and discussed how to get into the radio business.
2. Citadel Broadcasting-Columbia, SC General Manager William McElveen on August 12, 2010 spoke to the South Carolina Broadcaster's Association Board of Directors about FCC's EEO Requirements.
3. Citadel Broadcasting-Columbia, SC General Manager William McElveen on October 13, 2009 spoke to the NAB Board of Directors in Dallas, TX on proposed changes to radio/television ownership caps.

**(e) Initiative: Establishment of a Mentoring Program**

WOMG-FM Program Director TJ McKay started a mentoring program in which he meets once a week for one hour with an employee to teach the ins and outs of being a successful Morning Show Host and how to manage a staff.