

2011 ANNUAL EEO PUBLIC FILE REPORT

APEX BROADCASTING, INC.

Stations: WAVF(FM), Hanahan, SC
WCKN(FM), Moncks Corner, SC
WXST(FM), Hollywood, SC
WSPO (AM/FM), Charleston, SC
WIOP (FM), Isle of Palms, SC

Reporting Period: August 1, 2010 – July 31, 2011

No. of Full-time Employees: More than 10

During the Reporting Period, a total of 20 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

10/10 – College of Charleston, Charleston, SC Student/Alumni Job Fair attended by HR Assistant and Promotion Director.

10/2010 – Community Empowerment Center Job Fair North Charleston, SC attended by HR Assistant and Promotions Director.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

The licensee has a continuous intern posting on the Cistern employment program through College of Charleston.

The licensee had a total of 6 interns during the reported period. During the Summer of 2010 Semester, we had 1 intern attending The College of Charleston. During the Winter of 2010 we had 1 intern attending The College of Charleston. During the Fall of 2010 we had 1 intern attending Trident Tech. During the Spring 2011 we had 1 intern attending Trident Tech. During the Summer 2011 we have 2 interns. 1 attending The College of Charleston and 1 intern attending Trident Tech. All interns received college credits. Interns worked between 15-20 hours per week in the Promotions and Programming Services.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

Academic All Stars Honor Roll: Gift Certificates were donated to local students whom received perfect attendance and straight A's for the 2010-11 school year.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

9/10-92.5 The Box Personality went to Cain Bay High School to help raise money for school supplies and speak with students.

2/11-Star 99.7 Personality attended Career Day at Stall High School.

4/11-Star 99.7 Program Director attended Career Day at Goose Creek High.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
08/24/10	Account Executive	Job Fair
08/30/10	Account Executive	Job Fair
09/13/10	Account Executive	Station Website
10/15/10	Program Director	All Access
11/01/10	Account Executive	Job Fair
11/01/10	On-Air Personality	All Access
12/06/10	Sales Assistant	Employee Referral
01/03/11	Sales Manager	Employee Referral
01/17/11	Event Planner	Station Website
02/22/11	Account Executive	Job Fair
02/22/11	Account Executive	Mailing List
02/23/11	Account Executive	Station Website
04/11/11	General Manager	Employee Referral
06/06/11	Account Executive	Station Website
06/06/11	Account Executive	Station Website
06/14/11	On-Air Personality	All Access
06/27/11	On-Air Personality	Station Website
07/05/11	Sales Manager	Station Website
07/08/11	Account Executive	Employee Referral
07/13/11	Sales Assistant	Station Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 73

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Stations' websites	28
All Access/Recruiting Website	12
Trident United Way/Mailing List	10
Job Fairs	19
Employee Referral	4

RECRUITING SOURCES USED

The following sources were used for all full-time openings.

*	Business/Agency	Address	City, State, Zip	Phone	Contact	e-mail
N	BWC Products, Inc.	9516 Hanburg Rd.	Ladson, SC. 29456	843.873.0474	Robert Bertino	
N	All Access	28955 Pacific Coast St. 210-5	Malibu, CA 90265	310-457-6616		
N	Berkeley Chamber of Commerce	PO Box 968	Moncks Corner, SC 29461			
N	Carousel Early Childhood Center, Inc	1083 Jenkins Rd.	Charleston, SC. 29407	843.763.2378	Denise Gaskins	
N	Charleston Southern University/Student Employment Office	9200 University Blvd.	Charleston, SC. 29406	843.863.8019	Hester Young	
N	Civic Communications Inc.	P.O. Box 871	Charleston, SC. 29402	843.577.0656	Julie Cofer	
N	Trident Urban League Inc.	PO Box 20249	Charleston, SC 29413	843-965-4037		
N	College of Charleston/Univ. of Charleston	66 George Street,	Charleston, SC 29424	843.953.5507		
N	CPI Graphics	4500 Leeds Ave. #204	Charleston, SC. 29405	843.745.1500	I. Mccants & K. Griffin	
N	D. H. Martin & Associates, Inc.	1037 Chuck Dawley Blvd. BD. D	Mt. Pleasant, SC 29464	843-849-1055		
N	Eovercomers, e-Business Consulting, LLC	1836 Ashley River Rd., Ste. 302	Charleston, SC. 29407	843.554.0606	Edward Smalls	
N	Governor's Office of Small & Minority Business Enterprise	1205 Pendleton Street RM 437	Columbia, SC 29201	803-734-0564		
N	Golden Girls Management DBA TC's Soul Café	P.O. Box 60673	N. Charleston, SC. 29405	843.745.6242	Stephanie Hammond	
N	James L. Dooley & Associates	266 Coleman Blvd., Ste 102	Mt. Pleasant, SC 29464	843-856-0544		
N	Job Service	176 Lockwood Blvd.	Charleston, SC 29402	843-792-7046		
N	Ideal Printing, Inc.	4122 Meeting St.	N. Charleston, SC. 29405	843.744.7022	Dallas Davidson	

*	Business/Agency	Address	City, State, Zip	Phone	Contact	e-mail
N	Limestone College	1115 College Drive	Gaffney, SC. 29340	800.795.7151		
N	Medical University of SC	171 Ashley Ave.	Charleston, SC. 29425	843.792.2300		
N	Michand Consulting, LLC	P.O.Box 40266	N. Charleston, SC. 29423	843.552.2320	Sylvia F. Gale, Ed. S.	
N	Personal Enhancement	P.O. Box 2392	Mt. Pleasant, SC. 29465	843.849.0682	Marie L. Moreto	
N	Phlegar & Associates	566 Flambeau Retreat	Mt. Pleasant, SC. 29464	843.971.0510	Kathy Phelgar	
N	Radean's Specialty Gift Shop	1244 Camp Road	James Island, SC. 29412	843.762.0037	Vina Y. Scott	
N	South Carolina Vocational Rehabilitation Dept.	4360 Dorchester Rd.	N. Charleston, SC. 29405	843.740.1610		
N	The Post and Courier	134 Columbus St.	Charleston, SC. 29403-4800	843-577-1111		
N	Trident One Stop Career Center	1930 Hanahan Rd.	N. Charleston, SC. 29406	843.574.1826		
Y	WSPO	2294 Clements Ferry Rd.	Char			www.wsposports.com
Y	WIOP Website	2294 Clements Ferry Rd.	Charleston, SC 29492	843-972-1100		www.fm959online.com
Y	WXST Website	2294 Clements Ferry Rd.	Charleston, SC 29492	843-972-1100		www.star997.com
Y	WIHB Website	2294 Clements Ferry Rd.	Charleston, SC 29492	843-972-1100		www.925TheBox.com
Y	WAVF Website	2294 Clements Ferry Rd.	Charleston, SC 29492	843-972-1100		www.1017ChuckFM.com

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.