

2010 ANNUAL EEO PUBLIC FILE REPORT

APEX BROADCASTING, INC.

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

Reporting Period: August 1, 2009 – July 31, 2010

No. of Full-time Employees: More than 10

During the Reporting Period, a total of 17 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.*

08/09 – Goodwill, Charleston, SC, attended by Promotions Director.

10/09 – College of Charleston, Charleston, SC, Intern Fair attended by Promotions Director.

02/10 – College of Charleston, Charleston, SC, Career Fair attended by Internet & Promotions Director.

07/10 – In House Job Fair, Charleston, SC, attended by HR Assistant and HR 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, with contact Erin O’Dea to find interns. The licensee also has monthly contact with Eddie Smith Communications Director at Clemson University to help with Clemson Inter placement.

The licensee had a total of 3 interns during the reporting period. During Summer of 2010 Semester, we had 3 interns. 2 interns were

attendees of Trident Tech and 1 College of Charleston. All interns received college credit. Interns worked between 15-20 per week in the Promotions & Sales Department and Internet services.

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

Academic All Stars/B92 Honor Roll: \$50.00 Savings Bonds were donated to local students whom received perfect attendance and straight A's for the 2009-10 school year..

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

03/10 – Star 99.7 Personality attended Career Day at Belle Hall Elementary School.

05/10 – Star 99.7 Program Director attended a Career day at Sedgfield Middle School.

07/10 – 925 The Box personality will be at Cainhoy Middle School to help raise money for School supplies.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|---------------------|------------------------------------|
| 09/14/2009 | Account Executive | Recruitment Ad |
| 09/21/2009 | Account Executive | Website |
| 11/16/2009 | Account Executive | Website |
| 01/25/2010 | Account Executive | Recruitment Ad |
| 02/08/2010 | Account Executive | Website |
| 03/22/2010 | Account Executive | Recruitment Ad |
| 03/29/2010 | Account Executive | Website |
| 04/12/2010 | Sales Manager | RAB |
| 04/19/2010 | Program Director | All Access |
| 05/01/2010 | Promotions Director | Recruitment Ad |
| 05/17/2010 | Account Executive | Website |
| 06/02/2010 | Program Director | All Access |
| 06/15/2010 | Account Executive | Website |
| 06/16/2010 | Account Executive | Website |
| 06/21/2010 | Account Executive | Recruitment Ad |
| 06/25/2010 | Program Director | All Access |
| 07/26/2010 | Receptionist | Recruitment Ad |
| | | |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 52

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--|--|
| Stations' websites | 20 |
| All Access/Recruiting Website | 4 |
| Trident United Way/Mailing List | 4 |
| On-Air Recruitment AD | 19 |
| RAB | 5 |

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 | |
| 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 | | |

| * | Business/Agency | Address | City, State, Zip | Phone | Contact | e-mail |
|---|---|-------------------------|-------------------------------|--------------|------------------------------|--|
| 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.