

EEO Report for the Period August 1, 2007 through July 31, 2008

Stations covered under this report include:

WEZV-FM  
WYEZ-FM  
WGTV-FM  
WYNA-FM

This report covers a single employment unit for Coastline Communications, Inc and Fidelity Broadcasting Corporation.

Coastline Communications and Fidelity Broadcasting operate radio stations in Myrtle Beach, South Carolina with an aggressive approach to equal opportunity for all individuals, for all full time positions. Our recruitment efforts for each available position are evaluated to insure the broadest possible reach to potential candidates, and all recruitment efforts are reviewed on an ongoing basis to maximize exposure.

On February 1, 2008, WYNA/WGTV entered into a lease arrangement prior to the sale of the stations, to Qantum Communications of Myrtle Beach. All sales, promotion, and operations were assumed by Qantum, including the hiring of all sales, promotion, and/or office personnel.

Over the past 12 months, only one fulltime opening occurred with the radio stations listed in this report. However in an effort to maintain an aggressive approach to Equal Employment Opportunity, the following initiatives were undertaken:

- 1) For the second year in a row the stations participated in the KEY Scholarship program in conjunction with Carolina Trust Federal Credit Union. Two graduating High School seniors each received a \$1000.00 scholarship. Jasmine Daly of Little River and Jasmine Daniels of Lake City were this year's winners. The recipients plan to continue their education at Coastal Carolina University and Francis Marion University.
- 2) The stations participated in a shadowing program with the Horry County Schools District. Students from the Academy for Arts and Sciences participated, and "shadowed" sales, on-air, and office personnel. *Two separate programs* were conducted with the radio stations:

April 22, 2008  
November 13/14, 2007

- 3) The radio stations worked with the Sixth Grade Class of St. Andrew Catholic School for the 5th year in a row, with a session that included a tour of the facilities, discussion on the business of broadcasting, and participation in the creation of a public service announcement in support of the school. The session was conducted on June 30, 2008. The public service campaign is scheduled to air 8/1/08 through 9/30/08.

4) The radio stations continued to utilize the South Carolina Broadcasters Association website for fulltime openings.

5) The radio stations continued to encourage a strong and positive approach to EEO with staff. Distribution of a policy memo to all employees furthered the efforts of the stations. (see attached)

6) Continued to work with the local University, Coastal Carolina University, by on-going communication with the Career Services Center, responding to and completing a requested survey for contact information and job opening distribution. (see file)

*As of July 25, 2008, a total of 8 fulltime positions existed at the stations.*

Only ONE fulltime opening occurred in the period covered under this report:

APRIL/MAY—Sales Position

The position was advertised with the following:

Myrtle Beach Help Wanted dot Com (*14 verified responses*)

The Sun News (*na*)

Career Builder dot Com (*26 verified responses*)

S.C.B.A. (*1 verified responses*)

3 responses without verified source

Individual hired applied through Career Builder.



Memo to: All Staff  
From: Matt Sedota/Will Isaacs  
Date: July 22, 2008  
Re: EEO

It is time to reinforce the company policy as regards employment opportunities.

- 1) It is our policy at Fidelity Broadcasting Corporation to encourage applications from anyone interested, *regardless* of race, sex, religion, or national origin.
- 2) We are an equal opportunity employer. All applications for employment will be reviewed *without* regard to race, sex, religion, or national origin.
- 3) Hiring for all positions will be made *without* regard to race, sex, religion, or national origin.
- 4) We expect you, our employees, to *support and encourage* the Equal Opportunity stance of Fidelity Broadcasting.
- 5) If you ever have knowledge of any action or incident that is contrary to our aggressive approach to Equal Opportunity, you are required to notify management at once.
- 6) Fidelity Broadcasting will has not, and *will not tolerate* any kind of discrimination to current or prospective employees, especially regarding race, religion, sex, or national origin.

If there are ever any questions regarding our employment practices, please let us know.

