

EEO Report for the Period August 1, 2008 through July 31, 2009

Stations covered in this report include:

WEZV-FM

WGTV-FM (100% simulcast with WEZV)

WYEZ-FM

This report covers a single employment unit for Fidelity Broadcasting Corporation.

Submitted July 2009, by Matthew S. Sedota

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

Over the past 12 months covered under this report, only three fulltime openings occurred within the radio station(s). In an effort to maintain an aggressive approach to Equal Employment Opportunity, the following initiatives were undertaken:

In an effort to constantly stay in touch with the community, especially the youth of our community, the stations are engaged in a variety of projects that bring Radio Broadcasting to the forefront.

As a long time supporter (and former board member, President) of The South Carolina Broadcasters Association, the stations utilize the SCBA job posting section of www.scba.com.

The stations have established a relationship with Coastal Carolina University for an internship program. In May 2009, an internship was begun with Christine Egan, which will continue through May 2010, and perhaps beyond. The internship covers all areas of the radio station, with a special emphasis on promotions. In addition, other internship opportunities will be presented to Coastal Carolina, through a memorandum of understanding supplied by the University Internship Coordinator, Robert Bulsza.

The radio stations have always encouraged the youth of our community to take an interest in broadcasting, and take every opportunity to expand that interest. Two examples of our initiatives include a speaking engagement to a summer camp class at the City of North Myrtle Beach Aquatic and Fitness Center about the radio industry and careers in the business of radio and TV. For many years now, Fidelity Broadcasting works with students from St. Andrew Catholic School on a broadcasting project, inviting them for a morning touring the radio station, and working on a unique public service announcement for the school. In addition, the stations plan to work with Myrtle Beach High School in the coming school year on a career day program.

In a related area, the stations have been a strong supporter of the local Ad Federation, and for the past two years have participated in seminars/events, primarily attended by the youngest members of the advertising community. These panel discussions allow the station to engage up and coming professionals, and establish networking for future job openings.

The radio stations have established a relationship with Coastal Workforce (the area job/unemployment agency). Rashad Midani, a Job Developer works with the station on public service campaigns beginning July 2009, and expected to continue regularly through the year. In addition, the stations will be contacting Rashad on all future openings, and encouraging applicants interested in broadcasting to contact our stations at anytime.

In an effort to encourage a positive and aggressive approach to equal employment opportunities, the radio stations regularly communicate with current employees about the station philosophy. The most recent memo encouraging support for, and enforcement of our EEO policies was distributed in July 2009.

In an effort to expand our communication with Colleges and Universities in South Carolina, the radio stations have begun to re-establish contact with several Colleges, encouraging applicants at anytime. Contact with Allen University in Columbia, SC and Morris College in Sumter, SC has begun. Over the past decade, job notices have been sent to numerous educational institutions across the state of South Carolina, without success in terms of applicants. Rather than provide just job postings, we are encouraging a flow of information throughout the year, and hope to establish beneficial relationships with Career placement departments.

Fidelity Broadcasting airs announcements on all stations promoting our strong approach to EEO, and encouraging all interested listeners to contact us whether there are specific job openings or not.

Finally, the explosive growth of social networking sites has motivated the radio stations to establish a presence on Facebook. A Facebook page for “Easy Radio” and “Movin 94.5” were established, and have been used to encourage applicants for employment. We believe Facebook, and other social networking sites, will become a critical communications vehicle for job notices and recruitment.

As of July 29, 2009, a total of 9 fulltime positions exist at WEZV/WGTN/WYEZ.

A fulltime Sales Position was available in April 2009.

The position was posted at SCBA.com, and was listed on both radio station websites, as well as posted on Facebook.

Four (4) total applicants, all through or from Facebook.
Interviewed all applicants.

Hired female.

Program Director Position – WYEZ- Available January 2009

Posted on AllAccess.com
Posted at SCBA.com

58 Applicants from AllAccess
4 Applicants from personal contact
20 Applicants unknown, although most likely from AllAccess.

Interview 6 total applicants.

Hired applicant through AllAccess.

Sales Position – October 2009

Position was created for a former employee. (M. Davisson)