

EEO Report for the Period Ending July, 2010

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 30, 2010, by Matthew S. Sedota

Fidelity Broadcasting operates radio stations in the Myrtle Beach, South Carolina area 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:

PAGE TWO

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. An internship with a female (W) continued in 2010. (August 09 – May 10) The internship covers all areas of the radio station, with a special emphasis on promotions.

The stations provided a second internship program in 2010 (June 2010 – August 2010) for a recent graduate, Female (B). Her internship program includes office work, promotional work, and opportunities to work in production/on-air.

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. As one example, for many years now, Fidelity Broadcasting works with students from St. Andrew Catholic School on a broadcasting project, inviting them for a tour of the radio station, and working on a unique public service announcement for the school. Students attend station tour and production of announcement, in May 2010. (*Schedule of announcements airs August – October, 2010*).

The radio stations participated in the SCBA Job Fair, April 13, 2010 at Columbia, SC. An estimated 250 students attended the event from South Carolina Colleges and Universities.

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 meeting and memo encouraging support for, and enforcement of our EEO policies was distributed in July 2010. (By Matt Sedota, GM)

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.

In July 2010, the radio stations advertised on the “uloop” website (for colleges) for an account executive. (position may or may not be created as station is trying to develop pool of potential candidates) The posting will be for all Colleges within 50 mile radius of the stations.

PAGE THREE

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, Craig's List and other social networking sites, will become a critical communications vehicle for job notices and recruitment. In addition, the stations have found that distributing job vacancy notices to e-mail distribution lists creates substantially more awareness and response. In fact, the stations have discovered the Social Media and E-Mail messaging has been the most effective method of recruitment and contact for the radio stations.

PAGE FOUR

As of July 29, 2010, a total of 8 fulltime positions exist at WEZV/WGTN/WYEZ.

Two fulltime Sales Position were available in Feb/March 2009. (Positions available at the same time-considered as one recruitment/opening)

The position was posted at SCBA.com, was listed on both radio station websites, as well as posted on Facebook, and Craig's List. In addition a mass e-mailing (200+) was sent to various members of the business community in the area.

~~Eleven (11) total applicants from Facebook and/or E-mail contacts. (There were dozens of e-mail questions/interest but not official applicants)

~~One Black Female – from e-mail contact. (candidate turned down opportunity after interview, only interested in on-air work)

~~One Black Female – from e-mail contact-Interview offered, but declined to respond.

Hired Female. (W) May 2010. (Recruitment from E-Mail distribution/Facebook posting)

Hired Male. (W) (Former Employee) March 2010 (Recruitment from Facebook posting)

Program Director Position – WYEZ- Available March 2010

Re-hired former Program Director.

PAGE FIVE

In reviewing recruitment efforts and future employee development, the stations have come to the following conclusions:

- a) Social Media (Facebook/Craigslist) will continue to be an extremely popular and effective way to communicate to potential employees, as well as the general public.
- b) Traditional classified advertising (Newspaper) is fast becoming an ineffective method of recruitment.
- c) General involvement in community affairs and organizations will be critical in order to develop relationships with ALL regions and populations of the listening area. As an example, involvement with Habitat For Humanity of Georgetown County has helped the radio stations learn far more about the County population than other previous efforts.
- d) The stations are developing a general community “newsletter” of sorts to distribute to potential recruitment sources, community organizations, and non profit groups. The printed and E-Mail newsletter is designed to make all organizations aware of job openings, public service efforts, and promotional opportunities. The newsletter is specifically NOT a sales piece.

The Stations will continue to monitor recruitment and employment efforts to ensure the most effective and positive results possible.