

EEO Annual Report

Fidelity Broadcasting Corporation

August 1, 2010 – July 21, 2011

WEZV-FM

WGTV-FM

WYEZ-FM

Myrtle Beach, South Carolina

OPENINGS: Three Job Opportunities during the period, including two sales positions and one announcer position. The sales openings (two) involved multiple hires (two per opening).

TOTALS: Total interviews during the period - 38

POSITION: Sales Representative(s)

DATES: August 2010 through January 2011
Position(s) open throughout the period

RECRUITMENT: Myrtle Beach Help Wanted .com (2x) – 40 Applicants
South Carolina Broadcasters Association – 1 Applicant
Coastal Carolina University – 0 Applicants
Horry Georgetown Tech - 0 Applicants
Facebook Postings – 0 Applicants
Walk-Ins/Unknown – 4 Applicants

NARRATIVE: Stations operated with limited sales force throughout the period.
Offered position to one individual in October 2010, which was accepted, but resigned on first day of employment. (MB Help Wanted Recruitment) Station was open to multiple hires for the opening.

INTERVIEWS: MB Help Wanted – 9 Total Interviews
Walk-Ins – 2 Total Interviews

HIRES: Hired BM – (MB Help Wanted) December 1, 2010
Hired WF – (Walk In/Client Reference) January 1, 2011

POSITION: Afternoon Drive Announcer – WYEZ-FM

DATES: January 2011

RECRUITMENT: South Carolina Broadcasters Association – 1 Applicant
All Access Website – 88 Applicants
ONE SOURCE- The South Carolina Job Source – 12 Applicants
(now South Carolina Department of Employment and Workforce)
Former Employee – 1 Applicant
Walk Ins/Unknown – 7 Applicants

NARRATIVE: Position open for PM Drive (12N-6PM) Shift on “Movin 94.5”.
Station utilized a part time announcer for period of two months while position remained open. Station was not in a position to provide travel expenses for applicants interviewing, eliminating the vast majority of applicants from consideration.

INTERVIEWS: ONE SOURCE – 1
Walk-In/Former – 2
All Access – 1

HIRED: Hired WM – 2/18/11 (All Access Recruitment)

POSITION: Sales Representative(s)

DATES: April 2011 through July 2011

RECRUITMENT: Monster.com-2 Applicants
Myrtle Beach Help Wanted.com -7 Applicants
SC Dept Employment & Workforce- 1 Applicant
CareerBuilder – 135 Applicants
South Carolina Broadcasters Association – 0 Applicants
Career Center at SC State – 0 Applicants
Craig’s List – 2 Applicants
Coastal Carolina University – 0 Applicants
Horry Georgetown Tech – 0 Applicants

NARRATIVE: Sales Openings for one or more positions depending upon applicant pool.

INTERVIEWS: CareerBuilder – 8 total
SCDEW – 1
MBHelpwanted – 3 Total
Personal Contact – 1 Total

HIRED: WF – May 31, 2011
WM – July 8, 2011

INITIATIVES:*Internships through Local/Regional Colleges*

Internship provided for BF May 2010 – September 2010 in traffic and promotions.

Internship provided for WF December 2010 – February, 2011 in traffic and promotions.

Internship provided for WF May 2011 – July 2011 in traffic, programming and promotions.

Shadowing/Schools/Youth Education

Day of Shadowing for 8th Grade Student from St. James Middle School – Programming –

Public Service Campaign for Academy for The Arts, Sciences, and Technology – Three Senior Students created campaign for Miniature Golf Tournament for local Rotary Club in September, 2010. (Recording session 8/23/10)

Public Service Campaign for St. Andrew School, with three students from school, for Taste of The Town Event in October 2010. Recorded September 9, 2010.

Station Tour for Myrtle Beach Elementary School on April 15, 2011.

Two days of shadowing for Junior at Academy for Arts, Science and Technology on April 7& 8, 2011.

Station Broadcasts-Recruitment

All stations airs announcements encouraging applicants for all positions, without regard to Race, Religion, Gender, or Country of Origin. Equal Opportunity Employer is emphasized in the announcements.

South Carolina Broadcasters Association

Stations utilize the SCBA for all job openings.

Station Internal Training and Communications

Management of Fidelity Broadcasting Corporation interacts with all station personnel through individual meetings and follow up memos regarding our efforts to provide a discrimination free environment and to make sure all employees support and implement all aspects of our Equal Employment Opportunity initiatives. July 2011 – Meetings and Memos.

Staff Community Connections

Fidelity Broadcasting requires employees to be actively involved in numerous community organizations, to provide a broad outreach and connection with a variety of individuals in the community, with an added effort to show the diverse population of our communities Broadcast Career opportunities and learning experiences. Examples include:

- Providing Announcers for City of Myrtle Beach Recreation Department activities (June 2011)
- Providing Announcers for North Myrtle Beach Wheelchair games (January 2011)
- Host/MC for Habitat For Humanity of Georgetown County Breakfast Fundraiser– (October 2010)
- No Charge campaign for Sandy Island Ferry Project (May 2011)
- Partner for Helping Hand of North Strand Food Bank Collection Drive (April 2011)

Stations now send out Newsletters to community Organizations to maintain relationships and contacts during periods of recruitment AND periods without. Newsletters are sent to NAACP, Habitat, Helping Hand, Chamber of Commerce(s) and others.