

EEO PUBLIC FILE  
JULY 23, 2011 THROUGH JULY 29, 2012

WCHL  
RALEIGH-DURHAM-CHAPEL HILL, NORTH CAROLINA

WCHL 1360, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Christy Dixon at WCHL 1360 by calling 919.933.4165.

This EEO Public File Report is filed in the WCHL public inspection file pursuant to Section 73.2080 of the Federal Communication Commission's rules.

During the period of July 23, 2011 through July 29, 2012, the station filled the following full-time vacancies:

<b>General Manager</b>	<b>(2)</b>
<b>Sales Executive</b>	<b>(2)</b>
<b>Digital Sales Manager</b>	<b>(1)</b>
<b>Digital Media Guru</b>	<b>(1)</b>
<b>Digital Sales Executive</b>	<b>(1)</b>
<b>WCHL News Reporter</b>	<b>(2)</b>
<b>Staff Photographer</b>	<b>(1)</b>

The station interviewed a total of 36 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<b><u>Recruitment Source</u></b>	<b><u>Did Source Request Info?</u></b>	<b><u>Total Number of Interviewees</u></b>
Monster.com	No	3
Craigslist	No	8
Referrals	No	4
Hire from within company	No	5
Viral Networking (Word of Mouth/e-mail)	No	3
WCHL Website	No	8
Linked In	No	1
UNCCH Listserve	No	4

All WCHL Job Postings were sent to the following:

Craigslist <a href="http://www.craigslist.org">http://www.craigslist.org</a>	No	8
WCHL Website <a href="http://www.1360wchl.com">http://www.1360wchl.com</a>	No	8
UNC Career Services List Serve	No	4
NC State Career Services List Serve	No	0
Elon Career Services List Serve	No	0
Wide Dissemination List		
ALAMANCE COMMUNITY COLLEGE Director of Placement 1247 JimmieKerr Rd. Graham, NC 27253	No	0
GREENSBORO COLLEGE Director of Placement 815 West Market Street Greensboro, NC 27401	No	0
PIEDMONT TECHNICAL COLLEGE Placement Coordinator P.O. Box 1197 Roxboro, NC 27573	No	0
WINSTON-SALEM STATE UNIVERSITY Director of Placement 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110	No	0
EMPLOYMENT SECURITY COMMISSION Job Placement Office 309 N. William St. Goldsboro, NC 27530	No	0
JOHNSTON COMMUNITY COLLEGE Placement Office P.O. Box 2350 Smithfield, NC 27577	No	0
PITT COMMUNITY COLLEGE Job Link Center P.O. Drawer 7007 Greenville, NC 37835-7007	No	0

<p>“ON-AIR” JOB TIP SHEET            937 Wild Ginger Trail            West Chicago, IL 60185</p>	No	0
<p>FOUNDATION FOR MINORITY            INTERESTS IN AMERICA            825 Seventh Ave.            New York , NY 10019</p>	No	0
<p>HOWARD UNIVERSITY            Director of Placement            P.O. Box 667            Washington, DC 20059</p>	No	0
<p>METHODIST COLLEGE            Director of Placement            5400 Ramsey Street            Fayetteville, NC 28311</p>	No	0
<p>ST. ANDREW’S PRESB. COLLEGE            Placement Office            1700 Dogwood Mile            Laurinburg, NC 28352</p>	No	0
<p>UNC – ASHVILLE            Director of Placement            One University Heights            Asheville, NC 28804</p>	No	0
<p>RED BUDD HOLY CHURCH            Rev. F.C. Barnes, Pastor            1108 Luper Street            Rocky Mount, NC 27801</p>	No	0
<p>BENNETT COLLEGE            Director of Placement            900 E. Washington Street            Greensboro, NC 27401-3298</p>	No	0
<p>EMPLOYMENT SECURITY COMMISSION            Job Placement Office            2720 S. Mebane Street            Burlington, NC 27215</p>	No	0
<p>HIGH POINT COLLEGE            Director of Placement            833 Montlieu Ave.            High Point, NC 27262</p>	No	0

SALEM COLLEGE Director of Placement Winston-Salem, NC 27108	No	0
CAMPBELL UNIVERSITY Director of Placement P.O. Box 488 Buies Creek, NC 27506	No	0
GOLDSBORO HIGH SCHOOL School Counselor P.O. Box 1757 Goldsboro, NC 27801	No	0
LENOIR COMMUNITY COLLEGE Director of Placement P.O. Box 188 231 Hwy 58 South Kinston, NC 28502	No	0
WAYNE COMMUNITY COLLEGE Job Placement Coordinator 300 Wayne Memorial Drive Goldsboro, NC 27534	No	0
AMA JOB BANK Director of Job Placement c/o Ericsson GE Mobile Comm PO Box 13969 RTP, NC 27709	No	0
GASTON COLLEGE Director of Placement 201 Highway 321 South Dallas, NC 28034	No	0
JOHNSON C. SMITH UNIVERSITY Director of Placement 100 Beatties Ford Rd. Charlotte, NC 28216	No	0
NAB EMPLOYMENT CLEARINGHOUSE 1771 N. Street, NW Washington, DC 20036	No	0
ORGANIZATION OF CHINESE AMERICANS 1001 Conn. Ave. NW Ste 707 Washington, DC 20036	No	0

THE HOT SHEET P.O. Box 1476 Palm Havor, FL 34682	No	0
UNIVERSITY OF SOUTH CAROLINA Director of Placement Columbia, SC 29208	No	0
DUKE UNIVERSITY Director of Placement 2024 W. Main St. Bay A Durham, NC 27708	No	0
DURHAM TECHNICAL COLLEGE Director of Placement P.O. Drawer 11307 1637 Lawson St Durham, NC 27703	No	0
NCAB JOB BANK Kelly Chamberlain P.O. Box 627 Raleigh, NC 27602	No	0
SEYMOUR JOHNSON FAMILY SUPPORT Ms. Ollie Foster, Job Placement Manager 1255 Andrews St., Bldg 3616 Seymour Johnson AFB, NC 27531	No	0
UNC – CHAPEL HILL Journalism and Mass Communication Howell Hall, CB 3365 Chapel Hill, NC 27599	No	0
WOMEN’S CENTER OF RALEIGH 128 E. Hargett St., Ste 10 Raleigh, NC 27601	No	0
FIRST CALVARY BAPTIST CHURCH Rev. W.R. Burston Halifax Road Rocky Mount, NC 27801	No	0
MORNING STAR CHURCH OF CHRIST Rev. T.R. McCarter 907 Holly Street Rocky Mount, NC 27801	No	0
BROADCASTING INSTITUTE OF MD Director of Placement 7200 Harford Road Baltimore, MD 21234-7702	No	0

UNIVERSITY ELON COLLEGE Director of Placement 2700 Campus Box Elon, NC 27244-2010	No	0
FORSYTH TECHNICAL COLLEGE Director of Placement 2100 Silas Creek Parkway Winston, Salem, NC 27103	No	0
ISOTHERMAL COMMUNITY COLLEGE Director of Placement P.O. Box 804 Spindale, NC 28160	No	0
UNC – GREENSBORO Director of Placement P.O. Box 26170 Greensboro, NC 27402-6170	No	0
EAST CAROLINA UNIVERSITY Director of Placement East Fifth St. Greenville, NC 27858	No	0
GOLDSBORO-WAYNE NAACP P.O. Drawer 1205 Goldsboro, NC 27530	No	0
LENOIR-RHYNE COLLEGE Director of Placement 7 <sup>th</sup> Ave. & 8 <sup>th</sup> st. NE Hickory, NC 28601	No	0
WILSON COUNTY TECHNICAL COLLEGE Placement Office P.O. Box 4305 – Woodard Station Wilson, NC 27893	No	0
APPALACHIAN STATE UNIVERSITY Office of Career Development 301 Administration Annex Boone, NC 28608	No	0
HISPANIC LINK NEWS SVC, INC. 1420 N St., NW Washington, DC 20036	No	0

MARSHALL UNIVERSITY 1 John Marshall Drive Huntington, WV 25755	No	0
NATIVE AMERICAN PBC P.O. Box 83111 Lincoln, NE 68501	No	0
PEMBROKE STATE UNIVERSITY Director of Placement P.O. Box 1510 Pembroke, NC 28372	No	0
THE LINKS, INC. 1200 Massachusetts Ave., NW Washington, DC 20005	No	0
WESTERN CAROLINA UNIVERSITY 460 HFR Admin. Bldg. Cullowhee, NC 28723	No	0
EMPLOYMENT SECURITY COMMISSION Job Placement Office 700 Wade Ave Raleigh, NC 27605	No	0
NC CENTRAL UNIVERSITY Director of Placement Fayetteville and Lawson St. Durham, NC 27707	No	0
OFFICE OF THE GOVERNOR 20301 Mail Service Center Raleigh , NC 27699-0301	No	0
SHAW UNIVERSITY Director of Placement 118 East South Street Raleigh, NC 27601	No	0
UNIVERSITY OF NORTH CAROLINA Director of Placement Campus Box 5140 Chapel Hill, NC 27599	No	0

NASH COUNTY COMMUNITY COLLEGE Placement Office P.O. Box 7488 Rocky Mount, NC 27804	No	0
GRTER MT. HERMON BAPTIST CHURCH Rev. J.O. Thorne, Pastor 807 Broach Street Rocky Mount, NC 27801	No	0
NAACP Rev. Elbert Lee, President 1121 Sandon Circle Rocky Mount, NC 27801	No	0
Chapel Hill Herald 2828 Pickett Road Durham, NC 27705	No	0
Independent Weekly 302 E. Pettigrew Street Suite 3A Durham, NC 27715	No	0
BROOKS, PIERCE, McLENDON, HUMPHREY & LEONARD 1600 First Union Capitol Center 150 Fayetteville St. Mall Raleigh, NC 27601	No	0

Some job openings were posted on

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Linked In <a href="http://www.linkedin.com">http://www.linkedin.com</a>	No	0
Monster.com <a href="http://monster.com">http://monster.com</a>	No	1

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Exhibit A contains the following information for each full time vacancy; recruitment source, total number of persons interviewed for each full-time vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

**EXHIBIT A**  
**WCHL**  
**Raleigh-Durham-Chapel Hill, North Carolina**

**FULL-TIME VACANCY INFORMATION**

Job Title of Vacancy: Digital Media Guru

Recruitment Source: Viral Networking

Date Vacancy Opened: October 1, 2011

Total Number of Persons Interviewed: 5

Date Vacancy Filled: April 16, 2012

Recruitment Source Utilized: Viral Networking

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Job Title of Vacancy: General Manager

Recruitment Source: Website

Date Vacancy Opened: September 12, 2011

Total Number of Persons Interviewed: 4

Date Vacancy Filled: October 12, 2011

Recruitment Source Utilized: WCHL Website

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Job Title of Vacancy: Digital Sales Executive

Recruitment Source: Referral\*\*\*

Date Vacancy Opened: December 1, 2011

Total Number of Persons Interviewed: 1

Date Vacancy Filled: December 30, 2011

Recruitment Source Utilized: previously interviewed for a position with the company

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Job Title of Vacancy: Sales Executive  
Recruitment Source: Referral  
Date Vacancy Opened: October 15, 2011  
Total Number of Persons Interviewed: 8  
Date Vacancy Filled: January 3, 2012  
Recruitment Source Utilized: Referral

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Job Title of Vacancy: News Reporter  
Recruitment Source: WCHL\*\*  
Date Vacancy Opened: February 1, 2012  
Total Number of Persons Interviewed: 1  
Date Vacancy Filled: February 14, 2012  
Recruitment Source Utilized: WCHL Part Time Employee

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Job Title of Vacancy: General Manager  
Recruitment Source: WCHL  
Date Vacancy Opened: March 15, 2012  
Total Number of Persons Interviewed: 1  
Date Vacancy Filled: April 1, 2012  
Recruitment Source Utilized: WCHL Internal Hire

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Job Title of Vacancy: News Reporter  
Recruitment Source: WCHL\*\*  
Date Vacancy Opened: January 15, 2012  
Total Number of Persons Interviewed: 4  
Date Vacancy Filled: April 16, 2012  
Recruitment Source Utilized: WCHL Part Time Employee

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Job Title of Vacancy: Sales Executive  
Recruitment Source: WCHL\*\*\*\*  
Date Vacancy Opened: March 15, 2012  
Total Number of Persons Interviewed: 3  
Date Vacancy Filled: May 15, 2012  
Recruitment Source Utilized: Referral

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Job Title of Vacancy: Staff Photographer  
Recruitment Source: WCHL Website  
Date Vacancy Opened: April 15, 2011  
Total Number of Persons Interviewed: 5  
Date Vacancy Filled: May 15, 2012  
Recruitment Source Utilized: WCHL Website

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Job Title of Vacancy: Front End Web Developer  
Recruitment Source: Monster.com  
Date Vacancy Opened: May 1, 2012  
Total Number of Persons Interviewed: 4  
Date Vacancy Filled: June 25, 2012  
Recruitment Source Utilized: WCHL Part Time Employee

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\*These positions were newly created Full Time positions filled by Part Time WCHL employees.

\*\*These positions were filled by previous WCHL Interns/Employees

\*\*\*This position was filled with a person interviewed for a different open position with the company.

\*\*\*\*This position was filled with an employee from our parent company, VilCom, LLC

**EXHIBIT B**

**OUTREACH INITIATIVES**

**WCHL has engaged in the following outreach initiatives from July 2011 through July 2012:**

Activity Classification	Type of Activity	Brief Description
5	Production Internship for High School Student	<b>Production Manager has High School Student shadow him twice a week in the mornings during summer break</b>
5	Internship for Seniors at North Carolina Central University	<b>Production Manager has interns in their senior year to fulfill community service project hours to graduate</b>
1	Part Time Job fair at UNC Chapel Hill	<b>News Director and Marketing Coordinator presented part time job opportunities at day long part time job fair</b>
1	Internship fair at UNC Chapel Hill	<b>News Director, Production Manager and Marketing Coordinator presented internship opportunities to students during day long fair</b>
10	Carolina Connection – 30 Minute program produced by UNC-CH Journalism Students during fall and spring semesters	<b>During UNC Semesters UNC Journalism Students do a live half-hour program every Saturday at 8:30 am</b>
5	WCHL Internship Program and Tracking Programming	<b>WCHL offers an Internship program for College, University and High School students.</b>
10	Career Explorers - Job Placement of High School Students through EmPOWERment, INC.	<b>EmPOWERment places a student at WCHL for an 8-week internship to teach them about Radio Broadcasting funded by Workforce Development division of the Federal Government</b>
10	Job Shadowing Program through Communities in Schools of Orange County	<b>CIS places a student at WCHL for one week to teach them about radio broadcasting</b>
10	High School Sports Mentorship Program - Volunteer Opportunities through local high schools	<b>WCHL Sports Reporter and News Director recruit local High School students to participate in covering High School Sports</b>
8	VAST Training for Account Executives	<b>WCHL General Manager conducted VAST Training for</b>

		<b>new and continuing Account Executives</b>
<b>8</b>	Board Op/Off Air Training for WCHL employees	<b>WCHL Station Manager conducts Board Operator training for interested staffers and Off Air training for all WCHL employees</b>
<b>12</b>	Posted upper level job opening positions with Orange County Job Bank	<b>Posted Job Openings for General Manager and Sales Executive with the OC Job Bank to notify them of WCHL Opening.. Also, ran PSAs for the organization for Job Fairs and openings.</b>
<b>4</b>	Orange County Business Expo	<b>WCHL holds a booth at the Business Expo and is manned by rotating staff members</b>
<b>16</b>	Job Openings/ Internship Openings posted on WCHL's website	<b>All job openings and internship positions are posted on the WCHL website</b>
<b>8</b>	Personal Development Plan for WCHL employees	<b>All WCHL employees were asked to create a personal development plan outlining their job duties, where they would like additional training and where they would like to see their job increase in responsibility</b>
<b>8</b>	News training for reporters	<b>WCHL Station Owners Jim Heavner and Barry Leffler hold training sessions for news writing, on-air delivery and website news writing and reporting. This will prepare news staff for on-air hosting duties and for management opportunities.</b>
<b>8</b>	Technical training for staff members	<b>WCHL Station Manager held training sessions for staff members for on-air operations, transmitter operations and receiver and starguide operations. This prepares our staff for promotion in our stations.</b>