

2011 ANNUAL EEO PUBLIC FILE REPORT

Max Radio of the Carolinas, LLC

Stations: WCXL(FM), Kill Devil Hills, NC
WCMS-FM, Hatteras, NC
WQDK(FM), Gatesville, NC
WGAI(AM), Elizabeth City, NC

Reporting Period: August 1, 2010 – July 21, 2011

No. of Full-time Employees: More than 10
Small Market Exemption: Yes

During the Reporting Period, a total of 2 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Max Radio of the Carolinas offers internships at the radio stations in our Promotions/Programming Departments. Interns must be college students and receive college credit for the internships. The Production Director supervises the internships to evaluate the interns and ensure they are receiving information and education. Internships are available during the summer months. For this reporting period, we have 1 intern in the program.

*Participated in **events or programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

On March 23rd 2011 – Our afternoon host on Beach 104-WCXL, Piper, attended “Career Day” at Manteo Elementary School to speak with students about her experience as a radio personality. The hour long assembly focused on a variety of careers including architecture, firefighting, engineering, and veterinary studies. Ages of the students ranged from second to sixth grade and they were encouraged to ask questions after each guest spoke for 5-10 minutes. Piper began by explaining her college education and described the classes she took that related to broadcasting. She described her daily duties at the station and gave some pros and cons of the job.

Sponsored event in the community designed to inform and educate the public as to employment opportunities in broadcasting.

On March 5, 2011 – Max Radio of the Carolinas was one of the official sponsors of the Currituck business expo. As part of our sponsorship, Max Radio promoted this event on WCXL Beach 104, WCMS 94.5 Water Country, News Radio 560 WGAI, and 99.3 Q Country WQDK.

WCXL, Beach 104, did a two hour live remote with giveaways and or air personality. Our afternoon drive host, Piper, volunteered to be the “voice” for the chamber when they did their announcements and giveaways.

Also as a sponsor, Max Radio of the Carolinas manned a booth with advertising and employment information and met with the public the entire day.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11-4-2010	WCMS Program Director	All Access
6-6-2011	WCMS Program Director	All Access

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
All Access	6
NC Employment Security Commission	1
College Of The Albermarle	0
Elizabeth City State University	0
VARTV	0
Radio-Online	0

RECRUITING SOURCES USED

The following sources were used for all full-time positions filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
NC ESC	Y	2522 South Croatan Hwy Nags Head, NC 27959	Liz Gottermeyer	252-481-0121 liz.gottermeyer@nces c.gov
All Access	N	28955 Pacific Coast Hwy Suite 210-5 Malibu CA, 90265	Joel Denver	310-457-6616 jdenver@allaccess.co m
College Of The Albermarle	N	Main Campus PO Box 2327 Elizabeth City, NC 27909	Charles Keith Carter	252-335-0821 ckcarter@albemarle.e du
Elizabeth City State University	N	Language, Literature & Communications Department 1704 Weeksville Road Box 958/LLC Elizabeth City, NC 27909	Pernell Bartlett	252-335-3349 pdbartlett@mail.ecsu. edu
Virginia Radio & TV (VARTV)	N	Virginia Beach, VA	Robert F. Corbin	757-427-2317 editor@vartv.com
Radio Online	N	Radio Online 3500 Tripp Ave. Amarillo, TX 79121	Ron Chase	(806) 352-7503 ronchase@radioonlin e.com

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.