

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period
April 1, 2010 to March 31, 2011

1) **Employment Unit:** South Central Media – Knoxville

2) **Unit Members (Stations and Communities of License):**

WJXB-FM - Knoxville, TN
WIMZ-FM - Knoxville, TN
WNFZ-FM - Oak Ridge, TN
WQJK-FM - Maryville, TN
WRJK-FM - Norris, TN

3) **EEO Contact Information:** South Central Media
P.O. Box 27100
Knoxville, Tennessee 37927
(865) 525-6000
sbowie@southcentralmedia.com

4) **Full-Time Job Vacancies Filled in the Employment Unit:** 7

Job Title	Recruitment Source Referring Hirer
A. Account Executive	Referral
B. Account Executive	Referral
C. Business Manager	Craigslist.com
D. Digital Marketing Consultant	Referral
E. Account Executive	Referral
F. Account Executive	Walk in
G. Assistant Engineer	Word of mouth

South Central Media is an Equal Opportunity Employer

**WJXB-FM, WIMZ-FM, WNFZ-FM, WQJK-FM/WRJK-FM
SOUTH CENTRAL MEDIA - KNOXVILLE**

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1. VACANCY LIST

Job Title	Recruitment Sources Used	RS Referring New Hire	Date Filled
Account Executive All Stations	1-48	29	4/12/2010
Account Executive All Stations	1-48	29	4/19/2010
Business Manager All Stations	1-48	47	6/1/2010
Account Executive All Stations	1-48	29	8/23/2010
Digital Account Manager	1-48	29	9/13/2010
Account Executive All Stations	1-48	36	1/3/2011
Assistant Engineer	1-48	37	1/20/2011

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2. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source entitled to Vacancy notification? (Yes/No)	No of Interviews Referred by RS over reporting period
1	Tn. Dept of Veteran Affairs 215 8th Avenue Nashville, TN 37203-3583	N	
2	Davidson Technical College 212 Pavillion Blvd. Nashville, TN. 37217	N	
3	Natl Assoc. of Hispanic Journalist 1000 National Press Bldg., Washington DC 20045 Attn: Leticia Salazar www.nahj.org	N	
4	Native American Journalist Assoc Univ of South Dakota, Vermillion, SD 57069 605-677-5282 www.naja.com	N	
5	Knoxville Area Urban League 1514 5th Avenue Knoxville, TN 37917	N	
6	Asian American Journalist 1182 Market Street, Suite 320 San Francisco, CA. 94102	N	
7	Howard University Financial Aid Office, 2400 6th St. Washington, DC 20050	N	
8	TN Career Center Attn: Ginger Armstrong 1610 University Ave., Suite 106 Knoxville, TN. 37921 865-594-6908	N	
9	Roane State College Attn: Gail Russell 276 Patton Avenue, Harriman, TN. 37748 865-882-4695 or 865-882-4554 fax	N	
10	Department of Employment Security 500 James Robertson Pkway Nashville, TN. 37245-1300	N	
11	Mississippi State Job Placement Service P.O. Box 22990 Knoxville, TN. 37933-0990 Attn: Carolyn Carson 865-694-6554	N	
12	Nashville Technical Placement 120 White Bridge Road Nashville, TN. 37209	N	
13	American Women in Radio & TV 8405 Greensboro Dr. Suite 800 McLean, Va 22102-5120 703-506-3290 www.awrt.org	N	
14	Knox County CAC P.O. Box 51650 Knoxville, TN. 37950	N	
15	NAACP 3023 Selma Avenue Knoxville, Tennessee 37914	N	

16	TN. General Assembly of Minority Affairs 1608 Woodmont Drive Nashville, TN. 37219	N	
17	University of Tennessee Broadcast Dept College of Communicaitons Knoxville, TN 37921	N	
18	University of Tennessee Career Services 100 Dunford Hall Knoxville, TN. 37998-4010	N	
19	Knoxville College Job Placement 901 College Street Knoxville, TN. 37921	N	
20	National Assoc. of Black Journalists 8701A Adelphi Rd., Adelphia, MD 20783 301-445-7100 www.nabj.org	N	
21	Ntl. Director of Placement c/o Gary James Ohio Center for Broadcasting 9000 Sweet Valley Dr. Valley View, OH 44125 e-mail only: www.funjobsonair.com	N	
22	ITT Technical Institute 10208 Technology Drive Knoxville, TN 37932 Attn: Melinda Parker, Director of Career Services 865-671-2800	N	
23	National College of Business & Technology 8415 Kingston Pike, Knoxville, TN 37919 Attn: Sammie Queen Hawkins 865-539-2011	N	
24	Accountemps / Officeteam 1111 Northshore Drive, Suite N525, Knoxville, TN 37932 Attn: CeCilee DeNardo 865-588-6500	N	
25	www.nab.org - Job Line 202-429-5359	N/A	
26	www.broadcastingcable.com	N/A	
27	www.premax.org	N/A	
28	www.rab.com	N/A	
29	Employee Referral	N/A	13
30	Internal Postings	N/A	
31	Iniside Radio - 1-800-640-8852	N/A	
32	Knoxville News Sentinel: Attn: Classifieds Fax 865-673-3482	N/A	5
33	On-air announcements: WJXB, WIMZ, WNFZ, WQJK, WRJK SCRG-Knoxville Websites: www.b975.com, www.wimz.com,	N/A	2
34	www.943thex.com, www.jackfm.com	N/A	1
35	All Access.Com Website: www.allaccess.com	N/A	
36	Word of Mouth	N/A	1
37	Walk-In's	N/A	1
38	Radio & Records: 310-553-4330	N/A	
39	SBE Job On-Line - Fax: (317) 846-9120	N/A	
40	Radio World On-Line classifieds @imaspub.com	N/A	
41	Job Fair	N/A	
42	Jacobs Media Fax 248-353-0709	N/A	
43	Metro Pulse Classifieds: Greenpat@KNEWS.COM	N/A	
44	www.careerbuilder.com	N/A	5
45	www.mediacruter.com	N/A	
46	www.tabtn.org Fax 615 399-3791	N/A	
47	www.craigslist.com	N/A	3
48	WWW.monster.com	N/A	4
TOTAL # OF INTERVIEWEES OVER REPORTING PERIOD			35

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3. OUTREACH INITIATIVES

	Date	Initiatives	Description of Initiative
1	Ongoing	Internships	Our Promotions Director, Deborah Cox has been our practicum coordinator with the University of Tennessee School of Journalism. We have interns each semester who receive hands-on experience and training, as well as being directly involved in all activities of our stations. South Central Media has had the opportunity to make several hires from participating in the program.
2	Ongoing	Sales Training	Sales employees attend training programs to further develop skills at the Center for Sales Strategy.
3	Ongoing	Job Openings	The NAB internet job bank is an excellent source for job seekers. The website provides links to virtually every organization or source that can assist in referring applicants. It specifically has links to organizations representing women and minorities in broadcasting.
4	Ongoing	Staff Training	Training programs are made available to all employees to help them acquire skills to qualify for advancement within our organization. We continue to invest in various computer learning courses through New Horizons Computer Learning Center and V.T.C on-line training.
5	Ongoing	Continuing Education	Being a member of BCFM allows us to attend long distance learning seminars on various topics that are pertinent to our industry. Membership to TDGA provides access to current news, articles, special reports and self-improvement features that are unique to our jobs.
6	10/27/2010	Career Fair	South Central Media attended University of Tennessee Job Fair. Participating: Programming Manager, Director of Sales, Promotions Director,
7	Ongoing	Job Openings	The TAB careers program provides us a convenient way to alert qualified applicants in our area of job openings. It is an excellent way to participate in third party recruitment outreach.

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