

Narrative Statement

Max Radio of the Carolinas is fully committed to broad and inclusive outreach for recruitment of ethnic-minority candidates. We have crafted our recruitment strategies to meet this goal, and make our candidates aware of our commitment to equal opportunity employment.

We regularly include notifications that we are an equal opportunity employer when running vacancy announcements, and state the same on our applications. Furthermore, we state the same in our policy information that is given to new hires.

In our outreach efforts, we have ongoing arrangements with Elizabeth City State University, The College of Albemarle, and the North Carolina Employment Security Commission to advertise our vacancies. Each of these institutions has a substantial minority enrollment or client base.

List of All Full Time Jobs Filled

For the 12 Month Period from August 1, 2009 to July 31 2010.

One full time position was filled during this period, a Receptionist/Sales Assistant, hired 5/24/2010.

**EEO Report
Max Radio of the Carolinas**

**Yearly Total Number of Candidates
&
Total Number of Candidates Referred by Each Recruiting Source**

For the 12 Month Period from August 1, 2009 to July 31, 2010

Total Number of Persons Interviewed for Full Time Vacancies: 12

Total Number of Candidates Referred by Each Recruiting Source:

Recruiting Source	Number of Referrals
Society of Broadcast Engineers	0
Outer Banks Sentinel Newspaper	0
NC Employment Security Commission	9
Elizabeth City State University	1
College Of Albemarle	0
All Access Web Site	0
Radio Online Web Site	0
Max Radio Stations WCXL/WCMS/WGAI/WQDK	1
VARTV Web Site	0
Personal Recommendations	1
Max Radio Stations Web Sites	0
North Carolina Association of Broadcasters	0
Alliance for Women in Media fka AWRT	0
NABEF	0

Recruiting Sources

Newspaper

- Outer Banks Sentinel
2910 South Croatan Highway
Nags Head, NC 27959
252-480-2234
Classified Advertising Department

Schools

- Elizabeth City State University
Language, Literature & Communications Department
1704 Weeksville Road
Box 958/LLC
Elizabeth City, NC 27909
Phone 252-335-3349, Fax 252-335-3795
pdbartlett@mail.ecsu.edu, Pernell Bartlett
- College Of Albemarle
 - Main Campus
PO Box 2327
Elizabeth City, NC 27909
Phone, 252-335-0821
Fax, 252-335-2011
Deborah Williams
 - Chowan Campus
1316-C North Broad Street
Edenton, NC 27932
Phone, 252-482-7900
Fax, 252-482-7999
Deborah Williams
 - Dare Campus
132 Russell Twiford Road
Manteo, NC 27954
Phone, 252-473-2264
Fax, 252-472-5497
Deborah Williams

Government Agencies

- North Carolina Employment Security Commission
2522 South Croatan Highway
Nags Head, NC 27959
Phone, 252-480-3500
Fax, 252-480-0121
James Perry, Manager

Radio

- WCXL-WWOC-WGAI
Max Radio Of The Carolinas, LLC
PO Box 1987
Kill Devil Hills, NC 27948
Bob Davis, Sales Manager

Internet

- All Access
28955 Pacific Coast Hwy
Suite 210-5
Malibu, CA 90265
310-457-6616
Joel Denver
www.allaccess.com
- Radio Online
3500 Tripp Ave.
Amarillo, TX 79121
(806) 352-7503
www.radioonline.com
- VARTV
Virginia Beach, VA
Robert F. Corbin
757-427-2317
www.vartv.com
- Society Of Broadcast Engineers
9102 North Meridian Street, Suite 150
Indianapolis, IN 46260
Phone: (317) 846-9000
Fax: (317) 846-9120
www.sbe.org

Media Trade Groups

- North Carolina Association of Broadcasters
150 Fayetteville St., Suite 1610
Raleigh, NC 27601
Lisa Reynolds, Executive Manager
Phone: (919) 821-7300
Fax: (919)839-0304
www.ncbroadcast.com
- Alliance for Women in Media, formerly American Women in Radio and Television
1760 Old Meadow Road, Suite 500
McLean, VA 22102
Amy Lotz, Member Services
Phone (703) 506-3290
Fax (703) 506-3266
www.awrt.org
- NABEF
1771 N St. NW
Washington, DC 20036
Phone (202)-429-5300
Fax (202)-429-4199
www.nab.org

No sources have requested they receive notices of job openings.

Supplemental Outreach Initiatives

Summary

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. The following universities have been contacted about our internship program:

**Appalachian State University
Campbell University
College of the Albemarle
Duke University
East Carolina University
Elizabeth City State University
Gardner-Webb University
NC State University
University of North Carolina Chapel Hill
University of North Carolina Greensboro
University of North Carolina Wilmington
Wake Forest University
Winston-Salem State University**

The information posted is as follows:

Company Description:

Max Radio of the Carolinas owns four different radio stations based out of Northeastern North Carolina. WCXL 104.1 (Beach104) is an adult contemporary station. WCMS 94.5 (Water Country) is a country station, and our AM station News Radio 560 WGAI consists mostly of syndicated talk radio programs. WQDK 99.3 Q-Country in Ahoskie has a live morning show, then automated for the rest of the day.

Internship Description:

Interns will learn both Production and Sales aspect of the radio business

Production

- Run equipment
- Set up and break down for live broadcasts
- Organize promotional giveaways
- Maintain websites
- Maintain prize inventory
- Dub weekend shows
- Write liners and promos
- Record commercials

Sales

- Answer phones
- Write proposals
- Create sales presentations
- Accompany Sales Reps in the field

Qualifications/ Eligibility:

- Students must be registered for an internship for academic credit with their college or university and must provide official documentation upon acceptance of this internship.
- Internship is open to college upperclassmen and eligible sophomores.
- Interns must be available at least 3 days a week for the summer (including some weekends) May 25th - August 15th
- Program runs only during the summer semester
- This will be an un-paid internship
- Students must possess general office and computer skills and be Internet savvy; must have strong communication and organizational skills.
- The ideal intern will be a team player, energetic, creative, responsible and have a passion for music or entertainment and be willing to work hard.

How to Apply: Apply at college website or directly through Max Radio of the Carolinas contact.

Contact Information: Production Director/ On-Air Talent
Aimee Wierzbicki (Piper)
piper@beach104.com
Work: (252) 449-6070
Cell: (252) 202-3498

During the report period we had 1 intern.

Max Radio of the Carolinas offers training and mentoring programs at no cost for our employees who wish to acquire skills that could qualify them for higher level positions. These include the RAB Radio Marketing Professional course for those current employees who wish to explore opportunities in our Sales Department, and the RAB Certified Radio Marketing Consultant course for those who need additional training to improve their sales skills and prepare for a management level position.

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Max Radio of the Carolinas lists each upper level category opening in a job bank or newsletter of the following media trade groups whose membership includes substantial membership of women and minorities:

- North Carolina Association of Broadcasters
- Alliance for Women in Media, formerly American Women in Radio and Television
- NABEF