

2010 ANNUAL EEO PUBLIC FILE REPORT

Qantum of Myrtle Beach, LLC

Station(s): WGTR, WWXM, WRXZ, WLQB, WYNA  
Community(ies) of License: Bucksport, SC; Garden  
City, SC  
Briarcliffe Acres, SC; Ocean Isle Beach, NC;  
Calabash, NC

Reporting Period: 8/1/09-07/31/10

No. of Full-time Employees: 5 – 10 \_\_\_\_\_ / More than 10 \_\_X\_\_\_\_\_  
Small Market Exemption: No

During the Reporting Period, a total of \_\_\_4\_\_\_ 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):

1. Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
  - Continued internship program through Coastal Carolina University. Five students were chosen for the internships; three for the spring semester, and two for the summer semester. The students focused mainly on marketing and board operation. They were also utilized in promotions for the station cluster. The students earned college credit for the internship at the completion of the program.
2. Participated in events sponsored by educational institutions relating to career opportunities in broadcasting.
  - Participated in a local high school senior class Career Day at St. James High School on 2/18/2010. During the career day, one of the programmers made a presentation on what it takes to get into the broadcasting field, education needed, and hands-on training. Information was given out on five stations in our cluster: WGTR, WLQB, WWXM, WRXZ & WYNA. A question and answer forum was also held during the presentations.
  - Participated in a Career Day Ocean Bay Middle School on 9/14/2008. During the career day, one of the programmers made a presentation on what it takes to get into the broadcasting field, education needed, and hands-on training. Information was given out on five stations in our cluster: WGTR, WLQB, WWXM, WRXZ & WYNA. A question and answer forum was also held during the presentations.
  - Two job shadowing day's were done on March 2, 2010 and May 6, 2010 by students from a local Arts & Technology High School. The students followed program directors from different stations to observe what a day in their career would be like. The students learned about commercial production, board operation, marketing, and promotions.
3. Participated in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.
  - Participated in the "Business After Hours" for the Myrtle Beach Chamber of Commerce, held the last Thursday of each month. This small exposition featured local businesses and what employment and business opportunities they may provide.

4. Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
  - Gave Sales and Programming staff Arbitron training from a company representative on February 22, 2010. This training explained and gave sales and programming better understanding of our radio ratings system. There were two trainings offered. One that was introductory and a second for seasoned veterans.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
10/13/09	WGTR On Air Talent	Intra-company transfer
12/7/09	Account Executive	Careerbuilder.com
2/22/10	WGTR Program Director	All Access
5/1/10	Account Executive	Careerbuilder.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year:   13  

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
MYRTLE BEACH HELP WANTED.COM	3
ALL ACCESS	1
ON AIR RADIO ANNOUNCEMENTS	2
The Sun News	6
Careerbuilder.com	1

RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 12/7/2009

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Qantum of Myrtle Beach-on air announcements/internet listing on station websites	N	4841 Hwy 17 Bypass S Myrtle Beach, SC 29577	Jimmy Feuger, General Manager	843-293-0107 <a href="mailto:jfeuger@qantumradio.com">jfeuger@qantumradio.com</a>
The Sun News	N	914 Frontage Road Myrtle Beach, SC 29577	Dianna Fromel	843-626-0247 <a href="mailto:dfromal@thesunnews.com">dfromal@thesunnews.com</a>
Careerbuilder.com;	N	914 Frontage Road Myrtle Beach, SC 29577	Cara Gibbs	843-626-0247 <a href="mailto:cgibbs@thesunnews.com">cgibbs@thesunnews.com</a>
Myrtle Beach Help Wanted.com	N	845-471-5200, ext 110	Dale Mulder	Submit to: <a href="mailto:dale@regionalhelpwanted.com">dale@regionalhelpwanted.com</a>

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

RECRUITING SOURCES USED

Job Title of Position: WGTR Program Director

Date of Hire: 2/22/2010

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Qantum of Myrtle Beach-on air announcements/Internet listing on station websites	N	4841 Hwy 17 Bypass S Myrtle Beach, SC 29577	Jimmy Feuger, General Manager	843-293-0107 <a href="mailto:jfeuger@qantumradio.com">jfeuger@qantumradio.com</a>
All Access	N	28955 Pacific Coast Hwy, Unit 210-5 Malibu, CA 90265	N/A	Online form for openings
The Sun News	N	914 Frontage Road Myrtle Beach, SC 29577	Dianna Fromel	843-626-0247 <a href="mailto:dfromal@thesunnews.com">dfromal@thesunnews.com</a>
Careerbuilder.com	N	914 Frontage Road Myrtle Beach, SC 29577	Cara Gibbs	843-626-0247 <a href="mailto:cgibbs@thesunnews.com">cgibbs@thesunnews.com</a>
Myrtle Beach Help Wanted.com	N	845-471-5200, ext 110	Dale Mulder	Submit to: <a href="mailto:dale@regionalhelpwanted.com">dale@regionalhelpwanted.com</a>

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

RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: \_\_\_\_\_5/1/2010\_\_\_\_\_

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Qantum of Myrtle Beach-on air announcements/internet listing on station websites	N	4841 Hwy 17 Bypass S Myrtle Beach, SC 29577	Jimmy Feuger, General Manager	843-293-0107 <a href="mailto:jfeuger@qantumradio.com">jfeuger@qantumradio.com</a>
The Sun News	N	914 Frontage Road Myrtle Beach, SC 29577	Dianna Fromel	843-626-0247 <a href="mailto:dfromal@thesunnews.com">dfromal@thesunnews.com</a>
Careerbuilder.com	N	914 Frontage Rd. Myrtle Beach, SC 29577	Cara Gibbs	843-626-0247 <a href="mailto:Cgibbs@thesunnews.com">Cgibbs@thesunnews.com</a>
Myrtle Beach Help Wanted.com	N	845-471-5200, ext 110	Dale Mulder	Submit to: <a href="mailto:dale@regionalhelpwanted.com">dale@regionalhelpwanted.com</a>

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