

2011 ANNUAL EEO PUBLIC FILE REPORT

Qantum of Myrtle Beach, LLC

Stations:	WGTR, WWXM, WRXZ, WLQB, WYNA
Communities of License:	Bucksport, SC; Garden City, SC, Briarcliffe Acres, SC; Ocean Isle Beach, NC; Calabash, NC
Reporting Period:	8/1/10-07/21/11
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

During the Reporting Period, a total of 3 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. Seven students were chosen for the internships; two for the fall semester, 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 and assisted in sales initiatives. 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 Aynor High School on 5/16/2011. During the career day, one of the programmers (Daniel Baker) 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 3/04/2011. During the career day, one of the programmers (Dave Fields) 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.
 - Job shadowing day's were done on February 12, 2011 and May 5, 2011 by students from a local Socastee 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. The Sales Director and an Account Manager represented the stations.

4. Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.
 - Participated in a job fair at Horry Georgetown Technical College on February 27, 2010 at the 501 East Conway campus. We educated potential graduate about possible careers in broadcasting and sales. The General Manager and the Operations Manager attended the event for the stations. The licensee had signage and information regarding the stations available to attendees.
5. 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 March 7, 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 HIREE
11/29/10	Account Executive	Careerbuilder.com
1/5/11	Account Executive	Careerbuilder.com
3/11/11	Account Executive	Careerbuilder.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 15

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
MYRTLE BEACH HELP WANTED.COM	5
ON AIR RADIO ANNOUCEMENTS	1
The Sun News (newspaper)	6
Careerbuilder.com	3

RECRUITING SOURCES USED

The following sources were used to recruit for each full-time opening filled during the reporting period.

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 jfeuger@qantumradio.com
The Sun News (newspaper)	N	914 Frontage Road Myrtle Beach, SC 29577	Dianna Fromel	843-626-0247 dfromal@thesunnews.com
Careerbuilder.com	N	914 Frontage Road Myrtle Beach, SC 29577	Cara Gibbs	843-626-0247 cgibbs@thesunnews.com
Myrtle Beach Help Wanted.com	N	845-471-5200, ext 110	Dale Mulder	Submit to: dale@regionalhelpwanted.com

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