

**EEO PUBLIC FILE
-AUGUST 1, 2010 THROUGH JULY 21, 2011-**

**WJRI/WKGX/WKVS
Lenoir, North Carolina**

This unit is part of the Foothills Radio Group. Foothills Radio Group is committed to providing equal employment opportunities to all individuals without regard to race, color, religion, gender, national origin, age or disability. Our intent is to provide a work environment that is free of discrimination, harassment or intimidation. Discrimination, harassment or intimidation of an employee or an applicant is considered improper conduct. Under no circumstances will Foothills Radio Group condone or tolerate any form of discrimination, harassment or intimidation of anyone in the Foothills Radio Group family of companies.

This EEO Public File Report is filed in station WJRI/WKGX/WKVS public inspection file pursuant to Section 73.2080 of the Federal Communication Commission's ("FCC") rules.

During the period August 1, 2010 - July 21, 2011, the stations filled the following full-time vacancies:

One full time vacancy filled for August 1, 2010 – July 21, 2011

The station interviewed a total of 8 people for all full-time vacancies during the period covered in this report. The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

RECRUITMENT SOURCE	ADDRESS	CUMULATIVE NUMBER OF REFERRALS INTERVIEWED
FOOTHILLS RADIO GROUP WEBSITE	www.foothillsradio.com	3
WKVS-FM 103.3 FM (ON-AIR)	PO BOX 1678 LENOIR, NC 28645	2
EMPLOYEE REFERRALS	827 FAIRVIEW DR. SW LENOIR, NC 28465	2
CVCC JOB FAIR	2550 US HWY 70 SE HICKORY, NC 28602	1

Exhibit A contains the following information for each full time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

EXHIBIT A

EEO INFORMATION FOR FULL-TIME VACANCIES

**For
WJRI/WKGX/WKVS
LENOIR, NC**

The total number of interviewees for each vacancy and the referral source for each interviewee for all full-time vacancies filled during the applicable period are as follows:

POSITION FILLED	DATE FILLED	NO. OF INTERVIEWEES	REFERRAL SOURCES FOR INTERVIEWEES
Account Executive	10/26/10	8	Employee Referral (2) FRG Website (3) WKVS-FM (2) CVCC JOB FAIR(1)

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: Account Executive

**Recruitment Source That Referred
The Hiree:** Website

Date Vacancy Opened 8/03/10

**Total Number of Persons
Interviewed for the Vacancy:**
8

Date Vacancy Filled: 10/26/10

See Sources Listed at the Beginning of This Report

EXHIBIT B

OUTREACH INITIATIVES

For

WJRI/WKGX/WKVS

Lenoir, North Carolina

Outreach Activities for the Period August 1, 2010 - July 21, 2011

Stations **WJRI/WKGX/WKVS** has engaged in the following outreach initiatives during the year covered by this report:

<u>Initiative Classification</u>	<u>Type of Initiative</u>	<u>Brief Description</u>
5	Internship Program	Allowed students to receive academic credit for work performed while learning about the broadcast industry. The Internship program is on-going. It is open to any college or High student who maintains a GPA of 2.5 or higher, is recommended in writing by a faculty member in their respective major, and is able to work a minimum of 10 hours a week for academic credit. Interns work in various departments including: News/Public Affairs, Programming/Productions, Marketing/Sales, and Promotions.
9	Mentoring Program for for Station Personnel	President, Al Bunch and Sales Manager Charlene Hall meet one on one with sales staff once per week to address any concerns, mentors on some calls, and offers advice and ideas pertaining to clients. This helps each rep to build confidence and growth within the company.
15	Training of Personnel of an Unaffiliated Non-Profit Organization	President, Al Bunch participated in Leadership Caldwell Media day on 2/23/11. During the agenda for the day members of several non-profit organizations and Caldwell County Chamber of Commerce members were brought to Foothills Radio Group where they received a tour of the stations and were trained on day to day routine duties to enable them to better refer someone for a broadcast position whether the

Outreach Activities for the Period August 1, 2010 - July 21, 2011 continued...

job is on-air, sales, or administrative. The group asks questions pertaining to qualifications for someone looking for a position in those areas. Non-profit organizations represented included: Caldwell Memorial Hospital, CCC&TI, Caldwell County School System, and Caldwell County Government Office

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Other Activities

President, Al Bunch, organizes a tour of the station, distributes and discusses positions in radio (when age appropriate), and conducts a 30 minute recorded interview with a variety of Caldwell County students, once per week. The interviews range in a variety of topics, from musicians, entrepreneurs, athletes and many other talents. Interviews are played on-air on WKGX-AM, 8:30am Saturday, WJRI-AM, 12noon Saturday and Sunday, WKVS-FM 5:30pm Sunday.