

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2008 – July 22, 2009.

1) **Employment Unit:** LM Communications of South Carolina

2) **Unit Members (Stations and Communities of License):** WYBB(FM), Folly Beach, SC
WCOO(FM,) Kiawah Island, SC

3) **EEO Contact Information for Employment Unit:**

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| Mailing Address: 59 Windermere Blvd. Charleston SC 29407 | Telephone Number: 843-769-4799 |
| | Contact Person/Title: Charles Cohn, GM |
| | E-mail Address: newavecohn@aol.com |

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

The station employment unit had no full-time vacancies during this reporting period.

5) **Interviewee Charts by Job Vacancy:**

Not applicable.

6) **Total # of Interviewees Referred:** For the period from July 23, 2008, through July 22, 2009, this Employment Unit interviewed zero (0) interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

(a) **Initiative: WYBB(FM) and WCOO(FM) Internship Program**

WYBB(FM) and WCOO(FM) have operated an internship program for the past 19 years. This program has enabled high school students, college students and members of the greater Charleston area to gain experience and develop skills necessary for careers in broadcasting. From July 23, 2008 through July 22, 2009, WYBB(FM) and WCOO(FM) hosted seven interns. All seven interns gained experience in on-air broadcasting, production and promotions, and have worked closely with the Program and Promotions Directors.

(b) **Initiative: Participation in Events Sponsored by Educational Institutions**

- i. Members of the WYBB(FM) and WCOO(FM) on-air staff hosted and trained students from James Island High School, Charleston, South Carolina, during a "job shadowing" program in November 2008. Students were taught about careers in broadcasting, including on-air, promotions, sales and programming.
- ii. Members of the WYBB(FM) and WCOO(FM) programming and promotion staff met with students and faculty from Trident Technical College, Charleston, South Carolina, on April 8, 2009, to discuss the radio broadcasting industry and career opportunities in the industry.

Stations WYBB(FM) and WCOO(FM) are Equal Opportunity Employers.

(c) Initiative: Training Designed to Enable Personnel to Qualify for Higher Level Positions

During the reporting period, WYBB(FM) and WCOO(FM) offered on-the-job training designed to enable employees to acquire skills that could qualify them for higher level positions. During this reporting period, on-air talent from WCOO(FM) and WYBB(FM) trained with the Operations Manager to prepare them to qualify for Music Director/Assistant Program Director positions at each of their respective stations. Additionally, in early 2009, a part-time receptionist began training with on-air staff to prepare her to qualify for an on-air position at the stations. In addition to training current employees, WYBB(FM) and WCOO(FM) generally offer on-the-job training for their student interns whereby each intern can learn either the basics of the promotions department to enable him or her to be promoted into a part-time promotions assistant position or the basics of programming in order to move into a part-time on-air position.

(d) Initiative: Co-sponsor a Job Fair

WYBB(FM) and WCOO(FM) co-sponsored a job fair in Charleston, South Carolina, with Goodwill Industries of South Carolina on March 19, 2009, through their job community program. WYBB(FM) and WCOO(FM) broadcast live from the event and displayed materials regarding internship opportunities at WYBB(FM) and WCOO(FM) and in the radio broadcast field. The station employment unit began promoting this event two (2) weeks in advance and promoted jobs in broadcasting as well as opportunities available with other employers at the fair.

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