

# 2006 ANNUAL EEO PUBLIC FILE REPORT

## Qantum of Auburn License Company, LLC

Stations: WKKR(FM), Auburn, AL  
WTLM (AM), Opelika, AL  
WMXA(FM), Opelika, AL  
WZMG(AM), Pepperell, AL  
WCJM(FM), West Point, GA  
WPLV(AM), West Point, GA

Reporting Period: Nov. 21, 2005-Nov. 20, 2006

No. of Full-time Employees: More than 10

During the Reporting Period, a total of 10 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):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

7-25-2006 Opelika Chamber of Commerce, Old Lowe's Building, Opelika, AL. Job Fair – General Manager in attendance.  
8-11-2006 Boykin Community Center, Auburn, AL. Job Fair, Attended by General Manager  
9-14-2006 Auburn University of Montgomery, Alabama Association of Broadcasters Association, Job Fair, attended by General Manager, and Program Director  
Hosted Job Fair held July 25, 2006 – Job Fair held at Old Lowe's Building with Opelika Chamber of Commerce. We were the host for the event.

*Hosted at least one **job fair**.*

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

5-25-06 Alabama Care Building, Pepperell Parkway – Opelika, AL. Co-Sponsored a Job Fair with Alabama Care emphasis was on Women, Blacks, Hispanics, Asian and Handicapped. General Manager and Operations manager attended.

*Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast*

6/4/06 Auburn University Career Day, Auburn University Student Center, Auburn, AL Career Day, General Manager, Operations Manager in attendance 9/20/06 Morris Mill Intermediate School, "Careers in radio", Auburn, AL, Operations Manager

*employment issues, including conventions, career days, workshops, and similar activities*

10/19/2006 Jeter Elementary School, "How Radio Effects your Life", Opelika, AL. Program Director Attended and spoke to children about the profession.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

In the year 2006, there were a total of 10 interns from Auburn University and 1 intern from Columbus State University. The interns worked an average of 15 hours a week in programming, sales, and business departments. Three academic credits are given to Interns.

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

We are posted on Auburn University, Columbus State University, and Southern Union College's Web Sites.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Each salesperson has been enrolled in the Radio Marketing Professional (RMP) program offered by the Radio Advertising Bureau (RAB). Senior reps are enrolled in the Certified Radio Marketing Consultant (CRMC) program.

*Established a **mentoring** program for station personnel.*

Employees are assigned to a new person that is hired, to make sure that each learns procedure and has a working knowledge of radio.

*Participated in at least 4 **events or programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

April 18, 200, Lee Scott Academy – Career Day – Operations Manager – Career Opportunities in Broadcasting.

May 14, 2006 - Beulah Elementary School, Beulah, AL Community Business Day – General Manager Attended

November 16, 2006 – Wachoochee Jr. High School, Salem, AL, Careers in Broadcasting – Operations Manager

May 20, 2006 – Annual Fishing Rodeo – Kids day at West Point Lake-kids participate in Radio Live Broadcast and learn about radio plus fish, West Point, Georgia

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Qantum's Auburn-Opelika market manager attended a group-wide manager's meeting at which Qantum market managers were instructed in FCC EEO Compliance issues by Qantum's FCC Counsel.

**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
4/12/06	Account Executive	Opelika Auburn News, Opelika, AL
9/5/06	Account Executive	RegionalHelpWanted.Com
4/10/06	Program Director/Air	Promotion from part-time to full-time
8/28/06	Production Director/Air	Radio Commercials
5/1/06	Business Manager	Referral – Trinity UMC Newsletter
7/18/06	Traffic Manager	Radio Commercial
6/5/06	Receptionist	Referral
9/11/06	Traffic Manager	Referral
11/6/06	Receptionist	Referral
11/6/06	Account Executive	RegionalHelpWanted.Com

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed in Preceding Year: 87

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
AuburnOpelikaHelpWanted.Com	25
Opelika Chamber Job Fair	15
Alabama Career Fair	30
Opelika-Auburn News	2
Auburn University	10
Southern Union State Community College	5

**[Add other sources used to recruit in each chart below, not just the referring source.]**

**RECRUITING SOURCES USED**

Job Title of Position: Program Director

Date of Hire: 4/10/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal	N	915 Veterans Parkway, Opelika, AL	Jim Powell	<a href="mailto:Jpo1067803@aol.com">Jpo1067803@aol.com</a> 334-740-9904
Radio Commercial	N			

Regionalhelpwanted	N			

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

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**RECRUITING SOURCES USED**

Job Title of Position: Account Executive

Date of Hire: 4/12/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
RegionalHelpWanted.Com	N	1 Civic Plaza Suite 506 Poughkeepsie, NY 12601		1-800-365-8630
Opelika/Auburn News	N	Tiger Parkway, Auburn, AL	James Rainey	James. <a href="mailto:Rainey@oanews.com">Rainey@oanews.com</a> 334-745-3300
Radio Commercial	N			

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

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**RECRUITING SOURCES USED**

Job Title of Position: Account Executive

Date of Hire: 9/5/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
RegionalHelpWanted.com	N	1 Civic Plaza Suite 506 Poughkeepsie, NY 12601		1-800-365-8630
Opelika/Auburn News	N	3305 Pepperell Parkway, Opelika, AL		
Radio Commercial	N			

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

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**RECRUITING SOURCES USED**

Job Title of Position: Business Manager

Date of Hire: 5/1/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Trinity UMC Newsletter	N	800 2 <sup>nd</sup> Ave. Opelika, AL	Ken Himes	<a href="mailto:ken@trinityumc.com">ken@trinityumc.com</a> 334-725-3590

RegionalHelpWanted	N	1701 LaFayette Parkway Opelika, AL	Student Development	334-745-6437
Radio Commercial	N	915 Veterans Parkway Opelika, AL	Jim Powell	334-745-4656

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

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### RECRUITING SOURCES USED

Job Title of Position: Traffic Manager

Date of Hire: 7/18/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
RegionalHelpWanted	N			
Radio Commercial	N	915 Veterans Parkway Opelika AL	Jim Powell	334-740-9904- 0331/jpol1067803@aol.c om

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

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### RECRUITING SOURCES USED

Job Title of Position: Receptionist

Date of Hire: 6/05/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Reference	N	915 Veterans Parkway, Opelika, Al	Donna Woodham	334-745-4656 donna.woodham@qantumof auburn.com

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

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### RECRUITING SOURCES USED

Job Title of Position: Traffic Manager

Date of Hire: 9/11/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Auburn University	N	217 Tichenor Hall, Auburn, Al	Hemet Winn, PhD	334-844-2761
Radio Commercial	N	915 Veterans Parkway	Jim Powell	334-745-4656

		Opelika, AL		
RegionalHelpWanted				

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

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**RECRUITING SOURCES USED**

Job Title of Position: Receptionist

Date of Hire: 11/06/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Referral	N	915 Veterans Parkway	Donna Woodham	334-745-4656 donna.woodham@qantumofauburn.com

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

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**RECRUITING SOURCES USED**

Job Title of Position: Account Executive

Date of Hire: 11/06/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
RegionalHelpWanted	N	1 Civic Plaza Suite 506 Poughkeepsie, NY 12601	Dale Mudder	1-800-365-8630
Radio Commercial				

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

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**RECRUITING SOURCES USED**

Job Title of Position: Production Director

Date of Hire: 8/28/06

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Promotion Internal	N	915 Veteran's Parkway Opelika, AL	Tige Rogers	334-745-4656 tige.rogers@qantumofauburn.com


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