

WINC FM • WINC AM • WWRT FM • WWRE FM
 Winchester, VA Winchester, VA Strasburg, VA Berryville, VA

EEO PUBLIC FILE REPORT
 This report provides recruitment data collected from
July 1, 2008 through May 31, 2009

This EEO Public File Report is filed in the public inspection file of Stations(s)
 WINC AM • WINC FM • WWRE FM • WWRE FM PURSUANT TO Section 73,208(c)(6) of the Federal
 Communications (FCC) rules.

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MRS**L”) for recruitment source data

JOB TITLE	DATE FILLED	RECRUITMENT SOURCES USED TO FILL VACANCY	RS REFERRING HIREE
Account Executive	6.30.08	1-20	17
General Manager	8.11.08	17-21	17
Account Executive	9.22.08	1-20	16
Local Sales Manager	9.23.08	1-20	15
Account Executive	10.06.08	1-20	17
Account Executive	1.05.09	1-20	16
General Manager	3.01.09	1-20	17
Promotions Coordinator	3.04.09	1-20	15

EEO Contact Information for Employment units: **WINC FM • WINC AM • WWRT • WWRE**

Centennial Broadcasting II, LLC.	
Corporate Address 6201 Town Center Drive, Suite 210 Clemmons, NC 27012 Contact: Steve Watts 336.766.2890	Station(s) Business Address 520 N. Pleasant Valley Rd Winchester VA 22601 Contact: Valerie Reynolds 540.677.2224 General Manager Kevin Miskimmins

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**FULL TIME VACANCY EEO INFORMATION
FORM BP-05
July 1, 2008 thru May 31, 2009**

II. Recruitment Sources Used to Fill the Vacancy

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	All Access Music Group 28955 PCH Malibu CA 90265 Joel Denver 310 457 6616 phone www.allaccess.com	No	
2	VA Employment Commission 100 Premier Place Winchester VA 22602 Gene Schultz 540 722 3415 phone 540 722 3418 fax www.vec.state.va.us	Yes	
3	American Women in Radio 11595 Spring Hill Rd Suite 330 Vienna VA 22182 Maria Brennan (Ex Dir) 703 506 3290 phone 703 506 3266 fax www.awrt.org	Yes	
4	Virginia Association of Broadcasters (VAB) 630 Country Green Lane Charlottesville VA 22902 Rose Lester 434 944 3716 phone www.vabonline.com	Yes	
5	Shepherd University PO Box 3210 Shepherdstown WV 25443 Patricia Gochenauer (Dir) 304 876 5122 www.collegecentral.com	Yes	

6	Norfolk State University 700 Park Avenue Norfolk VA 23504 Benjamin Ellis (Dir) 757 823 8462 phone 757 823 2075 fax careerservices@nsu.edu	Yes	
7	Howard University 525 Bryant Street NW Washington DC 20059 Joan Brown 202 806 7513 202 462 4267 fax careersrhu@howard.edu	Yes	
8	Shenandoah University 1460 University Drive Winchester VA 22601 Judy Wachsmann (Dir) 540 665 5412 jwachsma@su.edu	Yes	
9	Lord Fairfax Community College 173 Skirmisher Lane Middletown VA 22645 Julie West (Counselor) 540 868 7113 jwest@lf.vcccs.edu	Yes	
10	VA Western Community College PO Box 14007 Roanoke VA 24038 Rhonda Perdue 540 857 7298 phone 540 857 6050 fax careercenter@vw.vccs.edu	Yes	
11	James Madison University MSC2106 Harrisonburg VA 22807 Trey Lewis lewisje@jmu.edu 540 568 6228 phone 540 568 7133 phone	Yes	
12	Columbia School of Broadcasting 3947 University Drive 2 nd Floor Fairfax VA 22030 Bill Butler 703 591 6000 phone 703 591 6147 fax djtrain@columbiaschoolbroadcas.com	Yes	
13	Radio Ads: Valerie Reynolds vreynolds@winc.fm PO Box 3300 Winchester VA 22601 540 667 2224	Yes	5

14	Department of Rehabilitative Services 20 Ricketts Drive Winchester VA 22601 Doug Strosnider 540 722 3453 <u>Doug.strosnider@drs.virginia.gov</u>	No	
15	Internal Posting/Employee Bulletin Boards Valerie Reynolds 540 667 2224 <u>vreynolds@winc.fm</u>	Yes	2
16	Web sites <u>www.WINC.FM</u> <u>www.everythingthatrocks.fm</u> <u>www.talk1400winc.com</u>	Yes	6
17	Employee and/or Client Referrals	Yes	6
18	Internal Posting/Employee Bulletin Boards Centennial Broadcasting Fredericksburg, VA 540 373 7721 (Terri Barker-Fredericksburg) Valerie Reynolds 540 667 2224	Yes	
19	VARTV c/o VARTV.COM 1725 Live Oak Trail Virginia Beach VA 23456 Robert Corbin <u>editor@vartv.com</u>	No	1
20	DCRTV C/O DCRTV.COM 1981 b Villaridge Dr Reston VA 20191 Dave Hughes <u>dcrtv@hotmail.com</u>	No	
21	Inside Radio <u>Ads@insideradio.com</u> 800 640 8852	No	10

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**III • Summary Description of Supplemental Outreach Initiatives
For the period ownership Beginning 7/1/2008 and ending 5/31/2009**

A • Mentoring Programs- FCC Initiative: Establishment of a mentoring program to enable station personnel to improve their skills to qualify for higher positions.

Account Executives 2008/2009

Our Market conducts a Sales Mentoring Program for all new Account Executives. Each new Account Executive is assigned to the Sales Manager and/or General Manager as a Mentor. The Mentor(s) provides daily feedback to the new Account Executive, assisting them with job training, information about key departments/personnel, goal setting and establishing open communication and a supportive environment. Conducted "Role Playing" on the best approach for "cold calling" and how to be a "closer"

Two Account Executives participated in the Mentoring Program during this reporting period.

Jaime Karalis
Amy Sine

General Sales Manager 2008/2009

Our market conducted a General Sales Manager Mentoring Program for newly promoted General Sales Manager. New GSM was assigned to the Market Manager for mentoring, The Mentor provided daily advice to new GSM, assisting and focusing on building a new and more professional relationship with existing Account Executives from co-worker to manager. Mentor also assisted with organizing and developing sales packages, analyzing rates and help to build a supportive environment.

Lloyd Willis GSM
David Smith MM

B • Internship Programs 2008/2009 - FCC Initiative: Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment

Jillian Butler is a sophomore at Northern Virginia Community College in Manassas, VA, working on a Liberal Arts Associates Degree with plans to transfer to get her Bachelors in Communication. Her internship began on January 12, 2009 and will continue her internship thru the summer of 2009, averaging 5 hours per week for WWRT/WWRE under the guidance of Joel Ludwig. She will be assisting the programming department on the air and with commercial production and promotion.

Janelle Plummer is a graduate student at American University in Washington, DC, pursuing a Master of Arts in Broadcast Journalism and Public Affairs. Her internship began on June 1, 2008 thru August 30th averaging 16 hours a week. She completed her internship in the News Department, under the guidance of Robert Allen the News Director for stations WINC/WINC FM/WWRE/WWRT.

Virginia Association of Broadcasters Internship Program WINC/WINC FM/WWRE/WWRT participated in this program in February 2008, airing public service announcements seeking a student for the VAB's paid internship program. As of May 16, 2008 the Virginia Association of Broadcasters has not informed us of an intern selected to work at these radio stations.

C • Job Fair 2008/2009 FCC Initiative: Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Centennial Broadcasting (WINC FM, WINC AM, WWRT & WWRE) attended the career day at Fellowship Bible Church in Winchester, VA on October 23, 2008. The Local Sales Manager (Lloyd Willis) and Tammy Stevenson (AE) were present for the entire fair. The career day was sponsored by Access Independence of Winchester. From 9am until noon, we spoke to approximately 100 high school student about careers in the broadcasting field, answering their questions about "on air announcers", sales, marketing and commercial production.

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Summary Description of Supplemental Outreach Initiatives
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D • Recruitment Initiative – FCC Initiative:

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities

American Women in Radio
1595 Spring Hill Rd Suite 330
Vienna VA 22182
Maria Brennan (Ex Dir)
703 506 3290 phone
703 506 3266 fax
www.awrt.org

Department of Rehabilitative Services
20 Ricketts Drive
Winchester VA 22601
Doug Strosnider
540 722 3453
Doug.strosnider@drs.virginia.gov

Virginia Association of Broadcasters (VAB)
630 Country Green Lane
Charlottesville VA 22902
Rose Lester
434 944 3716 phone
www.vabonline.com

VA Employment Commission
100 Premier Place
Winchester VA 22602
Gene Schultz
540 722 3415 phone
540 722 3418 fax
www.vec.state.va.us