

**WJXR 92.1 FM (Radio)**  
Annual EEO Public File Report  
Covering the Period from October 1, 2007 to September 30, 2008

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The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080 (c)(6) of the Federal Communication Commission’s EEO Rules.

This Report has been prepared on behalf of the Station Employment Unit that is comprised of: FM broadcast station WJXR; and is required to be placed in the public inspection file of the station and posted on our website.

The information contained in this Report covers the time period beginning October 1, 2007 to and including September 30, 2008 (the “Applicable Period”).

FCC EEO Rules require that this report contain the following information:

1. A list of all full-time vacancies filled by the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080 (c), (1)(ii) of the FCC’s EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2030 (c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Total Hires” refer to the number of the full-time job positions listed in Appendix 1. Each of the referral sources listed under Column 1 was contacted for the position listed in Column 3.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the applicant accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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**Appendix 1**

Section 1: Vacancy Information

Full-time Positions Filled (by Job Title)	Recruitment Source of Hiree	Total Number of Hires from Recruitment Source	Total Number of Interviewees from All Sources <sup>†</sup>
Cashier	3	15	141
	7	8	
	1	4	
	4	1	
	14	1	
	6	1	
Board Operator	1	2	15
	10	1	
	3	1	
	11	2	
	4	1	
Announcer	4	1	47
	9	1	
	3	1	
	1	1	
	17	1	
Merchandise Host	7	2	14
	3	3	
	2	2	
Sales	1	1	12
	3	4	
	5	3	

<sup>†</sup> NOTE: An additional 139 applications were received for “any position” and applicants were interviewed to determine which position, if any, was most suitable for the applicant.

Total Number of Persons Interviewed During Applicable Period: 368

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**Appendix 2**

Section 2: Recruitment Source Information

Source Number	Recruitment Source	Total Interviewees	Total Hires
1	WJXR, Inc. 28 West Macclenny Avenue Macclenny, Florida 32063 Contact: Sarah Perich (904) 259-2292	25	8
2	The Baker County Standard 2 East Macclenny Avenue Macclenny, Florida 32063 Contact: Classified Dept. (904) 259-8200	16	0
3	The Florida Times Union One Riverside Avenue Jacksonville, Florida Contact: Classified Dept. (904) 359-4111	162	24
4	Employee Referral	20	5
5	Unknown Source	7	3
6	Florida WorkSource 1184 South 6th Street Macclenny, Florida 32063 Contact: Classified Dept. (904) 259-9309	7	1
7	Walk-In	66	10
8	Call-In	5	0
9	Internet Advertisement	18	1
10	Word of Mouth	2	1
11	Friend or Relative Referral (Non-Employee Referral)	34	2
12	Sponsor Referral		
13	Hometown Journal 7116 W. Mt. Vernon Street Glen St. Mary, Florida Contact: Laurie (904) 259-9141		
14	Listener / Customer	5	1
15	<a href="http://www.JaxJobs.com">www.JaxJobs.com</a> 10175 Fortune Parkway Suite 501 Jacksonville, Florida 32256 (904) 737-JOBS		
16	<a href="http://www.CareerBuilder.com">www.CareerBuilder.com</a> 200 N. LaSalle Street Suite 1100 Chicago, IL 60601 (773) 527-3600		
17	<a href="http://www.AllAccess.com">www.AllAccess.com</a> 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 (310) 457-6616	1	1

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**Appendix 3**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Radio Station WJXR:

**Activity:** Baker County Rotary Club (September 3, 2008)

**Description:** The station's owner addressed the Baker County Rotary Club about the station operation and employment opportunities.

**Activity:** Training Programs (Ongoing)

**Description:** The station's training program helped employees reach management level or announcer positions. Examples include merchandise host promoted to host, several cashiers becoming managers, and board operators becoming radio personalities. In addition, the station provides any training needed for any positions.

**Activity:** Mentoring (Ongoing)

**Description:** The station's mentoring program involves ownership working side by side with employees to provide guidance, tips, and networking advice.

**Activity:** Non-Discrimination Monitoring (Ongoing)

**Description:** The station's management is required to read and sign handbooks and updated memos to ensure equal employment opportunity and to prevent discrimination.

**Activity:** Florida WorkSource Relationship (Ongoing)

**Description:** The station has an "open account" with the Florida state-funded, non-profit employment agency Florida WorkSource. The agency refers candidates to the station on a continual basis.

**Activity:** Job Outreach (Ongoing)

**Description:** The station continuously advertises job opportunities for the station in daily and weekly newspapers, over the radio, in the stores, on our website and others.

**Activity:** North Florida Council On Scouting

**Description:** Several times during the year, the WJXR station manager conducted career days or discussed broadcasting at the North Florida Council On Scouting.

**Activity:** Baker County Chamber of Commerce Events

**Description:** Representatives of the station promoted employment opportunities at the station at several BCCC events during the year.

**Activity:** Station Hosted Job Fair (October 3, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

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**Activity:** Station Hosted Job Fair (January 7, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (January 11, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (March 19, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (April 2, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (May 23, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (June 4, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (June 18, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (June 25, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (June 27, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

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**Activity:** Station Hosted Job Fair (July 2, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.

**Activity:** Station Hosted Job Fair (September 5, 2008)

**Description:** The station actively broadcast announcements that the station was looking for applicants for various jobs. On-air tryouts and training was also provided to those applying for host positions.