

WJXR 92.1 FM (Radio)
Annual EEO Public File Report
Covering the Period from October 1, 2010 to September 30, 2011

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, 2010 to and including September 30, 2011 (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 [†]
Cashier	1	1	60
Board Operator	2	1	7
	3	1	
Announcer	3	2	48
	4	3	
Sales	3	2	17
	4	2	
	7	1	
	11	1	

[†] NOTE: An additional 61 applications were received for “any position” and applicants were interviewed to determine which position, if any, was most suitable for the applicant. Also, one application was submitted for the Merchandise Host position.

Total Number of Persons Interviewed During Applicable Period: 194

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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	4	1
2	The Baker County Press 104 South Fifth Street Macclenny, Florida 32063 Contact: Classified Dept. (904) 259-2400	10	1
3	The Florida Times Union One Riverside Avenue Jacksonville, Florida Contact: Classified Dept. (904) 359-4111	93	4
4	Employee Referral	10	5
5	Unknown Source		
6	Florida WorkSource 1184 South 6th Street Macclenny, Florida 32063 Contact: Classified Dept. (904) 259-9309	3	0
7	Walk-In	41	1
8	Call-In		
9	Internet Advertisement	6	0
10	Word of Mouth		
11	Friend or Relative Referral (Non-Employee Referral)	20	1
12	Sponsor Referral		
13	Hometown Journal 7116 W. Mt. Vernon Street Glen St. Mary, Florida Contact: Laurie (904) 259-9141		
14	Listener / Customer	1	0
15	www.JaxJobs.com 10175 Fortune Parkway Suite 501 Jacksonville, Florida 32256 (904) 737-JOBS	1	0
16	www.CareerBuilder.com 200 N. LaSalle Street Suite 1100 Chicago, IL 60601 (773) 527-3600		
17	www.AllAccess.com 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 (310) 457-6616		
18	HotJobs.Yahoo.com 701 First Avenue Sunnyvale, CA 94089 (408) 349-3300		
19	Jacksonville.Craigslist.org 1381 9th Ave. San Francisco, CA 94122 (415) 566-6394	2	0

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20	www.Monster.com 622 Third Avenue, 39th Floor New York, NY 10017 (212) 351-7000	3	0
21	African American Chamber of Commerce 841 Prudential Drive 12th Floor Jacksonville, FL 32207 (904) 371-1979		

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Appendix 3

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

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, cashier becoming a board operator, 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: UNF Sales Training Program

Description: Representatives of the station met with University of North Florida staff to discuss implementing a radio station sales training program for students.

Activity: College Documentary Film (September 30, 2011)

Description: Students from the University of North Florida came to the station for a day to film a documentary about the station.

Activity: Station Hosted Job Fair (January 19, 2011)

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Description: The station actively broadcast announcements and/or advertised 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 26, 2011)

Description: The station actively broadcast announcements and/or advertised 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 5, 2011)

Description: The station actively broadcast announcements and/or advertised 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 11, 2011)

Description: The station actively broadcast announcements and/or advertised 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 18, 2011)

Description: The station actively broadcast announcements and/or advertised 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 29, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (July 21, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (July 25, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (August 1, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (August 4, 2011)

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Description: The station actively broadcast announcements and/or advertised 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 (August 8, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (August 18, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (August 22, 2011)

Description: The station actively broadcast announcements and/or advertised 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 (August 29, 2011)

Description: The station actively broadcast announcements and/or advertised 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 6, 2011)

Description: The station actively broadcast announcements and/or advertised 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 12, 2011)

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