

WIFM-FM
EEO PUBLIC FILE REPORT
August 1, 2010 - July 31, 2011

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS No.	RS Information	No. of Interviewees
		Referred by RS
		Over 12-month period
1	On-air Recruitment Campaign	4
2	Station Website: wifmradio.com	1
3	Referrals	5
4	Readerboards -Neighbors Stores	3
5	The Elkin Tribune	0
6	The Mount Airy News	0
7	Job Fairs	0
8	Workforce Carolina	4
9	Surry Community College	3
10	Wilkes Community College	0
11	Surry County Employment Security Commission	0
12	Wilkes County Employment Security Commission	0
13	Yadkin County Employment Security Commission	0
14	Alleghany County Employment Security Commission	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD		20

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III. RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
Guest Speaker to Promote Radio	Owner Gary York speaks to various high school yearbook & photography clubs during the year to promote and encourage a career in radio. Mr. York also encourages planning, setting goals, community service and accepting personal responsibility.
Internship Program	We conduct an on-going Internship Program to learn the mechanics of the radio industry. The paid interns receive experience in promotions, programming, sales, accounting and production. The interns work during summer months while on break from high school and/or college.

**YADKIN VALLEY BROADCASTING CORPORATION
WIFM-FM EMPLOYMENT APPLICATION SOURCES**

The Tribune
Attn: Classified Advertising
214 East Main Street
Elkin, NC 28621
336-835-1513

Mount Airy News
Attn: Classified Advertising
319 North Renfro Street
Mount Airy, NC 27030
336-786-4141

Employment Security Commission of NC
Larry Calloway
541 West Pine Street, Suite 300
Mount Airy, NC 27030
336-786-4169

Employment Security Commission of Nc
Tom Kinlaw
320 Wilkesboro Avenue
North Wilkesboro, NC 28659
336-838-5164

Employment Security Commission of NC
Larry Calloway
246 East Main Street
Yadkinville, NC 27055
336-679-4079

Employment Security Commission of NC
Nancy Broman
115 Atwood Street
Sparta, NC 28675
336-372-5476

WorkForce Carolina
Denna Thompson
711 West Independence Blvd.
Mount Airy, NC 27030
336-789-8220

Surry Community College
Rachel Hiatt
Career Services Coordinator
620 South Main Street
Dobson, NC 28621
336-386-3291

Wilkes Community College
Debbie Furr
Jobs Placement Coordinator
P.O. Box 120
Wilkesboro, NC 28697
336-838-6135