

EEO PUBLIC FILE REPORT

For the reporting period of October 1, 2010 through September 30, 2011

This report covers the following station employment unit (SEU):

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
Common Ground Broadcasting, Inc	WTBN AM	Pinellas Park, FL	51985	No
South Texas Broadcasting, Inc.	WTWD AM	Plant City, FL	26145	No
Caron Broadcasting, Inc.	WGUL AM	Dunedin, FL	1177	No

I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	Board Operator/Producer	Referral	10-18-10	1,5,7,10,11,15,17,18,20,21
2	Board Operator	Unsolicited	11-01-10	1,5,7,10,11,15-18,20
3	Promotions Director	Referral	11-15-10	1,2,5-11,15-18,20,21
4	Operations Manager	In Company Posting	02-07-11	1,5,7,10,11,15,17,18,20,21
5	Account Executive	Referral	02-28-11	1,5,7,10,11,14,15,17,18,20,21
6	Traffic Assistant	Referral	03-08-11	1,5,7,10,11,15,17,18,20,21
7	Traffic Assistant	Referral	03-23-11	1,5,7,10,11,15,17,18,20,21
8	Business/Traffic Manager	None – Internal Promotion	03-28-11	None – Internal Promotion
9	Board Operator	SEU Website Advertisements	07-26-11	1-13; 15-18; 20,21

II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 51 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	Exciting Idlewild Baptist Church		Jobs Support Group Director P.O. Box 44 Tampa, FL 33548 813-264-1515 Contact: Jo Ann Eaton	1
2	In Between Jobs Support Group		Bnpsaxon@tampabay.rr.com Contact: Bob Saxon	0
3	Connecticut School of Broadcasting		Steve Clark 3901 Coconut Palm Drive. #105 Tampa, FL 33619 813-740-0990	0
4	Southeastern University		Jackie Small	

			Career Services 1000 Longfellow Boulevard Lakeland, FL 33801 863-667-5157	0
5	Everest University		3924 Coconut Palm Drive Tampa, FL 33619 813-621-0041 813-623-3183 Contact: Jennifer Johnson	0
6	Family First		5211 W. Laurel Street Suite 102 Tampa, FL 33607 marlene@familyfirst.net Contact: Marlene Nikolich	0
7	Trinity College		Dean of Student Development 2430 Welbilt Blvd. Trinity, FL 34655 727-376-6911 Contact: Professor Al Depopoutot	0
8	University of South Florida		Job Line Coordinator 4202 E. Fowler Avenue Tampa, FL 33629 813-974-2171 813-974-0998 kroche@admin.usf.edu www.career.usf.edu Contact: Kathi Roche	0
9	University of Tampa		Office of Career Services 401 W. Kennedy Blvd. Tampa, FL 33606 813-253-3333 813-258-7455 Dnapoli@ut.edu Contact: Donna Napoli	0
10	Hillsborough Community College		Dale Mabry Campus Job Placement Manager P.O. Box 3030 Tampa, FL 33630 813-253-7275 813-259-6047 Contact: Laurie Ragsdale	0
11	Hillsborough Community College		Radio-TV Program Manager 2112 N. 15 th St. YPST-134 Tampa, FL 33605 813-253-7282 813-253-7973 Contact: Ed Ericsson	0
12	Florida College		Advising Office 119 N. Glen Arven Ave. Temple Terrace, FL 33617 813-988-5131 advisingoffice@floridacollege.edu	0
13	Frederick Communications & Consulting, LLC		Al Frederick Frederick.communications@gmail.com	0
14	Sandler Training		4500 140 th Ave. N Suite 116 Clearwater, FL 33762 Contact: Jim Marshall	0

15	Pinellas County Urban League		33 31 st Street North St. Petersburg, FL 33713 727-327-2081 727-321-8349 Contact: Steven Holcolm	0
16	Tampa Bay Workforce Alliance/Employ Florida		9215 N. Florida Ave. Suite 103 Tampa, FL 33612 813-930-7570 813-930-7486 joborder@workforcetampa.com	0
OTHER SOURCES OF INTERVIEWEES				
No.	Description of Other Sources			Number of Interviewees
17	SEU Web Advertisements			30
18	Referrals			12
19	Radio Advertisements			0
20	Unsolicited			4
21	In Company Posting			4
Total Number of Interviewees				51

III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

A. Management Training:

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and Powerpoint presentations, which includes review of EEO policies and compliance. The SEU's Office Manager participates in these training sessions each month and then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment.
2. The SEU participates in an on-line program entitled "Employment Law Training" (E.L.T.), which is an ongoing program for all entry level managers and above to train them in methods of ensuring equal opportunity and preventing discrimination. Training modules include two (2) hours of "Preventing Workplace Harassment" and a module covering all forms of anti-discrimination. During this reporting period, two SEU employees participated in the ELT program.

B. Job Fairs:

1. SEU's Office Manager, Administrative Assistant, Promotions Director, and General Sales Manager participated in the Janet Cruz, State Representative, 2011 District 58 Job Fair on Wednesday, August 17, 2011. At this event, they discussed job opportunities available at the SEU. Job information was distributed and resumes and applications were collected.
2. SEU's Office Manager and Promotions Director participated in the University of Tampa's Part –Time Job Fair on Thursday, September 1, 2011. At this event, they discussed job opportunities available at the SEU. Job information was distributed and resumes and applications were collected.
3. SEU's Office Manager and Promotions Director participated in the University of South Florida's Fall 2011 Part Time Job Fair on Thursday, September 8, 2011. At this event they discussed job opportunities available at the SEU. Job information was distributed and resumes and applications were collected.

C. Job Training:

1. SEU established a training program designed to enable station personnel to acquire skills that could qualify them for higher-level positions. The SEU trained our Promotions Assistant in studio production and engineering skills, and consequently the employee was given the opportunity to produce a live Saturday show. The Promotions Assistant is also training with our Chief Engineer to obtain the skills required to engineer an on-site live remote broadcast.