

# Positive Alternative Radio, Inc.

## Annual EEO Public File Report For WPER-FM (Culpeper, VA) & WJYJ-FM (Fredericksburg, VA)

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules. This report has been prepared for placement in the public inspection files as well as on the website.

The information contained in this report covers the time period beginning June 1, 2008 to and including May 31, 2009.

The FCC's EEO Rules requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station 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 new 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 Sections 73.2080(c) (2) of the FCC rules.

Attachment A contains the following information for each full-time vacancy:

- The recruitment sources used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy;

Attachment B contains the following information for each full-time vacancy:

- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment C contains a list and brief description of initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.



# Positive Alternative Radio, Inc.

## Attachment B Annual EEO Public File Report

Covering the period from June 1, 2008 to May 31, 2009

Recruitment Source (Name, Address, Contact Person, Telephone Number )	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions For Which This Source Was Utilized
Buyer's Guide Newspaper 8136 Old Keene Mill Road Suite A-302 Springfield, VA 22152 <a href="http://www.bguide.net">www.bguide.net</a>	0	0
Christian Radio Weekly 5350 N. Academy Blvd. Suite 200 Colorado Springs, CO 80918 Dave@christianradioweekly.com	0	0
Crown Group P.O. Box 100 Gainesville, GA 30503 <a href="http://www.crownradiogroup.com">www.crownradiogroup.com</a>	0	0
Fauquier Times-Democrat 39 Culpeper Street Warrenton, VA 20186 <a href="http://www.freelancestar.com">www.freelancestar.com</a>	0	0
Free Lance-Star 616 Amelia Street Fredericksburg, VA 22401	0	0
HisAir.net P.O. Box 307 Duplessis, LA 70728 <a href="mailto:Jobs@hisair.net">Jobs@hisair.net</a>	2	1
Liberty University 1971 University Boulevard Lynchburg, VA 24502 <a href="http://www.liberty.edu">www.liberty.edu</a>	0	0
Other: Referral, Walk-In, Prior Employee, or Intern Promotion 6546 Lovers Lane Warrenton, VA 20186 (540) 347-4825	0	0
PER Web Site 6546 Lovers Lane Warrenton, VA 20186 <a href="http://www.positivehits.org">www.positivehits.org</a>	0	0
Program Director Web <a href="http://www.programdirector.net/classifieds">www.programdirector.net/classifieds</a>	0	0
Radio Online LLP 3500 Tripp Avenue Amarillo, TX 79121	2	0
Virginia Employment Commission 529 Meadowbrook Shopping Center Culpeper, VA 22701	0	0

# Positive Alternative Radio, Inc.

## Attachment C Annual EEO Public File Report

Covering the period from June 1, 2008 to May 31, 2009

Section 3: Supplemental (non-vacancy specific) recruitment activities undertaken by Positive Alternative Radio, Inc.

### Establishment of an Internship Program

Positive Alternative Radio, Inc. ("PAR") continues growth with the internship program designed to assist members of the community, mainly students from local colleges and universities, to acquire skills needed for broadcast employment. Those students who are involved in the internship program gain knowledge in the areas of news, weather, production/operations, and overall business skills, in order to get real experiences in broadcasting.

### Participation in job banks, Internet Programs, and other programs designed to promote outreach generally

PAR posts job opportunities on its website, [www.spiritfm.com](http://www.spiritfm.com). In addition, we advertise the website on-air. PAR's website is intended also to describe the radio broadcast business, our radio ministry efforts and promote general outreach to the community. PAR also posts job opportunities with the Virginia Employment Commission, which reaches out to many other sources within the community.

### Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions

PAR has often promoted from within and has trained staff to qualify for higher-level positions being offered. Those promoted to position of sales manager from administrative assistant, station engineer from on-air personality, accounting assistant from receptionist.

### Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

PAR continually communicates to management level personnel the importance of hiring decisions and equal employment opportunity guidelines for the company and its radio stations. PAR posts EEO policy on its website and at all of its radio stations.

# Positive Alternative Radio, Inc.

## Attachment C Annual EEO Public File Report (continued)

Covering the period from June 1, 2008 to May 31, 2009

### Section 3: Supplemental (non-vacancy specific) recruitment activities undertaken by Positive Alternative Radio, Inc.

#### School of Broadcasting Tour

Members of key management including Edward A. Baker, President, and Frankie Morea General Manager, discussed various roles of employment positions within the company and how radio stations generally operate. Students expected to graduate in the field of broadcasting were very interested in what was available within our radio stations.

#### Internship Program

WPER/WJYJ maintains an internship program designed to assist members of the community, mainly students from local colleges and universities, to acquire skills needed for broadcast employment. Those students who are involved in the internship program gain knowledge in the areas of news, weather, production/operation, and overall business skills, in order to get real experiences in the radio industry. Those students who are involved in the internship program gain knowledge in the areas of music, programming, production/operations, and overall business skills, in order to get real experience in radio.

During the 2008-2009 School Year, four students from Liberty High School were selected to "shadow" the On Air Personalities at WPER/WJYJ for a period of one week. While at the radio station they were provided the opportunity to ask questions of all employees including their job descriptions and the daily operations of a radio station. Upon completion, the students were provided with a letter from the Station Manager outlining their time at the station.

#### Participation in Job Banks, Internet Programs, and Other Programs Designed to Promote Outreach

WPER/WJYJ posts job opportunities on its website, <http://www.positivehits.org>. WPER's website is also intended to describe the radio station business and promote general outreach to the community.

#### Provision of Training to Management Level Personnel

WPER/WJYJ has posted EEO policy on the website and at the station. WPER/WJYJ expands content and continues training as needed. The station staff are instructed in EEO procedures and are encouraged to report possible violations.