

EEO PUBLIC FILE REPORT

**This report covers full-time vacancy recruitment data for the period:
June 1, 2008 - May 31, 2009**

Employer: Centennial Broadcasting, LLC

Licensee: Centennial Licensee, LLC

**Stations: WZZI-FM, Vinton, VA
WZZU-FM, Lynchburg, VA
WLNI-FM, Lynchburg, VA
WLEQ-FM, Bedford, VA**

Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

TOTAL NUMBER OF INTERVIEWEES AND TOTAL NUMBER OF INTERVIEWEES
REFERRED BY EACH RECRUITMENT SOURCE

Yearly Period Beginning: June 1, 2008 Ending: May 31, 2009

Total Number of Persons Interviewed for Fulltime Vacancies: 1

Name of Recruitment Source	Address	Total Number of Interviewees
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals	N/A	
Internal Applicant	N/A	1
Centennial Contact	N/A	
Roanoke Times Roanoke Tribune Lynchburg News & Advance		
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
Central Virginia Community College	3506 Wood Road Lynchburg, VA 24502	
Randolph Macon College	Ashland, VA 23005	
National Business College	104 Candlewood Court Lynchburg, VA 24502	
National Business College	1813 East Main Street Salem, VA 24153	

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LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Market Manager

Date Vacancy Filled: February 1, 2009

Recruitment Source for Hiree: Internal

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		
Internal Applicant		1
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
Central Virginia Community College	3506 Wood Road Lynchburg, VA 24502	
Randolph Macon College	Ashland, VA 23005	
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SUMMARY DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

For the 2 year period beginning 6/1/07 and ending 5/31/09

First Initiative: Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe activities undertaken to fulfill that initiative:

Crystal Williams (Lynchburg College) - Programming/Production Intern 9/4/07-12/20/07 (Supervised by Station Manager)
Meredith Bell (Randolph College) - Programming/Production Intern 6/20/8-7/31/08 (Supervised by Station Manager)
Carleshia Thorton (Liberty University) - Programming/Production 6/2/08-7/25/08 (Supervised by Station Manager)

Second Initiative: Participation in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decision.

Describe activities undertaken to fulfill that initiative:

Region 2000 Workforce Career Fair - 5/8/2008 attended by Business Manager and Account Executive
National College Job Fair - 5/15/2008 attended by Station Manager, Business Manager and Account Executive
Veterans Job Fair 6/6/2008-6/7/2008 attended by Account Executive
Bedford Expo Job Fair - 9/25/2008-9/26/2008 attended by Station Manager, Business Manager and Account Executive
Southwestern Virginia Regional Job Fair - 4/7/2009 attended by Station Manager
Charlottesville Community Job Fair - 4/27/2009 attended by Station Manager

Third Initiative: Establishment of a mentoring program to enable station personnel to improve their job skills to qualify for higher positions.

Describe activities undertaken to fulfill that initiative:

Bob Abbott the Station Manager is working with Heidi Tate to mentor her in various aspects of station programming with respect to music programming. In particular Bob is working with Heidi on a daily basis in the use of Selector music scheduling software and use of MediaBase 24/7 music service for researching both new and classic music. Bob is working with Heidi to her gain knowledge in the importance of good inter and intra departmental communication.

Fourth Initiative: Establishment of training programs designed to enable station personnel to improve their skills that could qualify them for higher level positions

Describe activities undertaken to fulfill that initiative:

Under the direction of Market Manager and the Operations Manager of the stations a program has been developed for station personnel specific to the programming and promotions functions of the radio station. Formal weekly meetings along with daily interaction with station personnel designed to develop strategic and tactical product positioning to exploit market opportunities, better understand the elements of the product our station offer and develop planning and scheduling skills.