

***Urban Radio Licenses, LLC, Florence/Muscle Shoals Division:
 WLAY(AM), WLAY-FM, WVNA-FM, WVNA(AM), WMXV-FM, and
 WMSR-FM***

**EEO PUBLIC FILE REPORT
 December 1, 2015– November 30, 2016**

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Operations Manager	1, 2, 3, 5, 6, 7, 8, 16, 17, 22, 23	22
On-Air Talent	16, 17, 23	23
Production Assistant	1, 2, 3, 5, 6, 7, 8, 15, 16, 22	15
Business Manager	1, 2, 3, 5, 6, 7, 8, 11, 12, 15, 16, 23	6

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	<p align="center">Radio Announcements All Stations 509 N. Main St., Tuscumbia, AL 35674 (256) 383-2525 (P) ext 207 Market President</p>	No	5
2	<p align="center">AL-BA (available to all trade members & national Job Bank browsers) 2180 Parkway Lake Dr., Hoover, AL 35244 (205) 982-5001 Cindi McGee www.al-ba.com</p>	No	
3	<p align="center">Shoals Career Center Sheffield Alabama 500 South Montgomery Ave. Suite 102 Sheffield, AL 35660-3858 Alabama's Career Center System shoals@alabamacareerlinks.org</p>	No	
4	<p align="center">Shoals Chamber of Commerce 20 Hightower Place Florence, AL 35630 Stephaniande Newl 256-246-2900 steps@shoalschamber.com</p>	No	
5	<p align="center">State of Alabama Employment 1481 Military Street S Hamilton, AL 35570 205-921-7657 www.hamiltonchamberofcommerce.org</p>	No	
6	<p align="center">Alabama Joblink Florence, Huntsville, Tuscaloosa, Birmingham, Gadsden, AL www.joblink.alabama.gov/ada</p>	No	3
7	<p align="center">Radio Online www.radioonline.com</p>	No	

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RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS over 12-month period
8	Inside Radio www.insideradio.com	No	4
9	National Hispanic Media Coalition info@nhmc.org	No	
10	Haleyville Career Center P O Box 634 Haleyville, AL 35565 www.haleyville.com/careers	No	
11	URBan Radio Broadcasting, LLC 720 Water Street, 4 th Floor Toledo, OH 43604	No	
12	URBan Radio Broadcasting, LLC 608 Yellowjacket Starkville, MS 39759	No	
13	American Broadcasting School 4511 SE 29th Street Oklahoma City, OK 73115 405-672-6511 Michelle McConnell Campus/Job Placement Director michelle@radioschool.com www.radioschool.com	No	
14	Community Action Agency 745 Thompson Street Florence, AL 35630 256-766-4330 www.caanw.org/area	No	
15	University of North Alabama Florence 459 N. Court Street Florence, AL 35630 256-765-4608 Edward Foote aefoote@una.edu	No	1
16	Referrals/Networking	No	1
17	Walk-Ins	No	
18	Community Action Agency 505 N. Columbia Ave Sheffield, AL 35660 256-383-3832 www.caanw.org/area	No	
19	Northwest-Shoals Community College 800 George Wallace Blvd Muscle Shoals, AL 35661 256-331-5283 www.nwscc.edu/contactus	No	

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RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS over 12-month period
20	Community Action Agency 1001 S. Washington Ave Russellville, AL 35653 256-332-7534 www.caanw.org/area	No	
21	United Negro College Fund Ms Jan Ross 601 19th St. N, Centennial Place 2nd Floor Birmingham, AL 35203 www.fafsa.edu.gov	No	
22	All Access www.allaccess.com	No	1
23	Former Employees	No	1
	TOTAL INTERVIEWEES OVER 12-MONTH PERIOD		16

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship	<p><u>URBan Radio Internship Program</u> URBan Radio has a long-standing internship program open to college students with a sincere interest in broadcasting. URBan Radio uses Interns from a diverse background and a wide variety of educational institutions within the Tennessee Valley area. These internships are for college credit ONLY.</p> <p>University of North Alabama Dr. Pat Sanders, Ph.D., Professor 9/20/16-12/15/16</p>
2	Community Outreach	<p><u>Alabama Career Center 500 South Montgomery Ave, Sheffield, AL</u> November 18, 2016</p> <p>The Business Manager met with Eddie Martin, business coordinator for the Alabama Career Center, to discuss potential outreach programs and future recruitment. Mr. Martin was given an outline of information about the radio stations and given general job descriptions of positions within the company. Mr. Martin also gave the station information about the Career Center and how we can use them as a diverse recruitment tool in the future.</p>

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3	Training of Management Level Personnel as to Methods of Ensuring EEO and Preventing Discrimination	<u>EEO Best Practices Seminar/Webinar</u> Date: November 2016 Station Personnel: Business Manager and Market President Management level personnel were required to watch the FCC's "EEO Best Practices in the Broadcast Industry Seminar," available on the FCC website. The seminar provided training on ways to ensure equal employment opportunities and prevent discrimination.
4	Community Outreach	<u>University of North Alabama Entertainment Industry Department</u> September 14, 2016 The Business Manager met with Janna Malone, Professor, to discuss future internship & field trip opportunities at the stations and possible collaboration with events held at the department's venue, The Mane Room.
5	Programs Sponsored by Educational Institutions	Dr Sanders, a professor at UNA, brought her Intro to Radio class for a tour. Date: November 1, 2015 Station Personnel: Market President, Operations Manager, and Production Director Students were given a tour of the stations and shown the automation system. Station personnel talked with the students about how radio works and different aspects of working in the business.
6	Community Outreach	Market President met with the Mayor of Florence and Manager of Tourism in Florence in May, 2016 to discuss job openings at the stations.
7	Continuing Education	<u>University of North Alabama</u> Fall, 2016 The Business Manager enrolled in the University of North Alabama's MBA program. During the 2016 fall semester she took MG 648- Human Resource Management, which extensively covered EEO guidelines as a part of the coursework.

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