

## **EEO PUBLIC FILE REPORT**

**This report covers full-time vacancy recruitment data for the period:  
June 1, 2010 - May 31, 2011**

**Employer: Centennial Broadcasting, LLC**

**Licensee: Centennial Licensing, LLC**

**This EEO Public File Report is filed in the public inspection file of Stations:**

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

**Pursuant to Section 73.208 of the Federal Communications Commission rules.**

EEO Contact Information:

Centennial Broadcasting, LLC

Corporate Address:  
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Clemmons, NC 27012  
Contact: Steve Watts, Executive Vice President/CFO  
[stevewnc@yahoo.com](mailto:stevewnc@yahoo.com)  
336-766-2828

Station Business Address:  
19-C Wadsworth Street  
Lynchburg, VA 24501  
Contact: Michael Williams, Business Manager  
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434-845-3698



Centennial Broadcasting, LLC  
Lynchburg, VA

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

Yearly Period Beginning: June 1, 2010 Ending: May 31, 2011

Total Number of Persons Interviewed for Fulltime Vacancies: 5

Name of Recruitment Source	Address	Total Number of Interviewees
Station Websites	<a href="http://www.1015themusicplace.com">www.1015themusicplace.com</a> <a href="http://www.RockThePlanet.fm">www.RockThePlanet.fm</a> <a href="http://www.WLNI.com">www.WLNI.com</a>	
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	
Employee Referrals	N/A	1
AllAccess	On-Line	
Internal Applicant	N/A	
Centennial Contact	N/A	
Roanoke Times		4
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	<a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	
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	

Centennial Broadcasting, LLC  
Lynchburg, VA

SUMMARY DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

For the 2 year period beginning 6/1/09 and ending 5/31/11

First Initiative:	<u>Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.</u>
Describe activities undertaken to fulfill that initiative:	<u>Michael Blazek (Liberty University) - Administrative/Sales 5/25/09-7/31/09 (Supervised by Station Manager)</u> <u>Saquia Freeman (Liberty University) - Programming/Production 6/1/09-6/24/10 (Supervised by Station Manager)</u>

Second Initiative:	<u>Participation in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decision.</u>
Describe activities undertaken to fulfill that initiative:	<u>Bedford Area Business Expo - September 23, 2009 attended by Operations Manager</u> <u>Region 2000 Workforce Career Fair - October 15, 2009 attended by Operations Manager</u> <u>Bedford Area Business Expo - September 22-24, 2010 attended by Operations Manager and Business Manager</u> <u>Region 2000 Workforce Career Fair - October 12, 2010 attended by Operations Manager and Business Manager</u> <u>Charlottesville Community Spring Job Fair - April 27, 2011 attended by Production Director</u>

Third Initiative:	<u>Establishment of a mentoring program to enable station personnel to improve their job skills to qualify for higher positions.</u>
Describe activities undertaken to fulfill that initiative:	<u>Operations Manager is working with two individuals regarding station operations: Ryan Carlson is being trained specific to duties such as music scheduling and air staff development and station promotion.</u> <u>Laura Dooley, Sales Assistant is being trained in the area of station promotion for both a rock station and news/talk station format.</u>

Fourth Initiative:	<u>Establishment of training programs designed to enable station personnel to improve their skills that could qualify them for higher level positions.</u>
Describe activities undertaken to fulfill that initiative:	<u>Under the direction of the 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 stations offer and develop planning and scheduling skills.</u>

Centennial Broadcasting, LLC  
Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Traffic Manager

Date Vacancy Filled: 28-Feb-11

Recruitment Source for Hiree: Internal Applicant

Number of Individuals Interviewed for the Vacancy: 5

Name of Recruitment Source	Address	Number of Referrals
Station Websites	<a href="http://www.RockThePlanet.fm">www.RockThePlanet.fm</a> <a href="http://www.WLNI.com">www.WLNI.com</a>	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		1
Internal Applicant		
Centennial Contact		
Roanoke Times		4
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
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