

6 Johnson Road Licenses, Inc.

Annual EEO Public File

WXBM, WMEZ

October 1, 2010-September 30, 2011

Stations WXBM and WMEZ are owned and operated by Pamal Broadcasting, LTD, while the FCC licenses are held by its wholly-owned subsidiary, 6 Johnson Road Licenses, Inc. We are an equal opportunity employer.

We have a three-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. The wide dissemination of full-time openings via our radio properties, online classified advertising, trade periodicals/websites, and the use of appropriate job sources.
2. The sending of notices to community groups via letters or e-mail that request such notification. Through on-air notices and the development of relationships with organizations we hope to grow this list.
3. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart shows employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data.

Position	Fill Date	Sources Used
Account Executive #1	Feb 14, 2011	1,2,3,4,5,9,10,11,12,13,15,16
Account Executive #2	March 1, 2011	1,2,3,4,5,9,10,11,12,13,15,16
On air Announcer	Aug 22, 2011	1,2,3,4,5,6,7,8,9,11,12,13,14,15,16
Account Executive #3	June 27, 2011	1,2,3,4,5,8,9,10,11,12,13,15,16

SECTION II

Master Recruitment Source List

The following chart displays our source list names, phone numbers and other information.

Number	POSTING SITE	Contact	Phone	Fax
1	Pensacola Junior College 1000 College Blvd. Pensacola, FL 32504	Ken Shugart	850-484-1654	850-484-1694
2	University of West Florida 11000 University Pkwy Pensacola, FL 32514	Sally	850-473-7255	850-474-2254
3	ESCAROSA Career Center 3670-A North L St. Pensacola, FL 32505	Rose	850-983-5325	850-983-5330
4	Pensacola Help Wanted.com	ONLINE	Acct# 21-55	
5	Locklin Technical Center 5330 Berryhill Rd Milton, FL 32570	Anita Hoskins	850-983-5700	850-983-5715
6	Berkleemusic.com	ONLINE		
7	Radio-online.com	ONLINE		
8	allaccess.com	ONLINE		
9	WXBM	Theresa Howard	850-994-5357	850-994-7191
10	WMEZ	Theresa Howard	850-994-5357	850-994-7191
11	indeed.com	ONLINE		
12	Employflorida.com	ONLINE		
13	Employee Referral	Dave Cobb	850-994-5357	850-994-7191
14	Countryairchecktoday.com	Lon Helton	ONLINE	
15	Florida Association of Broadcasters 201 South Monroe, Suite 201 Tallahassee, FL 32301	Pat Roberts	850-681-6444	850-222-3957
16	Other Referral	Mike Carr	850-994-5357	850-994-7191

<u>Position</u>	<u># Applicants</u>	<u>Source</u>	<u># Applicants from Source</u>	<u>Hired From</u>
Account Executive #1	12	Pensacola State College	0	
		University of West Florida	1	
		ESCAROSA Career Center	0	
		Pensacolahelpwanted.com	10	Yes
		WXBM	0	
		WMEZ	0	
		Locklin Technical Center	0	
		Indeed.com	0	
		Employflorida.com	0	
		Employee Referral	1	
		Florida Association of Broadcasters	0	

<u>Position</u>	<u># Applicants</u>	<u>Source</u>	<u># Applicants from Source</u>	<u>Hired From</u>
Account Executive #2	8	Pensacola State College	0	
		University of West Florida	0	
		ESCAROSA Career Center	0	
		Pensacolahelpwanted.com	7	
		WXBM	0	
		WMEZ	0	
		Locklin Technical Center	0	
		Indeed.com	0	
		Employflorida.com	0	
		Employee Referral	1	Yes
		Florida Assoc. of Broadcasters	0	

<u>Position</u>	<u># Applicants</u>	<u>Source</u>	<u># Applicants from Source</u>	<u>Hired From</u>
On Air Announcer	202	Pensacola State College	0	
		University of West Florida	0	
		ESCAROSA Career Center	0	
		Pensacolahelpwanted.com	0	
		WXBM	15	Yes
		WMEZ	0	
		Locklin Technical Center	0	
		Indeed.com	0	
		Employflorida.com	64	
		All Access	78	
		Employee Referral	0	
		Berkeemusic.com	0	
		Radio-online.com	0	
		Florida Assoc. of Broadcasters	0	
		Countryairchecktoday.com	45	

<u>Position</u>	<u># Applicants</u>	<u>Source</u>	<u># Applicants from Source</u>	<u>Hired From</u>
Account Executive #3	86	Pensacola State College	0	
		University of West Florida	0	
		ESCAROSA Career Center	0	
		Pensacolahelpwanted.com	44	
		WXBM	0	
		WMEZ	0	
		Locklin Technical Center	0	
		Indeed.com	0	
		Employflorida.com	34	
		Employee Referral	1	Yes
		Florida Assoc. of Broadcasters	0	
		Other Referral	4	
		Allaccess.com	3	

SECTION III

Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

Type of Recruitment Initiative

Brief Description of Activity

NAS WHITING FIELD 22 ANNUAL JOB FAIR

WXBM and WMEZ participated in the August 18th Job Fair from Whiting Field Naval Air Station. Our participation in this job fair was beneficial. Many job applicants interacted with onsite radio personnel. Applications were completed and submitted at the site. Our table was visited by an average of five job seekers per hour. The promotions department interviewed many applicants and hired two part time individuals from this job fair. Summary: this event was well organized and should be attended again in the future.

Workforce Escarosa and Pensacola State College 2nd Annual Community Career Fair

WXBM and WMEZ participated in this job fair. Positions in part-time promotions, part-time board operations, and full time Account Executive were posted and our stations' representative discussed these with those who attended and stopped by our table.

1 PARTICIPATION IN JOB FAIRS

WXBM/WMEZ Recruitment Expo held on location at The University of West Florida

March 21st at University of West Florida, WXBM and WMEZ held a “Career Meet & Greet” for students of UWF. The purpose of the recruitment event was to promote both our radio industry and specifically various employment opportunities to students who were interested in exploring job opportunities with our stations. Positions in part-time promotions, part-time board operations, and full time Account Executive were discussed.

2 HOSTING A JOB FAIR

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination/The HR Director for the employment unit (who is on the payroll of an affiliated company and spends approximately 50% of her time on Pamal human resources matters) attended approximately 20 hours of certified training on EEO methodology and compliance. The HR Director has during the reporting period conducted a group training session for management-level employees focusing on the Company’s EEO policies with respect to nondiscrimination in hiring and treatment of employees. Station Manager attended EEO training session in conjunction with Florida Association of Broadcaster’s Workshop. Station Manager conducted EEO compliance training and review during one weekly department head meeting.

3 MANAGEMENT EEO TRAINING

LISTING OF EACH UPPER-LEVEL CATEGORY OPENING IN A JOB BANK OF A MEDIA TRADE GROUP WHOSE MEMBERSHIP INCLUDES SUBSTANTIAL PARTICIPATION OF WOMEN AND MINORITIES.

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All of our upper-level positions during the reporting year were listed in the job bank of The Florida Association of Broadcasters.