

# 2011 ANNUAL EEO PUBLIC FILE REPORT

Quantum of Florence License Company, LLC

Stations: WDAR (FM), Darlington, SC  
WDSC (AM), Dillon, SC  
WEGX (FM), Dillon, SC  
WJMX (AM), Florence, SC  
WJMX (FM), Cheraw, SC  
WRZE (FM), Kingstree, SC  
WWRK (AM), Darlington, SC  
WZTF (FM), Scranton, SC

Reporting Period: July 31, 2010– July 21, 2011

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of two full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

## INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

***Co-sponsored a job fair with organizations in the business and professional community whose membership included substantial participation by women and minorities.***

### **Pee Dee Show Biz Business Expo**

*( In conjunction with the Small and Minority Division of the Florence Chamber of Commerce to showcase and promote local business)*

Tuesday, March 8, 2011

1:30pm - 6:30pm

Florence Civic Center

Radio Road

Florence, SC 29501

Had booth on location and provided company information and job opportunities to attendees. Quantum Communications also publicized the event by running :30 promotional announcements (apx total 276). Event was attended by the General Manager, Director of Sales, five Account Executives and five on-air personalities.

***Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.***

**Florence Career Center**

*(In conjunction with Florence School District One)*

1126 Howe Springs Road  
Florence, SC 29505

*Shadow Student #1 – Friday, March 11, 2011*

Shadowed member of Sales Department conducting day-to-day duties including copy writing, proposals, contracts, etc. Also shadowed on-air personalities during on-air shifts and during commercial production and music scheduling.

*Shadow Student #2 – Friday, March 11, 2011*

Shadowed member of Sales Department conducting day-to-day duties including copy writing, proposals, contracts, etc. Also shadowed on-air personalities during on-air shifts and during commercial production and music scheduling.

***Participation in job fairs.***

**SC Broadcasters Association Eleventh Annual Collegiate Job Fair**

*( In conjunction with the South Carolina Broadcasters Association)*

Tuesday, April 5, 2011  
SC National Guard Armory  
Columbia, SC

Had booth on location and provided station information and employment applications to participants. Attended by Program Director and one Account Executive.

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

**EEO Sexual Harassment Training Seminar**

June 28, 2011 - 11:15 am  
Florence, SC

Mandatory EEO Sexual Harassment training seminar for all Quantum Communications employees. Pre-recorded seminar conducted by Mark W. Buyck, III with the Wilcox, Buyck & Williams law firm.

***Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.***

*Intern #1- Student of Francis Marion University*

January 2011 – April 2011 - worked minimum average of 4 hours per week.

Assisted and observed Sales Executives with copy writing, proposals, special events and promotions, contracts, general marketing plans. Also assisted and observed on-air staff with commercial production, special events and promotions, voice work, and board operation.

*Intern #2- Student of Trinity Collegiate School*

February 2011 – August 2011 - worked minimum average of 1 hour per week.

Assisted and observed on-air staff with commercial production, special events and promotions, voice work, and board operation.

*Intern #3- No affiliation with a learning institution*

May 2011 – August 2011 - worked minimum average of 4 hours per week.

Assisted and observed Sales Executives with copy writing, proposals, special events and promotions, contracts, general marketing plans. Also assisted and observed on-air staff with commercial production, special events and promotions, voice work, and board operation.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8/09/2010	On Air Talent	Qantum Employee Referral
2/16/2011	Account Executive	Qantum Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 10

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
PeeDeeHelpWanted.com	2
Quantum Communications On-Air Radio Ads	2
Florence Morning News	0
Walk-In	1
AllAccess.com (on line)	2
Employee Referrals	3

RECRUITING SOURCES USED

Job Title of Position: On-Air Talent

Date of Hire: 8/9/2010

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Florence Morning News (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
News Extra (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Marion Star & The Mullins Enterprise (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Hartsville Messenger (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Hemmingway Weekly Observer (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Lake City News and Post (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
ALLACCESS.COM	N	28955 PACIFIC COAST HIGHWAY, SUITE 210-5, MALIBU, CA 90265	ON-LINE	ALLACCESS.COM
Yahoo Hotjobs	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Internal Bulletin Board Posting Quantum Communications	N	181 E. Evans St, Ste 311 Florence, SC 29501	Craig Dalla Riva	P(843) 667-4600 F (843) 673-7390 CRAIG.RADIO@YAHOO.COM

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

## RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 2/16/2011

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Florence Morning News (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Marion Star & The Mullins Enterprise (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Lake City News and Post (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
News Extra (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Hartsville Messenger (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Star Enterprise (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Pulse (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Hemmingway Weekly Observer (Newspaper)	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
PeeDeeHelpWanted.com	N	9100 E Panorama Drive Suite 200 Inglewood, CO 80112	Shelby Marion	888-884-8242 Shelby.marion@ regionalphelpwanted.com
Yahoo Hotjobs	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
On-Air Radio Ads Qantum Communications	N	181 E. Evans St, Ste 311 Florence, SC 29501	Craig Dalla Riva	P(843) 667-4600 F (843) 673-7390 CRAIG.RADIO@YAHOO.COM
Internal Bulletin Board Posting Qantum Communications	N	181 E. Evans St, Ste 311 Florence, SC 29501	Craig Dalla Riva	P(843) 667-4600 F (843) 673-7390 CRAIG.RADIO@YAHOO.COM

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.