

WJXA -FM & WCJK-FM
SOUTH CENTRAL RADIO GROUP - NASHVILLE

EEO PUBLIC FILE REPORT

April 1, 2008 - March 31, 2009

III. OUTREACH INITIATIVES

Date	Initiative	Description of Initiative
10/1/08	Job Fair	The MTSU "Career Fair" is designed to expose students to various job opportunities throughout the Nashville area. During the all-day fair, members of the WJXA and WCJK promotions department informed current students of the duties and responsibilities of our business and accepted applications for part-time employment and internships. Over 120 different organizations participated. SCRG accepted resumes on site.
11/3/08	Job Fair	South Central Radio Group's WJXA Mix 92.9 and WCJK 96.3 JACK-fm had representatives present at the " Fall Career Fair " at Lipscomb University, which targeted both undergraduates and graduates. This was a new opportunity for us to expand our efforts with another local school in order to expose students to the possibilities of working in the broadcast and marketing business.
2/5/09	Job Fair	On Thursday, February 5, 2009 South Central Radio Group's WJXA Mix 92.9 and WCJK 96.3 JACKfm participated in the MTSU Internship Fair , which was held in the James Union Building on the campus. From 11a until 3p students seeking summer internships were able to meet with the promotions coordinators for Mix 92.9 and 96.3 JACKfm. Resumes and cover letters were accepted on-site.
Ongoing	Internships	Each Semester South Central Radio Group provides internships for school credit to local universities. These are promoted through university websites and communication with various departments. Many of our interns go on to receive full- and part-time employment with South Central Radio Group.
Ongoing	Employee Training	Sales employees and managers attend training programs to further develop their skills through a company-wide affiliation with the Center for Sales Strategy. Department heads and other supervisors also receive on-going personnel management training through Bob Wilson & Associates. Additional skills training is provided to other personnel as needed throughout the year. A new online training program is also available to all employees.
Ongoing	Job Openings	The NAB and TAB internet job banks, along with several other online job-related Websites, are an excellent source for job seekers. These websites provide links to virtually every organization or source that can assist in referring applicants. Some of them, particularly the NAB site, specifically have links to organizations representing women and minorities in broadcasting.