

WJXA -FM & WCJK-FM
SOUTH CENTRAL COMMUNICATIONS - NASHVILLE

EEO PUBLIC FILE REPORT

April 1, 2009 - March 31, 2010

III. OUTREACH INITIATIVES

	Date	Initiative	Description of Initiative
	1/20/10	Job Fair	On Wednesday, January 20, South Central Media's WJXA Mix 92.9 and WCJK 96.3 JACK-fm had representatives from sales, promotions and engineering present at the " Tennessee Association of Broadcasters Career Fair " at Embassy Suites in Murfreesboro. The fair targeted both experienced professionals and college students. This was an opportunity for us to expand our efforts with another local organization in order to expose individuals to the possibilities of working in the broadcast and marketing business.
	2/9/10	Job Fair	MTSU's Career Development Center held its annual " Summer Internship Fair " on February 9. WJXA and WCJK promotions representatives were on-site from 11a-3p. Internship applications were distributed and resumes were collected during the fair.
	Ongoing	Internships	Each Semester South Central Media 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 Media.
	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.