



EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period October 1, 2007 to September 30, 2009.

- 1) Employment Unit Location/Name: MAITLAND, FL/Gross Communications Corporation
- 2) Unit Members (List all station call signs & communities of license): WLOQ-FM - Orlando, FL
- 3) EEO Contact Information for Employment Unit:
Contact Person- Nancy McMann - nmcmann@wloq.com

Mailing Address: 2301 Lucien Way - Suite 180
Maitland, FL 32751
Phone: 407.647.5557
Fax: 407.647.3717

- 4) List all full-time job vacancies filled by WLOQ:

<u>Job Title/Date Posted</u>	<u>Recruitment Source Referring Hiree</u>
1. Experienced Account Executive - 11/09/07	WWW.WLOQ.COM
2. Entry Level & Experienced Account Executive - 5/14/08	WWW.WLOQ.COM
3. Experienced Account Executive - 03/25/09	WWW.WLOQ.COM
4. Director of Sales - 08/28/09	Inside Radio

Gross Communications Corporation (WLOQ-FM) is an Equal Opportunity Employer.

5a) Job Title: **Experienced Account Executive - Posted 11/09/07**

Referral Source(s) of Hiree: WWW.WLOO.COM

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Number of Interviewees by Each Source	Did Recruitment Source Request Notification? (Yes or No)
African American Chamber of Commerce	Valerie Ferguson	315 E. Robinson Street Suite 100 - Orlando, FL	407.420.4870	0	N
American Women in Radio & Television	Jennifer Beaver	3933 East Eden Roc Circle Tampa, FL 33634	727.329.2552	0	N
Bethune Cookman University	Lola Young	640 Dr. Mary McLeod Bethune Blvd. - Daytona Beach, FL 32114	386.481-2143	0	N
Florida A&M University Media Sales Institute	Deidre Williams	510 Orr Dr. - Tallahassee, FL 32307	850.599.3379	0	N
Florida Association of Broadcasters	Lindsay Varn	101 East College Ave., Suite 301 Tallahassee, FL 32301	850.681.6444	0	N
FMU-Orlando North	Andy Ali	9200 Southpark Center Loop Orlando, FL 32819	407.851.2525	0	N
Metropolitan Orlando Urban League	Karen Massey	2804 Belco Drive, Orlando, FL 32808	407.841.7654	0	N
Workforce Central Florida	Chris Judy	1097 Sand Pond Rd.-Suite 1009 Lake Mary, FL 32746	407.897.2886	0	N
Seminole Community College	Nancy Sautter	100 Weldon Rd., Sanford, FL 32773	407.328.2034	0	N
University of Central Florida	Amy Kleeman	4000 Central Florida Blvd. Ferrell Commons-Bldg. 7F, Room 185 Orlando, FL 32816-0165	407. 823.2361	0	N
Valencia Community College	Andrea Alfano	West Campus 1800 S. Kirkman Road SSB: 206 Orlando, Florida 32811	407.582.1464	0	N
African-American Institute	Linda Williams	700 E. 24 th Ave. - Suite 8 Denver. CO 80205	303.299.9055	0	N
Central Florida Employment Council	Paulette Weir	450 Seminola Blvd. Casselberry, FL 32707	407.834.4223	0	N
Hispanic Chamber of Commerce	Luisa Garcia	315 E Robinson St. - Suite 465 Orlando, FL 32801	407.28.5870	0	N
International Black Women's Congress	LaFrancis Rodgers-Rose	555 Church Street - Suite 102 Norfolk, VA	757.626.0500	0	N
NAACP Seminole County	Joseph Caldwell	P.O. Box 4113 Sanford, FL 32772	407.328.7496	0	N
National Assoc. of Black Owned Broadcasters	Alfred Liggins	1201 Connecticut Avenue N.W. Suite 200 Washington, D.C. 20036	202.463.8970	0	N
Women's Minority Business Association		135 E Colonial Dr. - #200 Orlando, FL 32801	407.428.5860	0	N
www.radio-online.com		3500 Tripp Avenue Amarillo TX 79121	806.352.7503	0	N
www.tvandradiojobs.com (TV & Radio Jobs)				0	N
Orlandohelpwanted.com	Chelsea Romero	9100 East Panorama Drive Suite 250 Englewood, CO 80112	800.365.8630	0	N

AMFMJobs.com	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	760.754.8177	0	N
Tars.rollins.edu/ Careerservices (Rollins College)	Jennifer Browning	1000 Holt Avenue Winter Park, FL 32789	407.646.2195	0	N
www.CSWork.com (Active Hire, Inc.)		1705 Capital of Texas Hwy Austin, Texas 78746	512.327.9332	0	N
RThomas@gocsb.com (Connecticut School of Broadcasting)		5323 Millenia Lakes Boulevard, Suite 120 Orlando, FL 32839	407.704.8910	0	N
www.crc.ufl.edu/ (University of Florida)		1st Floor, J.Wayne Reitz Union PO Box 118507 Gainesville, FL 32611	352.392.1601	0	N
www.collegecentral.com (Stetson University)		Unit 8395 421 N. Woodland Blvd. DeLand, FL 32723	386.822.7315	0	N
www.fsu-csm.symplicity .com (FL State Univ.)		100 South Woodward Avenue Tallahassee, FL 32306-4162	850.644.6431	0	N
www.rbr.com/submit-job (Radio Business Report)	April McLynn	PO Box 6633 Woodbridge, VA 22195	703.490.3099	0	N
www.collegecentral.com (Brevard Community College)		1519 Clearlake Road, Cocoa, FL 32922	321.632.1111	0	N
hbritt@ewc.edu (Edward Waters College)	Helen Britt	1658 Kings Road, Jacksonville, FL 32209-6199	904.470.8000	0	N
www.wloq.com Gross Communications Corporation	Nancy McMann	2301 Lucien Way - Suite 180 Maitland, FL 32751	407.647.5557	1	N

5b) Job Title: **Entry Level & Experienced Account Executive - Posted 05/14/08**

Referral Source(s) of Hiree: WWW.WLOQ.COM

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Number of Interviewees by Each Source	Did Recruitment Source Request Notification? (Yes or No)
African American Chamber of Commerce	Valerie Ferguson	315 E. Robinson Street Suite 100 - Orlando, FL	407.420.4870	0	N
American Women in Radio & Television	Jennifer Beaver	3933 East Eden Roc Circle Tampa, FL 33634	727.329.2552	0	N
Bethune Cookman University	Lola Young	640 Dr. Mary McLeod Bethune Blvd. - Daytona Beach, FL 32114	386.481-2143	0	N
Florida A&M University Media Sales Institute	Deidre Williams	510 Orr Dr. - Tallahassee, FL 32307	850.599.3379	0	N
Florida Association of Broadcasters	Lindsay Varn	101 East College Ave., Suite 301 Tallahassee, FL 32301	850.681.6444	0	N
FMU-Orlando North	Andy Ali	9200 Southpark Center Loop Orlando, FL 32819	407.851.2525	0	N
Metropolitan Orlando Urban League	Karen Massey	2804 Belco Drive, Orlando, FL 32808	407.841.7654	0	N
Workforce Central Florida	Chris Judy	1097 Sand Pond Rd.-Suite 1009 Lake Mary, FL 32746	407.897.2886	0	N
Seminole Community College	Nancy Sautter	100 Weldon Rd., Sanford, FL 32773	407.328.2034	0	N
University of Central Florida	Amy Kleeman	4000 Central Florida Blvd. Ferrell Commons-Bldg. 7F, Room 185 Orlando, FL 32816-0165	407. 823.2361	0	N
Valencia Community College	Andrea Alfano	West Campus 1800 S. Kirkman Road SSB: 206 Orlando, Florida 32811	407.582.1464	0	N
African-American Institute	Linda Williams	700 E. 24 th Ave. - Suite 8 Denver. CO 80205	303.299.9055	0	N
Central Florida Employment Council	Paulette Weir	450 Seminola Blvd. Casselberry, FL 32707	407.834.4223	0	N
Hispanic Chamber of Commerce	Luisa Garcia	315 E Robinson St. - Suite 465 Orlando, FL 32801	407.28.5870	0	N
International Black Women's Congress	LaFrancis Rodgers-Rose	555 Church Street - Suite 102 Norfolk, VA	757.626.0500	0	N
NAACP Seminole County	Joseph Caldwell	P.O. Box 4113 Sanford, FL 32772	407.328.7496	0	N
National Assoc. of Black Owned Broadcasters	Alfred Liggins	1201 Connecticut Avenue N.W. Suite 200 Washington, D.C. 20036	202.463.8970	0	N
Women's Minority Business Association		135 E Colonial Dr. - #200 Orlando, FL 32801	407.428.5860	0	N
www.radio-online.com		3500 Tripp Avenue Amarillo TX 79121	806.352.7503	0	N
www.tvandradiojobs.com (TV & Radio Jobs)				0	N
Orlandohelpwanted.com	Chelsea Romero	9100 East Panorama Drive Suite 250 Englewood, CO 80112	800.365.8630	0	N

AMFMJobs.com	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	760.754.8177	0	N
Tars.rollins.edu/ Careerservices (Rollins College)	Jennifer Browning	1000 Holt Avenue Winter Park, FL 32789	407.646.2195	0	N
www.CSWork.com (Active Hire, Inc.)		1705 Capital of Texas Hwy Austin, Texas 78746	512.327.9332	0	N
RThomas@gocsb.com (Connecticut School of Broadcasting)		5323 Millenia Lakes Boulevard, Suite 120 Orlando, FL 32839	407.704.8910	0	N
www.crc.ufl.edu/ (University of Florida)		1st Floor, J.Wayne Reitz Union PO Box 118507 Gainesville, FL 32611	352.392.1601	0	N
www.collegecentral.com (Stetson University)		Unit 8395 421 N. Woodland Blvd. DeLand, FL 32723	386.822.7315	0	N
www.fsu-csm.symplicity .com (FL State Univ.)		100 South Woodward Avenue Tallahassee, FL 32306-4162	850.644.6431	0	N
www.rbr.com/submit-job (Radio Business Report)	April McLynn	PO Box 6633 Woodbridge, VA 22195	703.490.3099	0	N
www.collegecentral.com (Brevard Community College)		1519 Clearlake Road, Cocoa, FL 32922	321.632.1111	0	N
hbritt@ewc.edu (Edward Waters College)	Helen Britt	1658 Kings Road, Jacksonville, FL 32209-6199	904.470.8000	0	N
www.wloq.com Gross Communications Corporation	Nancy McMann	2301 Lucien Way - Suite 180 Maitland, FL 32751	407.647.5557	9	N

5c) Job Title: **Experienced Account Executive - Posted 03/25/09**

Referral Source(s) of Hiree: WWW.WLOO.COM (Hired 2 for sales positions)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Number of Interviewees by Each Source	Did Recruitment Source Request Notification? (Yes or No)
African American Chamber of Commerce	Valerie Ferguson	315 E. Robinson Street Suite 100 - Orlando, FL	407.420.4870	0	N
American Women in Radio & Television	Jennifer Beaver	3933 East Eden Roc Circle Tampa, FL 33634	727.329.2552	0	N
Bethune Cookman University	Lola Young	640 Dr. Mary McLeod Bethune Blvd. - Daytona Beach, FL 32114	386.481-2143	0	N
Florida A&M University Media Sales Institute	Deidre Williams	510 Orr Dr. - Tallahassee, FL 32307	850.599.3379	0	N
Florida Association of Broadcasters	Lindsay Varn	101 East College Ave., Suite 301 Tallahassee, FL 32301	850.681.6444	0	N
FMU-Orlando North	Andy Ali	9200 Southpark Center Loop Orlando, FL 32819	407.851.2525	0	N
Metropolitan Orlando Urban League	Karen Massey	2804 Belco Drive, Orlando, FL 32808	407.841.7654	0	N
Workforce Central Florida	Chris Judy	1097 Sand Pond Rd.-Suite 1009 Lake Mary, FL 32746	407.897.2886	0	N
Seminole Community College	Nancy Sautter	100 Weldon Rd., Sanford, FL 32773	407.328.2034	0	N
University of Central Florida	Amy Kleeman	4000 Central Florida Blvd. Ferrell Commons-Bldg. 7F, Room 185 Orlando, FL 32816-0165	407. 823.2361	0	N
Valencia Community College	Andrea Alfano	West Campus 1800 S. Kirkman Road SSB: 206 Orlando, Florida 32811	407.582.1464	0	N
African-American Institute	Linda Williams	700 E. 24 th Ave. - Suite 8 Denver. CO 80205	303.299.9055	0	N
Central Florida Employment Council	Paulette Weir	450 Seminola Blvd. Casselberry, FL 32707	407.834.4223	0	N
Hispanic Chamber of Commerce	Luisa Garcia	315 E Robinson St. - Suite 465 Orlando, FL 32801	407.28.5870	0	N
International Black Women's Congress	LaFrancis Rodgers-Rose	555 Church Street - Suite 102 Norfolk, VA	757.626.0500	0	N
NAACP Seminole County	Joseph Caldwell	P.O. Box 4113 Sanford, FL 32772	407.328.7496	0	N
National Assoc. of Black Owned Broadcasters	Alfred Liggins	1201 Connecticut Avenue N.W. Suite 200 Washington, D.C. 20036	202.463.8970	0	N
Women's Minority Business Association		135 E Colonial Dr. - #200 Orlando, FL 32801	407.428.5860	0	N
www.radio-online.com		3500 Tripp Avenue Amarillo TX 79121	806.352.7503	0	N
www.tvandradiojobs.com (TV & Radio Jobs)				0	N
Orlandohelpwanted.com	Chelsea Romero	9100 East Panorama Drive Suite 250 Englewood, CO 80112	800.365.8630	0	N

AMFMJobs.com	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	760.754.8177	0	N
Tars.rollins.edu/ Careerservices (Rollins College)	Jennifer Browning	1000 Holt Avenue Winter Park, FL 32789	407.646.2195	0	N
www.CSWork.com (Active Hire, Inc.)		1705 Capital of Texas Hwy Austin, Texas 78746	512.327.9332	0	N
RThomas@gocsb.com (Connecticut School of Broadcasting)		5323 Millenia Lakes Boulevard, Suite 120 Orlando, FL 32839	407.704.8910	0	N
www.crc.ufl.edu/ (University of Florida)		1st Floor, J.Wayne Reitz Union PO Box 118507 Gainesville, FL 32611	352.392.1601	0	N
www.collegecentral.com (Stetson University)		Unit 8395 421 N. Woodland Blvd. DeLand, FL 32723	386.822.7315	0	N
www.fsu-csm.symplicity .com (FL State Univ.)		100 South Woodward Avenue Tallahassee, FL 32306-4162	850.644.6431	0	N
www.rbr.com/submit-job (Radio Business Report)	April McLynn	PO Box 6633 Woodbridge, VA 22195	703.490.3099	0	N
www.collegecentral.com (Brevard Community College)		1519 Clearlake Road, Cocoa, FL 32922	321.632.1111	0	N
hbritt@ewc.edu (Edward Waters College)	Helen Britt	1658 Kings Road, Jacksonville, FL 32209-6199	904.470.8000	0	N
www.wloq.com Gross Communications Corporation	Nancy McMann	2301 Lucien Way - Suite 180 Maitland, FL 32751	407.647.5557	11	N

5d) Job Title: **Director of Sales - Posted 08/28/09**

Referral Source(s) of Hire: **INSIDE RADIO**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Number of Interviewees by Each Source	Did Recruitment Source Request Notification? (Yes or No)
African American Chamber of Commerce	Valerie Ferguson	315 E. Robinson Street Suite 100 - Orlando, FL	407.420.4870	0	N
American Women in Radio & Television	Jennifer Beaver	3933 East Eden Roc Circle Tampa, FL 33634	727.329.2552	0	N
Bethune Cookman University	Lola Young	640 Dr. Mary McLeod Bethune Blvd. - Daytona Beach, FL 32114	386.481-2143	0	N
Florida A&M University Media Sales Institute	Deidre Williams	510 Orr Dr. - Tallahassee, FL 32307	850.599.3379	0	N
Florida Association of Broadcasters	Lindsay Varn	101 East College Ave., Suite 301 Tallahassee, FL 32301	850.681.6444	0	N
FMU-Orlando North	Andy Ali	9200 Southpark Center Loop Orlando, FL 32819	407.851.2525	0	N
Metropolitan Orlando Urban League	Karen Massey	2804 Belco Drive, Orlando, FL 32808	407.841.7654	0	N
Workforce Central Florida	Chris Judy	1097 Sand Pond Rd.-Suite 1009 Lake Mary, FL 32746	407.897.2886	0	N
Seminole Community College	Nancy Sautter	100 Weldon Rd., Sanford, FL 32773	407.328.2034	0	N
University of Central Florida	Amy Kleeman	4000 Central Florida Blvd. Ferrell Commons-Bldg. 7F, Room 185 Orlando, FL 32816-0165	407. 823.2361	0	N
Valencia Community College	Andrea Alfano	West Campus 1800 S. Kirkman Road SSB: 206 Orlando, Florida 32811	407.582.1464	0	N
African-American Institute	Linda Williams	700 E. 24 th Ave. - Suite 8 Denver. CO 80205	303.299.9055	0	N
Central Florida Employment Council	Paulette Weir	450 Seminola Blvd. Casselberry, FL 32707	407.834.4223	0	N
Hispanic Chamber of Commerce	Luisa Garcia	315 E Robinson St. - Suite 465 Orlando, FL 32801	407.28.5870	0	N
International Black Women's Congress	LaFrancis Rodgers-Rose	555 Church Street - Suite 102 Norfolk, VA	757.626.0500	0	N
NAACP Seminole County	Joseph Caldwell	P.O. Box 4113 Sanford, FL 32772	407.328.7496	0	N
National Assoc. of Black Owned Broadcasters	Alfred Liggins	1201 Connecticut Avenue N.W. Suite 200 Washington, D.C. 20036	202.463.8970	0	N
Women's Minority Business Association		135 E Colonial Dr. - #200 Orlando, FL 32801	407.428.5860	0	N
www.radio-online.com		3500 Tripp Avenue Amarillo TX 79121	806.352.7503	0	N
www.tvandradiojobs.com (TV & Radio Jobs)				0	N
Orlandohelpwanted.com	Chelsea Romero	9100 East Panorama Drive Suite 250 Englewood, CO 80112	800.365.8630	0	N

AMFMJobs.com	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	760.754.8177	0	N
Tars.rollins.edu/ Careerservices (Rollins College)	Jennifer Browning	1000 Holt Avenue Winter Park, FL 32789	407.646.2195	0	N
www.CSWork.com (Active Hire, Inc.)		1705 Capital of Texas Hwy Austin, Texas 78746	512.327.9332	0	N
RThomas@gocsb.com (Connecticut School of Broadcasting)		5323 Millenia Lakes Boulevard, Suite 120 Orlando, FL 32839	407.704.8910	0	N
www.crc.ufl.edu/ (University of Florida)		1st Floor, J.Wayne Reitz Union PO Box 118507 Gainesville, FL 32611	352.392.1601	0	N
www.collegecentral.com (Stetson University)		Unit 8395 421 N. Woodland Blvd. DeLand, FL 32723	386.822.7315	0	N
www.fsu-csm.symplicity .com (FL State Univ.)		100 South Woodward Avenue Tallahassee, FL 32306-4162	850.644.6431	0	N
www.rbr.com/submit-job (Radio Business Report)	April McLynn	PO Box 6633 Woodbridge, VA 22195	703.490.3099	0	N
www.collegecentral.com (Brevard Community College)		1519 Clearlake Road, Cocoa, FL 32922	321.632.1111	0	N
hbritt@ewc.edu (Edward Waters College)	Helen Britt	1658 Kings Road, Jacksonville, FL 32209-6199	904.470.8000	0	N
www.wloq.com Gross Communications Corporation	Nancy McMann	2301 Lucien Way - Suite 180 Maitland, FL 32751	407.647.5557		N

6) **Total number of Interviewees Referred by Each Source:** For the period from October 1, 2007 to September 30, 2009, Gross Communications Corporation (WLOQ-FM) interviewed 35 interviewees for full time job vacancies. These interviewees were referred by the following sources:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
WWW.WLOQ.COM	20
Inside Radio	18
Phone Interview	3
Employee Referrals	3

7) Supplemental Recruitment Measures

Supplemental Recruitment Initiatives:

1. Internship Programs

a. Gross Communications Corporation (WLOQ-FM) has an ongoing internship program within the Promotions, Sales, and Production Departments. We are an intricate participant in the annual "Internship Pursuit" which is sponsored by The University of Central Florida and The Orlando Sentinel newspaper. This program exposes students to internships about careers in broadcasting. Interns are trained within their assigned department in job skills necessary to begin an entry level position.

2. Training of Management/Sales Personnel

a. Gross Communications Corporation (WLOQ-FM) has established a training program for management and sales personnel through the Sandler Sales Institute. This program is designed to enable station sales personnel to acquire skills that could qualify them for higher level positions, and gives managers new skills to work within their departments. Personnel attend weekly classes offsite for which the station pays the tuition.

3. Participate in General Outreach Efforts Using Job Banks, Business Expo and Internet Programs

a. Gross Communications Corporation (WLOQ-FM) places great emphasis on keeping the general public informed of all the numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them ongoing on the WLOQ website (www.wloq.com).

b. Use job banks for Workforce of Central Florida via ww.cfec.org

c. Information sent out to media trade groups whose membership includes substantial participation of women and minorities

d. Participated in two Hispanic events: 2007 Hispanic Business & Consumer Expo, and The Don Quijote Awards in 2008.

8) NARRATIVE

Gross Communications Corporation (WLOQ-FM) takes an aggressive, proactive approach in our recruitment and outreach efforts.

In addition to over 31 recruitment sources throughout the country used for each opening, and an internal posting of each full time opening, we take part in a college sponsored "Internship Pursuit" program for credit earned internships and potential graduate hiring for current and future job opportunities.

We have a training program primarily set up for account managers that consist of a two week video training program and an on-going daily training program for the account managers first ninety days of employment. All other departments have in-department training and the station has an ongoing cross-department training program for those interested in other aspects of the broadcasting business.