

2010 ANNUAL EEO PUBLIC FILE REPORT

Quantum of Florence License Company, LLC

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

Reporting Period: July 31, 2009– July 30, 2010

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of one full time position was 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):

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)

Tuesday, September 29th, 2009

Florence Career Center

1126 Howe Springs Road

Florence, SC 29505

Per class instructor's request discussed various career opportunities and marketing ideas pertaining to radio. Provided station information to participants. Attended by Director of Sales and Account Executive.

Florence Career Center

(In conjunction with Florence School District One)

1126 Howe Springs Road

Florence, SC 29505

Shadow Student #1 - Wednesday, October 7th, 2009

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 - Wednesday, November 18th, 2009

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 #3 - Tuesday, December 8th, 2009

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 Tenth Annual Collegiate Job Fair

(In conjunction with the South Carolina Broadcasters Association)

Tuesday April 13, 2010

SC National Guard Armory

Columbia, SC

Had booth on location and provided station information and employment applications to participants. Attended by Director of Sales and two Account Executives.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9/08/2009	Account Executive	Qantum Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 6

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
PeeDeeHelpWanted.com	2
Florence Morning News	1
Employee Referrals	3

RECRUITING SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 9/08/2009

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Florence Morning News	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Marion Star & The Mullins Enterprise	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
Lake City News and Post	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Hemmingway Weekly Observer	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
News Extra	N	310 S. Dargan St. Florence, SC 29501	Classified Advertising	(P)(843) 317-6397 (F)(843) 317-7290
The Pulse	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@regionalhelpwanted.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.