

Positive Alternative Radio, Inc.

Annual EEO Public File Report For WXRI-WTJY

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules. This report has been prepared for placement in the public inspection files as well as on the website.

The information contained in this report covers the time period beginning August 1, 2010 to and including July 31, 2011.

The FCC's EEO Rules requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.

Attachment A contains the following information for each full-time vacancy:

- The recruitment sources used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy;

Attachment B contains the following information for each full-time vacancy:

- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment C contains a list and brief description of initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.

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Attachment B Annual EEO Public File Report
 Covering the period from August 1, 2010 to July 31, 2011

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions For Which This Source Was Utilized
Hired from Within (Joy FM/PAR, Inc.)	0	0
On-Air & On-line (Joy FM/joyfm.org)	0	0
Joy FM Intern Program 600 W Clemmons Rd Winston-Salem NC 27127 (336) 788-1155	0	0
Hispanic News Service 1420 N. Street, N.W. Washington DC 20005	0	0
Christian Radio Weekly 5350 N. Academy Blvd. Suite 200 Colorado Springs, CO 80918 Dave@christianradioweekly.com	0	0
Crown Group P.O. Box 100 Gainesville, GA 30503 www.crownradiogroup.com	0	0
Singing News Magazine Danny Jones 828-264-3700 Boone NC 28607	0	0
HisAir.net P.O. Box 307 Duplessis, LA 70728 Jobs@hisair.net	0	0
R&R 10100 Santa Monica Blvd, Third Floor Los Angeles CA 90067	0	0
Appalachian State University Carol Hampton 141 Walker Hall Boone NC 28607	0	0
Program Director Web www.programdirector.net/classifieds	0	0
Radio Online LLP 3500 Tripp Avenue Amarillo, TX 79121	0	0
The Southerner Ron Van Landingham 336-225-0211 Lexington NC	0	0
Radio and Television News Directors Association and Foundation Job Service 4121 Plank Road #512 Fredericksburg VA 22407	0	0
National Association of Hispanic Journalists Maria G. Toscano 190 N. State Street Chicago IL 60601	0	0
United Minority Media Association 5511 Woodland Ave, Suite One Kansas City MO 64110	0	0
National Association of Black Journalists Career Placement Office 3100 Taliaferro Hall, Univ. Of Maryland College Park MD 20742	0	0
Minority Media and Telecommunications Council 3636 156th St. NW, Ste AG-34 Washington DC 20010	0	0
Media Career of Minorities Talent Bank 825 Seventh Ave, 3rd floor New York NY 10019	0	0
National Association of Black Sales Professionals 503 S. Oak Park Ave Chicago IL 60304	0	0
National Association of Broadcasters Human Resources 1771 N. Street, N.W. Washington DC 20036	0	0
National Association of Hispanic Journalists National Press Building 529 14th St. N.W. Suite 634 Washington DC 20045	0	0
Native American Journalist Association 1433 E. Franlin Ave, Suite 11 Minneapolis MN 55202	0	0
Nat'l Academy of TV Arts and Science 5220 Lankershim Blvd North Hollywood CA 91601-3109	0	0
National Association of Black Journalists 11600 Sunrise Valley Drive Reston VA 22091	0	0

Positive Alternative Radio, Inc.

Attachment C Annual EEO Public File Report

Covering the period from August 1, 2010 to July 31, 2011

Section 3: Supplemental (non-vacancy specific) recruitment activities undertaken by Positive Alternative Radio, Inc.

Establishment of an Internship Program

Positive Alternative Radio, Inc. ("PAR") continues growth with the internship program designed to assist members of the community, mainly students from local colleges and universities, to acquire skills needed for broadcast employment. Those students who are involved in the internship program gain knowledge in the areas of news, weather, promotions, radio remotes & event activities, production/operations, and overall business skills, in order to get real experiences in broadcasting.

Participation in job banks, Internet Programs, and other programs designed to promote outreach generally

PAR posts job opportunities on its website, www.joyfm.org. In addition, we advertise the website & job openings on-air. PAR's website is intended also to describe the radio broadcast business, our radio ministry efforts and promote general outreach to the community. PAR also posts job opportunities with other sources in the community.

Job Fairs

During this reporting period, Positive Alternative Radio, Inc. did not attend any job fairs with regard to Radio Stations WXRI-FM and WTJY-FM since there was no need for any full-time hires. However, when full-time positions do become available, the following job fairs are attended:

1. Greensboro's Career Fair For All
2. Charlotte's Career Fair For All
3. Winston-Salem's "I Am Able" [Spring] Job Fair

Proactive efforts to be visible & participate in local area job fairs are on-going.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions

PAR has often promoted from within and has trained staff to qualify for higher-level positions being offered. Those promoted to position of sales manager from

administrative assistant, station engineer from on-air personality, accounting assistant from receptionist.

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

PAR continually communicates to management level personnel the importance of hiring decisions and equal employment opportunity guidelines for the company and its radio stations. PAR posts EEO policy on its website and at all of its radio stations.

Positive Alternative Radio, Inc.

Attachment C Annual EEO Public File Report (continued)

Covering the period from August 1, 2010 to July 31, 2011

Section 3: Supplemental (non-vacancy specific) recruitment activities undertaken by Positive Alternative Radio, Inc.

Radio Stations Tours

Members of staff discussed various roles of employment positions within the company and how radio stations generally operate. Scouting, school, & church groups were interested in what was available within our radio stations.

Internship Program

Joy FM (WXRI-WTJY) maintains an internship program designed to assist members of the community, mainly students from local colleges and universities, to acquire skills needed for broadcast employment. Those students who are involved in the internship program gain knowledge in the areas of news, weather, production/operation, and overall business skills, in order to get real experiences in the radio industry. Those students who are involved in the internship program gain knowledge in the areas of music, programming, production/operations, and overall business skills, in order to get real experience in radio.

Participation in Job Banks, Internet Programs, and Other Programs Designed to Promote Outreach

WXRI-WTJY posts job opportunities on its website, joyfm.org WXRI-WTJY's website is also intended to describe the radio station business and promote general outreach to the community.

Provision of Training to Management Level Personnel

WXRI-WTJY has posted EEO policy on the website and at the station. WXRI-WTJY expands content and continues training as needed. The station staff is instructed in EEO procedures and is encouraged to report possible violations.