

WINC FM • WINC AM • WXBN FM • WXNB FM
 Winchester, VA Winchester, VA Strasburg, VA Berryville, VA

EEO PUBLIC FILE REPORT
 This report provides recruitment data collected from
June 2, 2010 through June 1, 2011

This EEO Public File Report is filed in the public inspection file of Station(s)
 WINC AM • WINC FM • WXBN FM • WXNB FM PURSUANT TO Section 73,208(c)(6) of the Federal
 Communications (FCC) rules.

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

JOB TITLE	DATE FILLED	RECRUITMENT SOURCES USED TO FILL VACANCY	RS REFERRING HIREE
Promotions Coordinator	7.22.10	1-20	17
Account Executive	8.01.10	1-20	16
Assist Engineer/IT	11.08.10	1-21	4 and 21
Marketing Coordinator	12.15.10	1-20	13

EEO Contact Information for Employment units: **WINC FM • WINC AM • WXBN • WXNB**

Centennial Broadcasting II, LLC.	
<p>Corporate Address 6201 Town Center Drive, Suite 210 Clemmons, NC 27012 Contact: Steve Watts stevewnc@yahoo.com 336.766.2828</p>	<p>Station(s) Business Address 520 N. Pleasant Valley Rd Winchester VA 22601 Contact: Valerie Mayer vmayer@winc.fm 540.677.2224</p>

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**FULL TIME VACANCY EEO INFORMATION
FORM BP-05**

June 2, 2010 thru June 1, 2011

II. Recruitment Sources Used to Fill the Vacancies

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	All Access Music Group 28955 PCH Malibu CA 90265 Joel Denver 310 457 6616 phone www.allaccess.com	No	1
2	VA Employment Commission 100 Premier Place Winchester VA 22602 Gene Schultz 540 722 3415 phone 540 722 3418 fax www.vec.state.va.us	Yes	
3	American Women in Radio 11595 Spring Hill Rd Suite 330 Vienna VA 22182 Maria Brennan (Ex Dir) 703 506 3290 phone 703 506 3266 fax www.awrt.org	Yes	1
4	Virginia Association of Broadcasters (VAB) 630 Country Green Lane Charlottesville VA 22902 Rose Lester 434 944 3716 phone www.vabonline.com	Yes	3
5	Shepherd University PO Box 3210 Shepherdstown WV 25443 Patricia Gochenauer (Dir) 304 876 5122 www.collegecentral.com	Yes	

6	<p>Norfolk State University 700 Park Avenue Norfolk VA 23504 Benjamin Ellis (Dir) 757 823 8462 phone 757 823 2075 fax careerservices@nsu.edu</p>	Yes	
7	<p>Howard University 525 Bryant Street NW Washington DC 20059 Joan Brown 202 806 7513 202 462 4267 fax careersrhu@howard.edu</p>	Yes	
8	<p>Shenandoah University 1460 University Drive Winchester VA 22601 Judy Wachsmann (Dir) 540 665 5412 jwachsm@su.edu</p>	Yes	
9	<p>Lord Fairfax Community College 173 Skirmisher Lane Middletown VA 22645 Julie West (Counselor) 540 868 7113 jwest@lf.vcccs.edu</p>	Yes	
10	<p>VA Western Community College PO Box 14007 Roanoke VA 24038 Rhonda Perdue 540 857 7298 phone 540 857 6050 fax careercenter@vw.vccs.edu</p>	No	
11	<p>James Madison University MSC2106 Harrisonburg VA 22807 Trey Lewis lewisje@jmu.edu 540 568 6228 phone 540 568 7133 phone</p>	No	
12	<p>Columbia School of Broadcasting 3947 University Drive 2nd Floor Fairfax VA 22030 Bill Butler 703 591 6000 phone 703 591 6147 fax djtrain@columbiaschoolbroadcast.com</p>	Yes	
13	<p>Radio Ads: Valerie Mayer vmayer@winc.fm PO Box 3300 Winchester VA 22601 540 667 2224</p>	Yes	3

14	Department of Rehabilitative Services 20 Ricketts Drive Winchester VA 22601 Doug Strosnider 540 722 3453 Doug.strosnider@drs.virginia.gov	Yes	
15	Internal Posting/Employee Bulletin Boards Valerie Mayer 540 667 2224 vmayer@winc.fm	Yes	
16	Web sites www.WINC.FM www.rockthebone.com (as of 12.03.09) www.talk1400winc.com	Yes	2
17	Employee and/or Client Referrals	No	3
18	Internal Posting/Employee Bulletin Boards Centennial Broadcasting Fredericksburg, VA 540 373 7721 (Terri Barker-Fredericksburg) Valerie Mayer 540 667 2224	Yes	
19	VARTV c/o VARTV.COM 1725 Live Oak Trail Virginia Beach VA 23456 Robert Corbin editor@vartv.com	No	1
20	DCRTV C/O DCRTV.COM 1981 b Villaridge Dr Reston VA 20191 Dave Hughes dcrtv@hotmail.com	No	
21	Society of Broadcast Engineers (SBE) 9102 North Meridian Street, Suite 150 Indianapolis IN 46260 317 846 9000	No	2

WINC FM•WINC AM•WXBN FM•WXNB FM
EEO Public File Report
Summary Description of Supplemental Outreach Initiatives
For the period ownership Beginning 6/02/2010 and ending 6/01/2011

A • Mentoring Programs- FCC Initiative: Establishment of a mentoring program to enable station personnel to improve their skills to qualify for higher positions.

Account Executives 2010/2011

Our Market conducts a Sales Mentoring Program for all new Account Executives. Each new Account Executive is assigned to the Sales Manager and/or General Manager as a Mentor. The Mentor(s) provides daily feedback to the new Account Executive, assisting them with job training, information about key departments/personnel, goal setting and establishing open communication and a supportive environment. Conducted "Role Playing" on the best approach for "cold calling" and how to be a "closer"

Two Account Executives participated in the Mentoring Program during this reporting period.

Tammy Stevenson 6/01/10 – 8/31/10
 Lisa Broyhill 1/01/11 – 3/31/11

B • Internship Programs 2010/2011 - FCC Initiative: Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment

Adam Solomon was a senior at Shepherd University in Virginia during his internship for Centennial Broadcasting II, LLC, majoring in Mass Communications. Adam interned for a total of 400 hours from May 2010 thru November 2010. His internship was primarily assisting the programming staff in the areas of promotions, production and news.

C • Volunteer Day/Recruitment Fair 2010/2011 FCC Initiative: Participation in fair by station personnel who have substantial responsibility in the making of hiring decisions.

Centennial Broadcasting (WINC FM, WINC AM, WXBN & WXNB) Sponsored a Volunteer Day and Recruitment Fair on September 11, 2010 from 11am-2pm. Centennial had approximately 30 organizations providing information to the community regarding their need for volunteers. We also offered tours of the station to increase public awareness regarding employment opportunities in broadcasting. Management was on hand to provide answers to interested job candidates.

D • EEO Management Training 2010/2011 to ensure Equal Employment Opportunities and preventing discrimination. (viewed June 2010)

Management level personnel (managers with hiring authority), viewed a Michigan Association of Broadcasters webcast hosted by Michigan State University. The speaker was Brendan Holland from DAVIS, WRIGHT AND TREMAINE. Mr. Holland covered the Basics of the FCC Equal Employment Opportunity Rules. In addition to the general obligation of all broadcasters to avoid discrimination, the policy also requires wide dissemination of all job openings at broadcast stations, and that stations must perform Supplemental Efforts to educate the public about broadcast jobs. He also emphasized the importance of record keeping. Website that supplied the webcast www.wmsu.org/

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For the period ownership Beginning 6/01/2010 and ending 5/31/2011

D • Recruitment Initiative – FCC Initiative:

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities

American Women in Radio
8405 Greensboro Drive, Suite 800
McLean VA 22102
Maria Brennan (Ex Dir)
703 506 3290 phone
703 506 3266 fax
www.awrt.org

Department of Rehabilitative Services
20 Ricketts Drive
Winchester VA 22601
Doug Strosnider
540 722 3453
Doug.strosnider@drs.virginia.gov

Virginia Association of Broadcasters (VAB)
630 Country Green Lane
Charlottesville VA 22902
Rose Lester
434 944 3716 phone
www.vabonline.com

VA Employment Commission
100 Premier Place
Winchester VA 22602
Gene Schultz
540 722 3415 phone
540 722 3418 fax
www.vec.state.va.us