

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period:

June 1, 2009 - May 31, 2010

Employer: Centennial Broadcasting, LLC

Licensee: Centennial Licensing, LLC

This EEO Public File Report is filed in the public inspection file of Stations:

**Stations: WVMP-FM, Vinton, VA
WZZU-FM, Lynchburg, VA
WLNI-FM, Lynchburg, VA
WZZI-FM, Bedford, VA**

Pursuant to Section 73.208 of the Federal Communications Commission rules.

EEO Contact Information:

Centennial Broadcasting, LLC

Corporate Address:
6201 TownCenter Drive, Suite 210
Clemmons, NC 27012
Contact: Steve Watts, Executive Vice President/CFO
steveunc@yahoo.com
336-766-2828

Station Business Address:
19-C Wadsworth Street
Lynchburg, VA 24501
Contact: Michael Williams, Business Manager
mwilliams@centennialbroadcasting.com
434-845-3698

Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

TOTAL NUMBER OF INTERVIEWEES AND TOTAL NUMBER OF INTERVIEWEES
REFERRED BY EACH RECRUITMENT SOURCE

Yearly Period Beginning: June 1, 2009 Ending: May 31, 2010

Total Number of Persons Interviewed for Fulltime Vacancies: 29

Name of Recruitment Source	Address	Total Number of Interviewees
Station Websites	www.1015themusicplace.com www.RockThePlanet.fm www.WLNI.com	2
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	2
Employee Referrals	N/A	
AllAccess	On-Line	6
Internal Applicant	N/A	2
Centennial Contact	N/A	1
Roanoke Times Roanoke Tribune Lynchburg News & Advance		13 2
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	1
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
Central Virginia Community College	3506 Wood Road Lynchburg, VA 24502	
Randolph Macon College	Ashland, VA 23005	
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Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

SUMMARY DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

For the 2 year period beginning 6/1/09 and ending 6/2/11

First Initiative:	<u>Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.</u>
Describe activities undertaken to fulfill that initiative:	<u>Michael Blazek (Liberty University) - Administrative/Sales 5/25/09-7/31/09 (Supervised by Station Manager)</u> <u>Saquia Freeman (Liberty University) - Programmin/Production 6/1/09-6/24/10 (Supervised by Station Manager)</u> _____ _____

Second Initiative:	<u>Participation in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decision.</u>
Describe activities undertaken to fulfill that initiative:	<u>Region 2000 Workforce Career Fair - October 13 & 15, 2009 attended by Operations Manager and Business Manager</u> <u>Bedford Area Business Expo - September 23-24, 2009 attended by Operations Manager and Business Manager</u> _____ _____ _____

Third Initiative:	<u>Establishment of a mentoring program to enable station personnel to improve their job skills to qualify for higher positions.</u>
Describe activities undertaken to fulfill that initiative:	<u>Operations Manager is working with two individuals regarding station operations: Ryan Carlson is being trained specific to duties such as music scheduling and air staff development and station promotion.</u> <u>Laura Dooley, Sales Assistant is being trained in the area of station promotion for both a rock station and news/talk station format.</u> _____ _____

Fourth Initiative:	_____ _____
Describe activities undertaken to fulfill that initiative:	_____ _____ _____ _____

Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Sales Account Executive

Date Vacancy Filled: June 15, 2009

Recruitment Source for Hiree: Internal

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		
Internal Applicant		
Centennial Contact		1
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
Central Virginia Community College	3506 Wood Road Lynchburg, VA 24502	
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National Business College	1813 East Main Street Salem, VA 24153	

Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Sales Account Executive

Date Vacancy Filled: August 1, 2009

Recruitment Source for Hiree: Lynchburg News & Advance

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed	1
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Program Director

Date Vacancy Filled: September 5, 2009

Recruitment Source for Hiree: AllAccess

Number of Individuals Interviewed for the Vacancy: 6

Name of Recruitment Source	Address	Number of Referrals
Station Websites		
On Air Announcements	None	
AllAccess	On-Line	6
Internal Applicant	N/A	
Centennial Contact	N/A	
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
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Virginia Tech	Blacksburg, VA 24061	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Traffic Manager

Date Vacancy Filled: October 11, 2009

Recruitment Source for Hiree: Internal Applicant

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		
Internal Applicant		1
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
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National Business College	1813 East Main Street Salem, VA 24153	

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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Traffic Manager

Date Vacancy Filled: October 11, 2009

Recruitment Source for Hiree: Internal Applicant

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WLEQ-FM WLNI-FM	
Employee Referrals		
Internal Applicant		1
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Sales Account Executive

Date Vacancy Filled: November 1, 2009

Recruitment Source for Hiree: Lynchburg News & Advance

Number of Individuals Interviewed for the Vacancy: 1

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	None	
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed	1
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Director of Development

Date Vacancy Filled: December 4, 2009

Recruitment Source for Hiree: Roanoke Times

Number of Individuals Interviewed for the Vacancy: 7

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed	7
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
Virginia Western Community College Assistant Coordinator of Student Life	PO Box 14007 Roanoke, VA 24038-4007	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Programming Administrative Assistant

Date Vacancy Filled: April 5, 2010

Recruitment Source for Hiree: www.1015themusicplace.com

Number of Individuals Interviewed for the Vacancy: 5

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.1015themusicplace.com www.RockThePlanet.fm www.WLNI.com	2
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed	2
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	1
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
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Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: Sales Account Executive

Date Vacancy Filled: April 12, 2010

Recruitment Source for Hiree: On Air Advertisement

Number of Individuals Interviewed for the Vacancy: 2

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	2
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed No Ad Placed	
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	PO Box 10849 Lynchburg, VA 24506-0849	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
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Virginia Tech	Blacksburg, VA 24061	
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Centennial Broadcasting, LLC
Roanoke/Lynchburg, VA

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title of Vacancy: General Sales Manager

Date Vacancy Filled: May 24, 2010

Recruitment Source for Hiree: Roanoke Times

Number of Individuals Interviewed for the Vacancy: 4

Name of Recruitment Source	Address	Number of Referrals
Station Websites	www.1015themusicplace www.RockThePlanet.fm www.WLNI.com	
On Air Announcements	WZZI-FM/WZZU-FM/WVMP-FM WLNI-FM	
Employee Referrals		
Internal Applicant		
Centennial Contact		
Roanoke Times Roanoke Tribune Lynchburg News & Advance	No Ad Placed No Ad Placed	4
Virginia Employment Commission Roanoke	PO Box 40008 Roanoke, VA 24022	
Virginia Employment Commission Lynchburg	www.vawc.virginia.gov	
NAACP - Floyd County Branch	PO Box 6044 Christiansburg, VA 24068	
Roanoke College Career Planning and Placement	221 College Lane Salem, VA 24153	
Lynchburg College	1501 Lakeside Drive Lynchburg, VA 24501	
Liberty University	1971 University Blvd Lynchburg, VA 24502	
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Hollins University Career Development Center	PO Box 9628 Roanoke, VA 24020	
Virginia Tech	Blacksburg, VA 24061	
James Madison University	Harrisonburg, VA	
Central Virginia Community College	3506 Wood Road Lynchburg, VA 24502	
Randolph Macon College	Ashland, VA 23005	
National Business College	104 Candlewood Court Lynchburg, VA 24502	
National Business College	1813 East Main Street Salem, VA 24153	