

**WMSR-FM RADIO STATION  
ANNUAL EEO PUBLIC FILE REPORT**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080©(6) of the FCC's 2002 EEO rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following station:

WVNA (FM), Florence-Muscle Shoals, AL FIN: 58-2518492

The information contained in this Report covers the time period beginning January 1, 2006 to and including December 31, 2006. The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
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 fulltime 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 Section 73.2080©(2) of the FCC rules.

Sections 1, 2 and 3, which follow provide the required information. Please note that the numbers listed on Section 2 under the column entitled "Full-Time Positions for which this Source Was Utilized" refer to the number of the full-time job positions listed on Section 1.

URBan Radio Broadcasting, LLC. the licensee of WVNA (FM), has and will continue to be Equal Employment Opportunity Employers. URBan Radio Broadcasting is committed to broad and inclusive outreach for hiring full-time employees, affording equal opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender and religion. As required by Section 73.2080 of the Commission's Rules, the station has participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

**WMSR-FM RADIO STATION**  
EEO PUBLIC FILE REPORT  
COVERING PERIOD FROM JANUARY 1, 2006 TO DECEMBER 31, 2006  
STATIONS COMPRISING STATION EMPLOYMENT UNIT: WMSR-FM

**Section 1: Vacancy Information**

FULL TIME POSITIONS FILLED BY JOB TITLE  
RECRUITMENT  
SOURCE OF HIRING

1 Account Executive	Radio Announcement
2 Account Executive	Radio Announcement
3 Account Executive	Radio Announcement
4. Account Executive	Radio Announcement
5. Account Executive	Radio Announcement
6. Account Executive	Radio Announcement
7. Account Executive	Radio Announcement
8. Account Executive	Industry Referral
9. Account Executive	Walk In
10. On Air Personality	Industry Referral

**Total Number of Persons Interviewed During Applicable Period: 36**

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**Section 2: Vacancy Information**

Recruitment Source (Name, Address, Telephone, Contact Person)  
Total Number of Interviewees this Source Has Provided During This Period (if any)  
Full-Time Positions For Which This Source Was Utilized - (Section 1)

1

**Radio Announcements**

WMSR-FM  
509 N. Main St., Tusculumbia, AL 35674  
(256) 383-2525 (P) ext 222  
Brian Rickman  
[brianrickman@urbanradio.fm](mailto:brianrickman@urbanradio.fm) 97 1-9

2

**AL-BA (available to all trade members & national Job Bank browsers)**

2180 Parkway Lake Dr., Hoover, AL 35244  
(205) 982-5001  
Cindi McGee  
[www.al-ba.com](http://www.al-ba.com) 0 1-10

3

**AllAccess.Com**

28955 Pacific Coast Highway, Suite 210-5, Malibu, CA 90265  
(310) 457-6616  
Joel Denver  
[www.allaccess.com](http://www.allaccess.com) 76 1-10

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**University Of North Alabama**

Florence, AL 35632  
(256)765-4608

Edward Foote  
[aefoote@una.edu](mailto:aefoote@una.edu) 0 1-10

5

**Inside Radio**

Gene McKay  
General Manager  
800-640-8852

[genemckay@insideradio.com](mailto:genemckay@insideradio.com) 17 1-10

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**Goods Entertainment**

Adam Goodman  
Goods Entertainment/VoiceHunter.com  
203-341-0111(P)  
[adam@goodsentertainment.com](mailto:adam@goodsentertainment.com) 2 1-10

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**FMQB.Com**

[www.fmqb.com](http://www.fmqb.com)

Brad Maybe  
856-424-9114 (P) 5 1-10

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**Radio And Records**

[www.radioandrecords.com](http://www.radioandrecords.com)

Cyndee Maxwell  
310-788-1688 (P) 21 1-10

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**Radio Online**

[www.radioonline.com](http://www.radioonline.com)

Self Post 0 1-10

9

**National Hispanic Media Coalition**

2514 S. Grand Avenue, Los Angeles, CA 90007  
213-746-6988 (P) 0 1-10

10

**Referrals**

None

None 2 1-10

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**Walk-Ins**

None

None 10 1-10

**TOTAL 110**

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***Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities  
Undertaken By WMSR-FM***

On Wednesday, 10/18/06 WMSR-FM Radio attended the "University of North Alabama Career Fair". UNA is a state funded institution, which places an emphasis on business, entertainment and the performing arts. Approximately 100 minorities attended the event. The staff from WMSR-FM collected resumes and interviewed potential candidates for future openings.

***Internship Programs***

**WMSR-FM Radio Internship Program**

WMSR-FM Radio has a long-standing internship program open to college students with a sincere interest in broadcasting. WMSR-FM Radio hires interns from a diverse background and a wide variety of educational institutions within the Tennessee Valley area. These internships are for college credit ONLY.

**List of College Intern Participants and Schools**

**Spring 2006: Approximately 3 months**

**1 White Male**

**Student University of North Alabama - WMSR-FM Engineering Department**

**1 African American Male**

**Student University of North Alabama - WMSR-FM Programming Department**

**Fall 2006: Approximately 3 months**

**1 African American Female**

**Student University of North Alabama - WMSR-FM Programming Department**

**1 White Male**

**Student University of North Alabama - WMSR-FM Programming Department**